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Editor & Publisher®

THE FOURTH ESTATE

INTERNATIONAL

Year Book

NUMBER

THE ENCYCLOPEDIA OF THE NEWSPAPER INDUSTRY

VOL. 90, NO. 9
FEBRUARY 28, 1957

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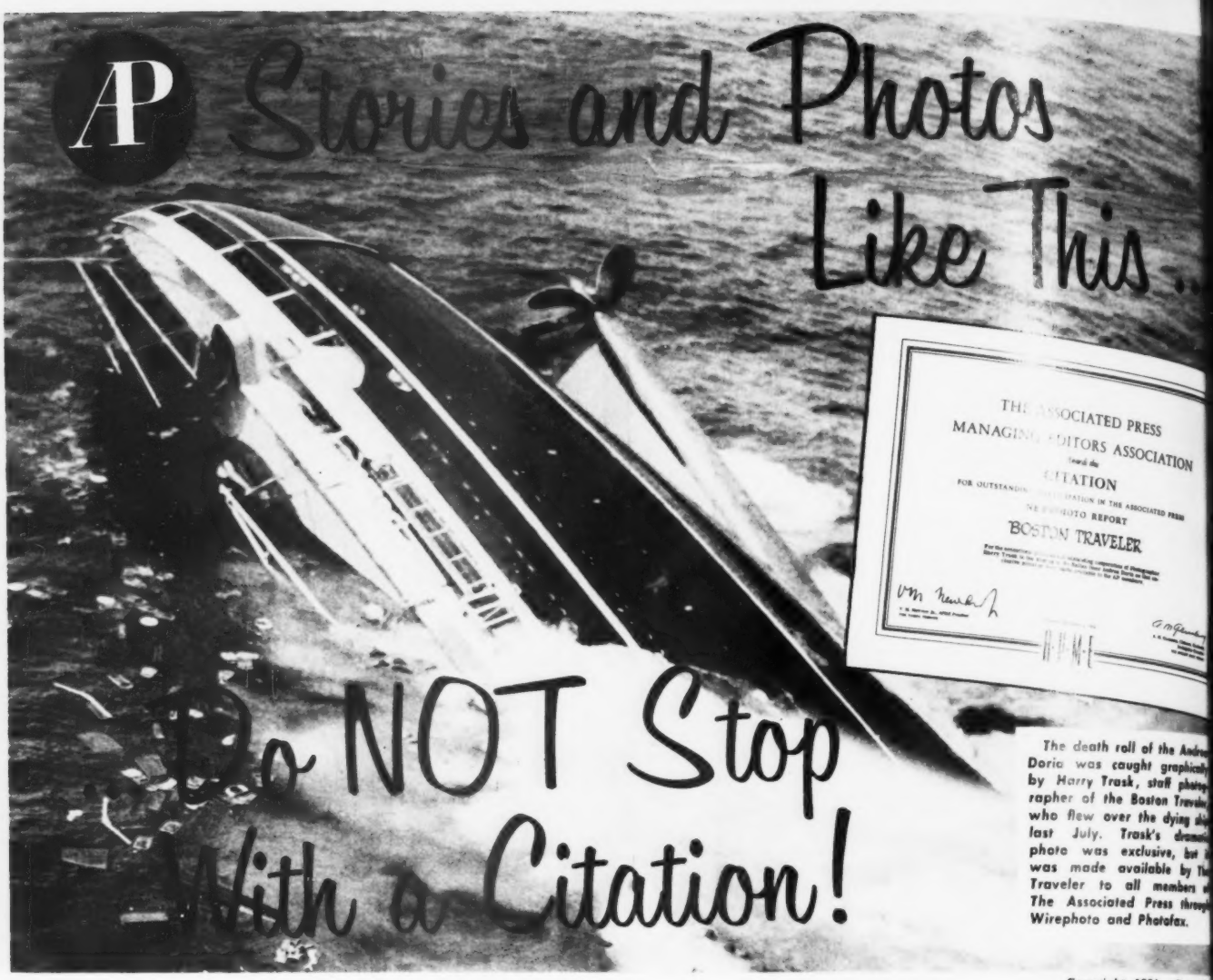


Copyright, 1956 — Boston Tr

They Go On and On Through Membership Cooperation- *The Lifeline of The* AP

THE Associated Press Managing Editors Association selected the photo of the sinking of the Andrea Doria as an outstanding example of newsphoto coverage by an AP member in 1956. The citation was one of 79 made by the APME to newspaper and radio members who "go far beyond the requirements of The Associated Press" in furnishing news and photos to other AP members, large and small, throughout the world. The citations are awarded annually for exceptional cooperation by AP members.

The pursuit of news and newsphotos by members of The Associated Press for their mutual benefit goes on with vigorous enterprise from day to day.

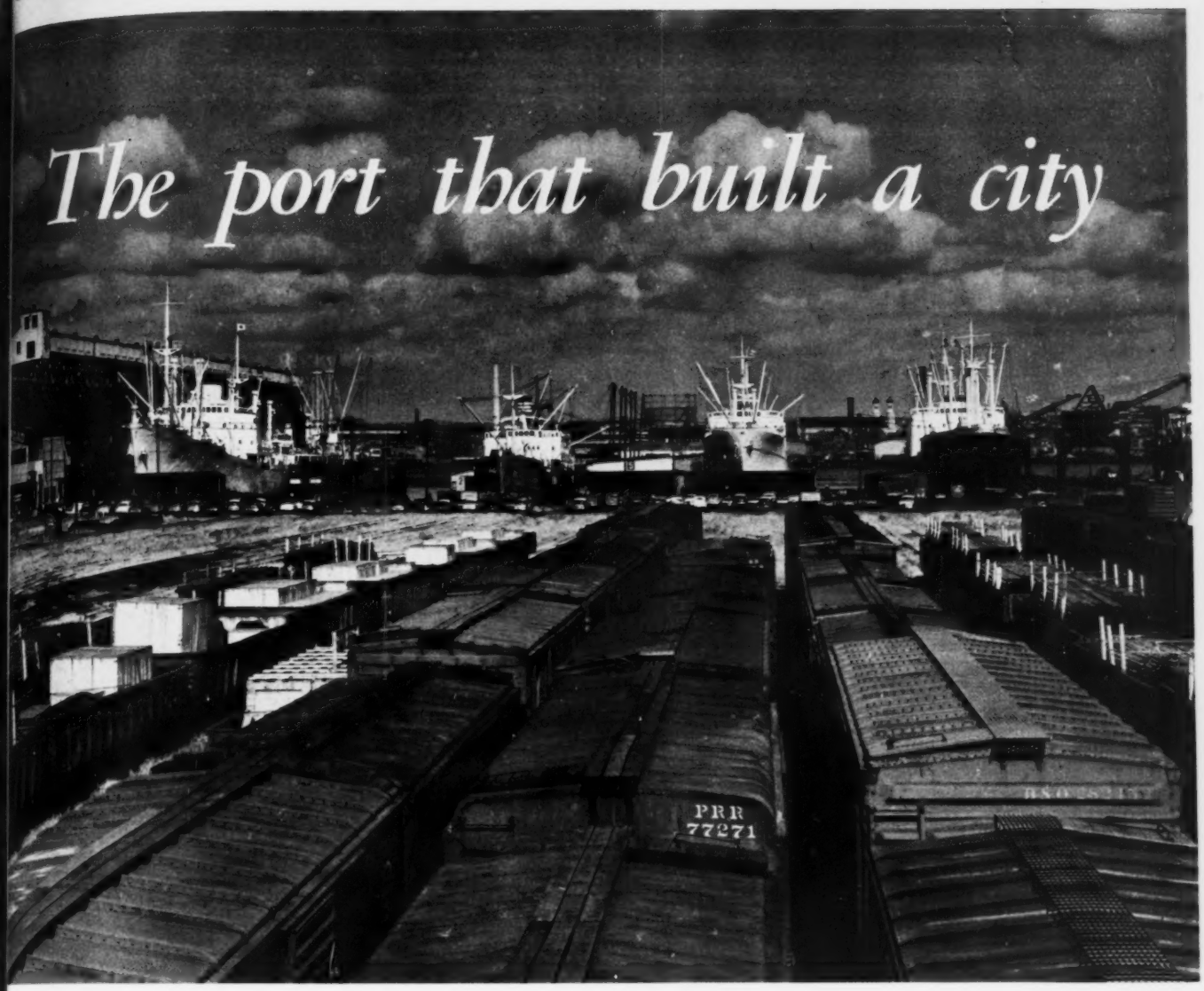
Newspapers receiving 1956 APME Citation awards

Alamogordo Daily News
Amarillo News & Globe-Times
Appleton Post-Crescent
Bakersfield Californian
Billings Gazette
Birmingham News
Boston Traveler
Buffalo Courier-Express
Charleston News & Courier
Charleston Evening Post
Columbia Daily Tribune
Denver Post
Dumas Moore County News
Eureka Humbolt Times
Fargo Forum
Fulton Sun-Gazette
Gettysburg Times
Grand Junction Sentinel
Grand Rapids Press
Holyoke Transcript-Telegram
Jamestown Post-Journal
Lake Charles American Press
Las Vegas Review-Journal
Lawrence Journal World
Lawrence Evening Tribune
Longmont Times-Call
Los Angeles Mirror-News
Lubbock Avalanche-Journal
Lynchburg News
Lynn Evening Item
Marshalltown Times Republican
Martinsville Bulletin
Milwaukee Journal
Moscow Daily Idahonian
Norfolk Virginian-Pilot
Oakland Tribune
Oshkosh Northwestern
Panama City News and Herald
Pittsburgh Post-Gazette
Portland Oregon Journal
Portland Oregonian
Providence Journal-Bulletin
Pueblo Star-Journal & Chieftain
Quincy Patriot Ledger
Raton Daily Range
Redding Record-Searchlight
Richmond News-Leader
Roanoke Times
Sacramento Bee
Salt Lake City Tribune
St. Louis Post-Dispatch
San Francisco Chronicle
San Jose Mercury & News
San Raphael Independent-Journal
Santa Cruz Sentinel
Schenectady Union-Star
Seattle Times
Spencer Reporter
Tacoma News-Tribune
Tucson Arizona Star
Tulare Advance-Register
Tuscaloosa News
Tulsa Tribune
Visalia Times-Delta
Wausau Record-Herald
Wheeling Intelligencer and Sunday News
Wichita Eagle

Radio and TV stations receiving APME Citation awards

KFDA, Amarillo, Texas
KAGH, Crossett, Ark.
KDDD, Dumas, Texas
KHUM, Eureka, Calif.
WSVA, Harrisonburg, Va.
KMYC, Marysville, Calif.
WTMJ, Milwaukee, Wis.
WTMJ-TV, Milwaukee, Wis.
WCTW, New Castle, Ind.
KGW, Portland, Ore.
KSCO, Santa Cruz, Calif.
KICD, Spencer, Iowa

AP THE BYLINE DEPENDABIL



And the building has been *good*—very good—during all of 1956. In fact, it has been a record-breaking year for the port of Baltimore—with some 5,700 ship arrivals from all corners of the world.

Other port statistics that make for interesting reading and booming business are as follows:

★ Coal exports—5,000,000 tons in 1956.
★ Grain exports—over 100,000,000 bushels.
★ Ore imports—over 14,000,000 tons.
★ Shipbuilding & repair activity at an all-peacetime high, with orders on hand until 1962.

These figures reflect Baltimore's eminent position as the nation's second largest foreign tonnage port. They also account for the city's continuous expansion in plant investment and development.

As Baltimore goes, so go the Sunpapers. For each of the past 42 months, our daily and Sunday circulation figures have gone up—and up—and up. Our advertising leadership has kept pace. We invite you to go and *grow* along with Baltimore and the Sunpapers.

★ ★ ★ ★

THE SUNPAPERS OF BALTIMORE

MORNING • EVENING • SUNDAY

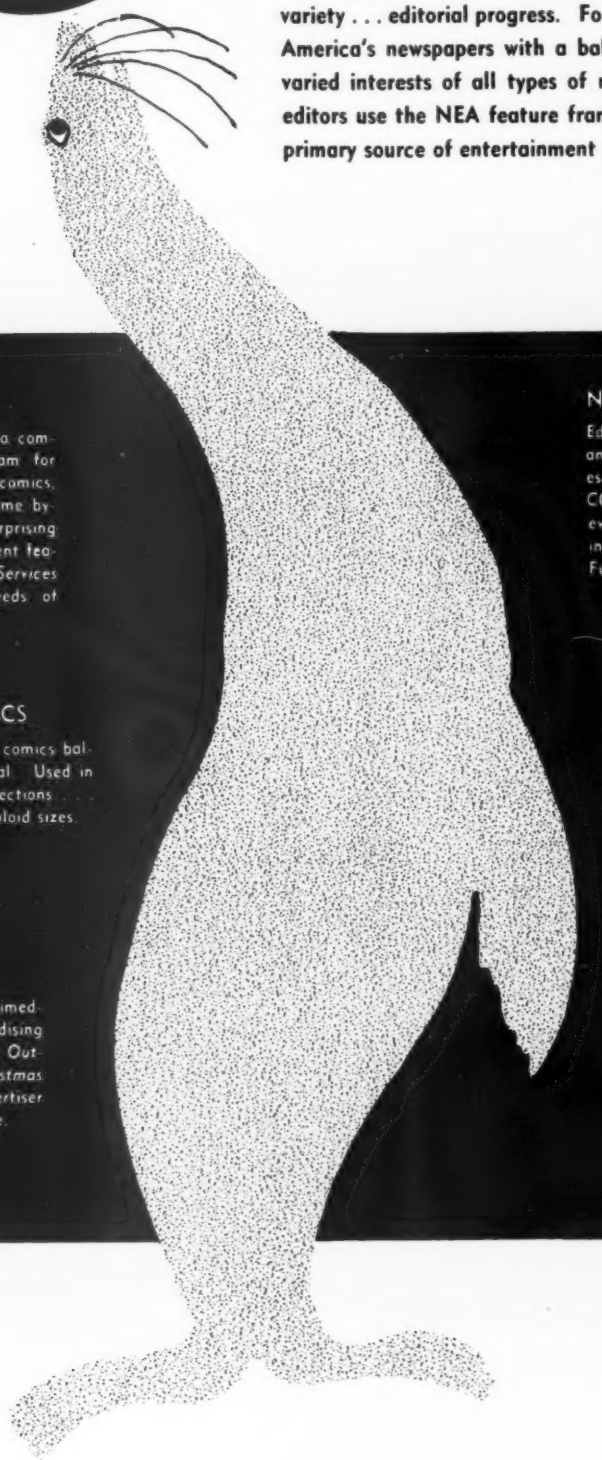
Combined daily circulation 407,691 • Sunday, 321,709

National Representatives: Cresmer & Woodward, Inc., New York, San Francisco and Los Angeles; Scolaro, Meeker & Scott, Chicago and Detroit

ALL SEALS CAN SWIM

but balance needs experience

It takes long experience, and constant enterprise, to produce newspaper features balanced for strong readership interest . . . value and variety . . . editorial progress. For more than 50 years, NEA has served America's newspapers with a balanced feature selection to meet the varied interests of all types of readers. Today, a thousand or more editors use the NEA feature franchise and NEA color comics as their primary source of entertainment and service for their readers.



NEA DAILY SERVICE

The NEA Full Service provides a complete, balanced feature program for daily newspapers . . . 14 daily comics, illustrated newsfeatures, big name byliners, unusual pictures, enterprising women's, sports and entertainment features. *Intermediate and Pony Services* are tailored to meet the needs of smaller newspapers.

NEA SUNDAY COMICS

Twenty reader-tested color comics balanced for full family appeal. Used in 8 out of 10 color comic sections . . . available in standard or tabloid sizes.

ADVERTISING FEATURE PROMOTIONS

Four big seasonal promotions on timed-right, linage-building merchandising themes . . . *Beautify Your Home, Outdoor Living, Back to School, Christmas Giving* . . . designed for wide advertiser appeal and greater reader service.

NEA NEWS-IN-COLOR

Editorial color is the big news of 1957, and NEA has taken the lead with an established program of *NEWS-IN-COLOR* illustrations on front-page events. Full color and two-color mats included at no extra charge in the NEA Full Service.

NEA COLOR COMIC SECTIONS

Quality printing from America's finest color plants . . . any size, any quantity, any make-up you select . . . plus economical readyprints.

NEA SPECIAL SERVICES

Display-size *Holiday Color* illustrations to highlight special editions in four colors, two colors . . . *Young Folks'* page to entertain the children . . . *Home Ideas* page serving nationwide Home Improvement and Do-It-Yourself interest . . . daily matted *Picture News Pages*.

NEA SERVICE, INC. 1200 WEST THIRD STREET CLEVELAND 13, OHIO

Dick Tracy

Gasoline Alley

Orphan Annie

Lolly

Dondi

Moon Mullins

The Flibbertys

Terry

Smitty

Live talent–for little more than a morgue clerk!

In TV, live talent runs into big figure dough...but in newspapers the livest entertainment talent costs little more than the weekly draw of a morgue clerk!

Syndicated comics attract the eyes and applause of millions...star three hundred and sixty-five days and nights a year without a summer slump or close-down...deliver high and dependable audience ratings.

Often getting higher readership than hot news stories, they keep your customers from getting cold to the product on days when news is light, provide continuity and incentive for tomorrow's purchase, step-up page traffic. And as a profitable plus, the Advertising Dept. gets a flock of requests from advertisers who ask for preferred positioning on a choice spot close by!

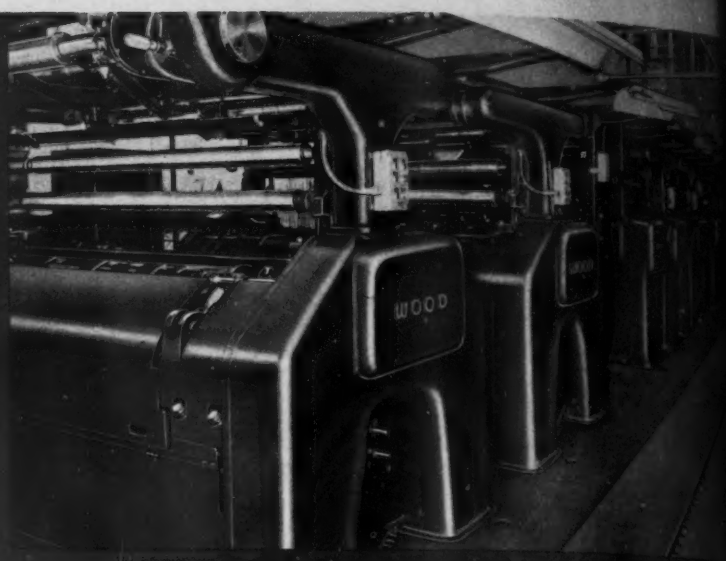
You'd think that the featured performers of the press like Dick Tracy, Winnie Winkle, Moon Mullins, Orphan Annie, Brenda Starr and the others would give the paper's Treasurer writer's cramps... but actually the outlay is trivial. Nothing a newspaper buys is as big a bargain as the syndicated features!

For the surest box office draw... consider the syndicated comic stars, panel performers, the public's favorite headliners. Syndicated features cost so little that in 1957 every paper can afford the best!

Chicago Tribune-New York News Syndicate, Inc.

220 East 42nd St., New York...Tribune Tower, Chicago

AUTOMILLER, For faster, better color plate register. Mills eight pockets in each plate automatically. If used with Pre-Registering Attachment, the several color plates can be milled for proper register of the printing surfaces.



METROPOLITAN COLOR-ADAPTABLE PRESS UNITS, featuring Waist-high Ink Controls, Film-feed Inking, Portable Color Ink Fountains. Reversible Color Couples.

WOOD NEWSPAPER MACHINERY

A complete line of pressroom, reelroom and stereotype equipment, engineered to meet individual requirements. Until you have seen WOOD equipment in operation, you can't know what is really "best."

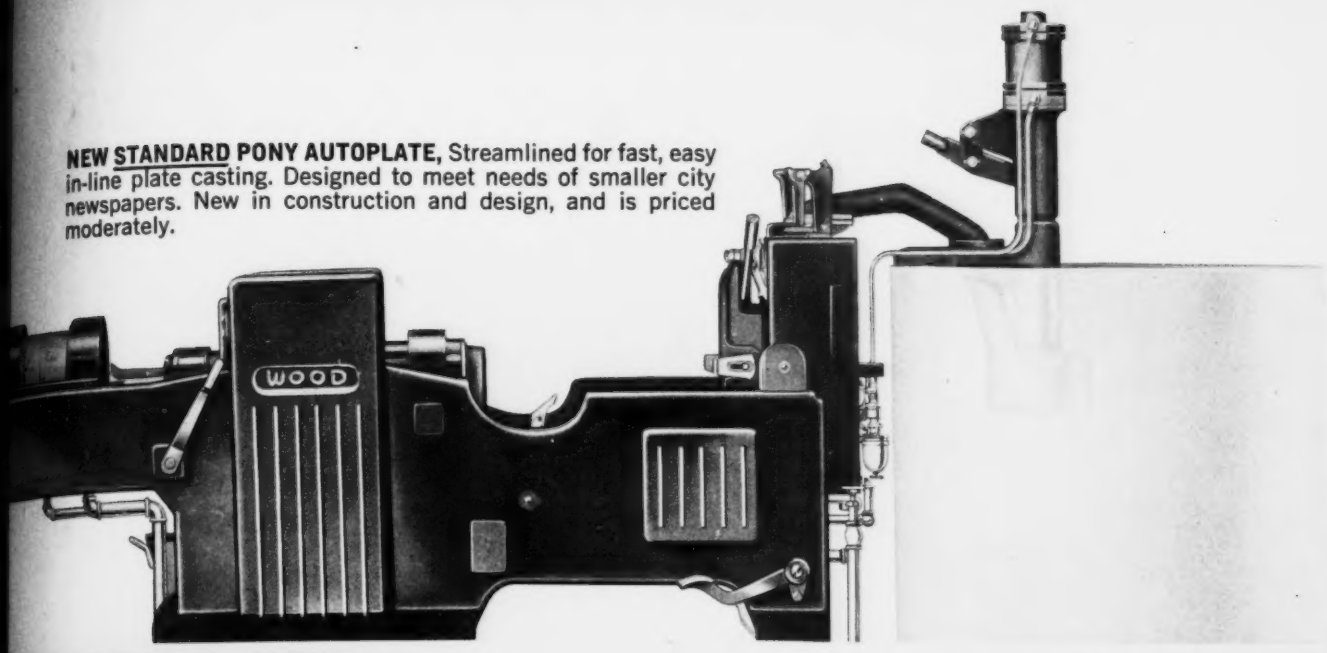
COLOR PLATE PRE-REGISTERING MACHINE, Registers 2-3-4 Color Plates ready for press. Detects inaccurate plates, permits correction of mat shrinkage prior to press time.

METROPOLITAN 4-COLOR UNIT, provides "Color of your choice" for ROP supplements, comic sections. Multi-color printing of the finest quality and guaranteed by use of a single gear between all printing couples and short leads eliminating back-lash, thereby assuring better register.

WOOD NEWSPAPER MACHINERY CORPORATION

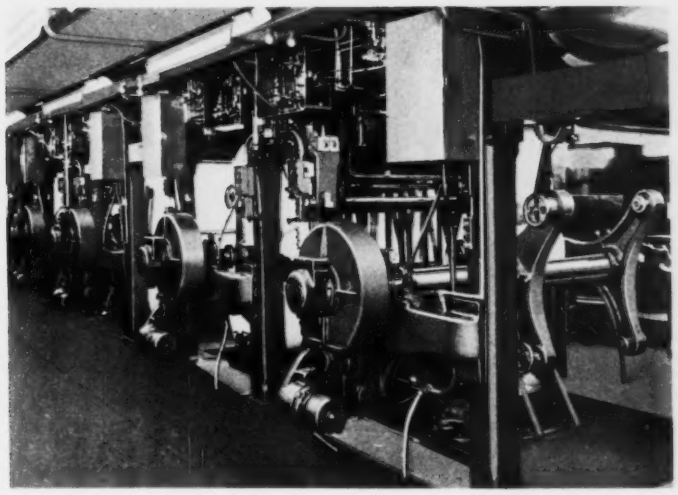
PLAINFIELD, NEW JERSEY • Executive & Sales Office: 501 Fifth Avenue, New York 17, N.Y.

NEW STANDARD PONY AUTOPLATE, Streamlined for fast, easy in-line plate casting. Designed to meet needs of smaller city newspapers. New in construction and design, and is priced moderately.



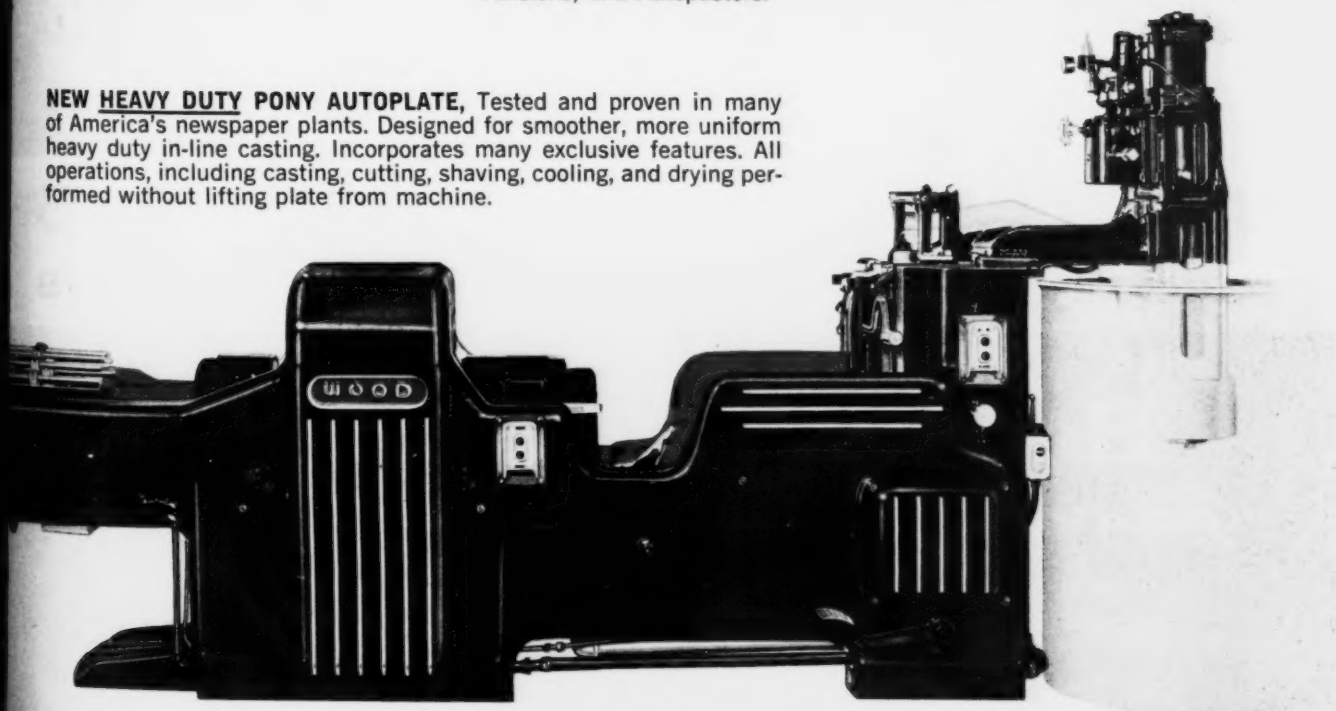
WOOD MACHINERY AND EQUIPMENT

- Metropolitan Color Autoplate Press Units
- Metropolitan Four-Color Units
- Portable Color Ink Fountains
- Standard 3-Arm Reels
- Autoreels
- Stationary Strap and Running Belt Tensions
- Electrotab, PIV, and Pneumotrol Autopasters
- NEW Heavy Duty Pony Autoplates
- NEW Standard Pony Autoplates
- Automatic Autoplates
- Junior Autoplates
- Color Plate Pre-Registering Machines
- Automillers
- Pneumatic Pumping Devices
- Heavy Duty Autoshavers



TYPICAL REEL ROOM, equipped with WOOD Standard 3-Arm Reels, Pneumatically-controlled Stationary Strap Tensions, and Autopasters.

NEW HEAVY DUTY PONY AUTOPLATE, Tested and proven in many of America's newspaper plants. Designed for smoother, more uniform heavy duty in-line casting. Incorporates many exclusive features. All operations, including casting, cutting, shaving, cooling, and drying performed without lifting plate from machine.



Flint Inks

Founded 1920

BETTER APPEARANCE PLUS
PERFECT PRESS PERFORMANCE

ARROWHEAD R.O.P. COLORS
exactly meet ANPA-AAAA specifications

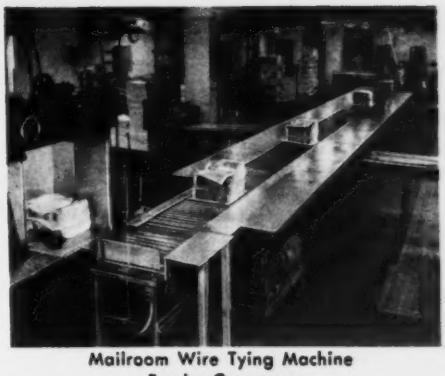
Howard Flint Ink Co.
•Gravure •Letterpress •Lithographic •Flexographic

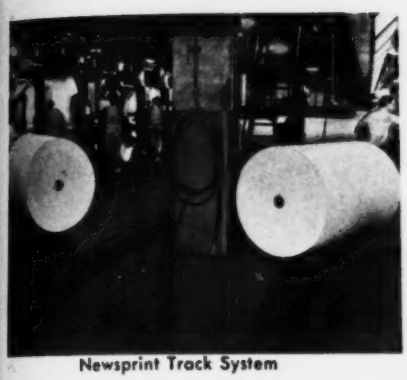
ATLANTA • CHICAGO • CLEVELAND • DENVER • DETROIT • HOUSTON
INDIANAPOLIS • LOS ANGELES • MINNEAPOLIS • NEW ORLEANS • NEW YORK • TULSA

Got a handling Problem?

Newsprint Conveyor

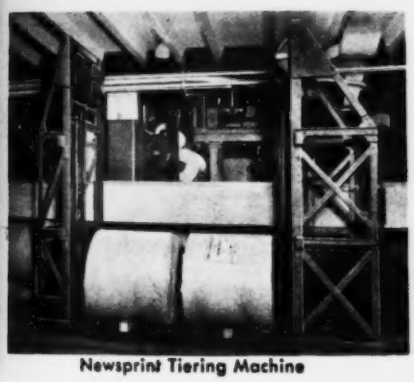
Stereotype Plate Conveyor System


Mailroom Wire Tying Machine Feeder Conveyor


Newsprint Track System

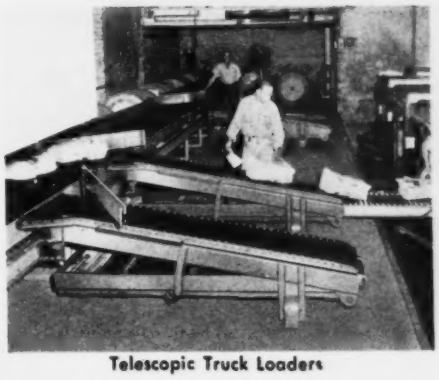
● There is no one stock answer to every handling problem imposed by modern newspaper plant operation. That is why JAMPOL, with more than 30 years' specialized experience in servicing this important field, can be of such practical value in designing the handling system and equipment that will increase your plant's efficiency . . . make substantial savings in your operational costs . . . and reduce production delays to a minimum.

Milwaukee Journal Pusher Mechanism


Newsprint Tiering Machine

We will be glad to discuss the application of **JAMPOL METHODS & EQUIPMENT** to your problem.

Non-slip Press Floor


Telescopic Truck Loaders

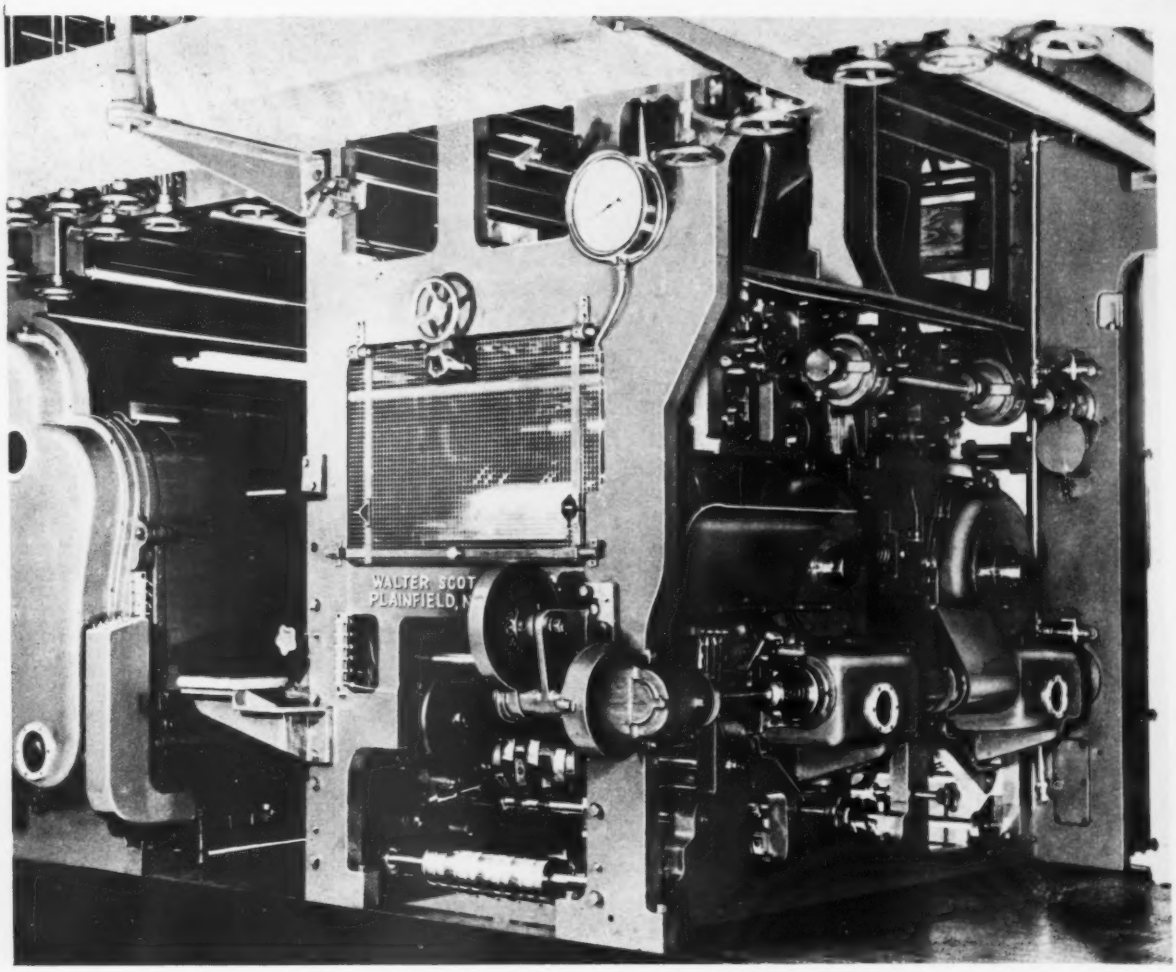
- Stereotype Plate Pneumatic Drops
- Stereotype Plate Electric Elevators
- Stereotype Plate Pressroom Conveyors
- Newsprint Chutes
- Newsprint Elevators
- Newsprint Pneumatic Drops
- Newsprint Conveyors

- Newsprint Track Systems
- Newsprint Transfer Tables
- Newsprint Dollies
- Mailroom Loose Stack Conveyors
- Mailroom Bundle Conveyors

- Mailroom Tables
- Mailroom Bundle Spiral Chutes
- Mailroom Wire Tying Machine Feeder Conveyors
- Mailroom Pushers (Milwaukee Journal Feeder Mechanism)
- Telescopic Truck Loaders
- Press Floors

the Jampol Company, inc.

GENERAL OFFICE AND FACTORY: 728 — 61st STREET • BROOKLYN 20, NEW YORK



THE SCOTT

128 page 3 to 2 folder.

For more than a quarter of a century the SCOTT 3 to 2 ratio Folder has excelled all others. To this finest of Folders many sound engineering features have been added, e.g.: Forged alloy steel gears — main gears are immersed and run in oil — all main bearings are automatically lubricated by power driven pumps feeding the correct amount of oil as the operating speed of the Folder demands. The action of oil feeds is illuminated and visible — the folding cylinders are of one piece alloy steel.

Of major importance is the new automatic clutch — built into and part of the main drive shaft, this clutch functions automatically — precluding human failures — disengaging the motor drive from the folding and cutting mechanism, bringing the press to a Red Button Stop. Should an overload occur — folding operations are halted instantaneously while the nipping rolls continue to turn briefly until all units come to a dead stop — all sheets remaining in the press.

The latest of SCOTT Folders has no equal

WALTER SCOTT & CO., INC.

PLAINFIELD, NEW JERSEY

As usual
CLINE ELECTRIC
is 'way ahead

★ New FLEXITROL AC Unit-Type Drives
★ New AC-DC Electric Tensions
★ New Wet-Glue Pasters
★ New Crosfield Register Controls

SINCE 1912, CLINE ELECTRIC has developed more major electrical apparatus for the printing industry than all others combined.

Stay ahead with Cline

Cline Westinghouse
DRIVES AND CONTROLS

CLINE ELECTRIC

CLINE ELECTRIC MANUFACTURING COMPANY • 3468 WEST 47th STREET, CHICAGO 32, ILLINOIS • LOS ANGELES 17, CALIF. • NEW YORK 17, N. Y.

APPROVED

ANPA-AAAA COLORS

YOUR GUIDE TO GOOD COLOR

Advertising agencies, newspaper advertising and editorial departments and newspaper representatives are assured of constant uniformity of color reproduction from newspapers using these ANPA-AAAA approved colors. These standard process colors as illustrated are suitable for both 3 color and 4 color process printing and bring out color values with maximum clarity. In this Color Book you have readily available in your own pressroom a selection of inks of the color of a rainbow. These colors give advertisers the assurance of uniform color reproduction in newspapers throughout the land. Let these ANPA-AAAA colors be your guide from original art copy to the pages of your newspaper.

SINCLAIR & CARROLL Co., Inc.

(ANPA-AAAA Colors mean uniform R. O. P. Color to Advertisers)

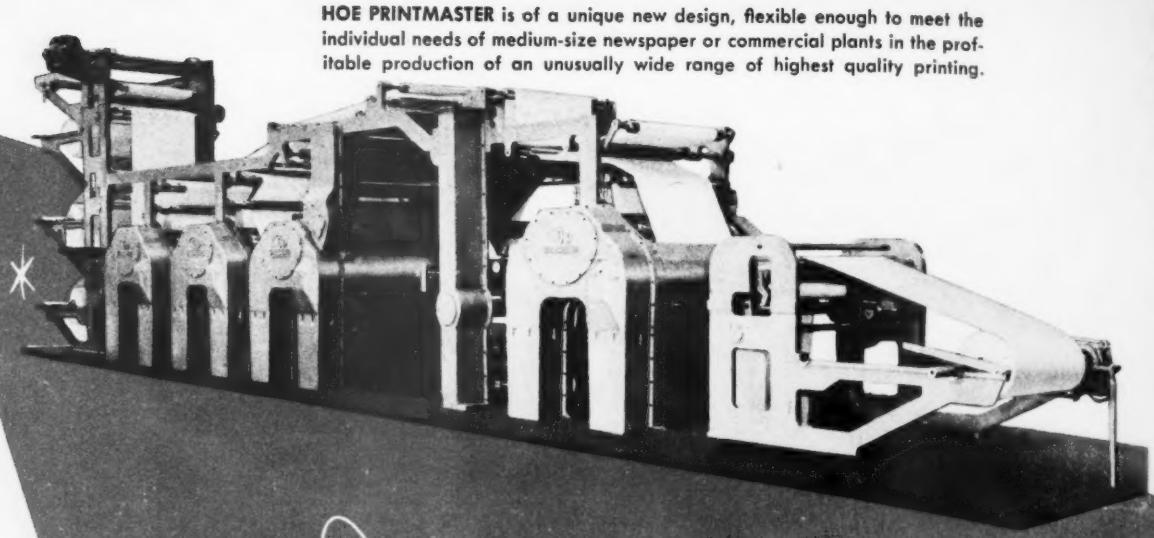
CHICAGO NEW YORK

What does this prove?

...that anybody can get exactly the press he needs from Hoe

Follow Oop's lead. Look at Hoe's line on the following pages

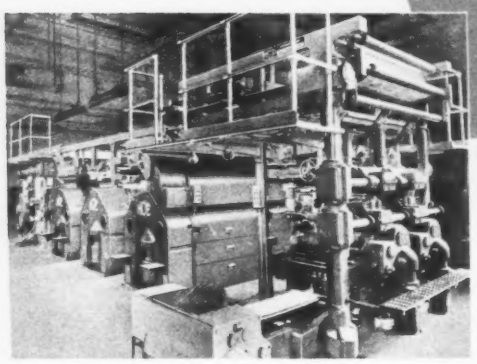
HOE PRINTMASTER is of a unique new design, flexible enough to meet the individual needs of medium-size newspaper or commercial plants in the profitable production of an unusually wide range of highest quality printing.



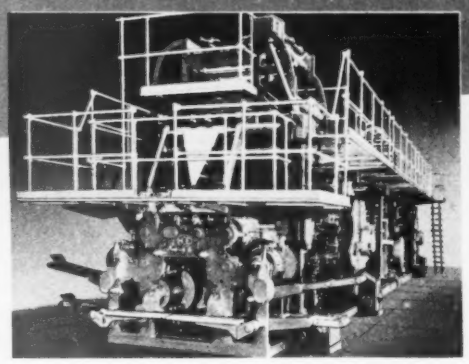
HOE COLOR CONVERTIBLE PRESSES are used by leading publishers because of their versatility and their ability to print R.O.P. color. Hoe presses combine rugged, precision construction throughout, with many exclusive features such as: multi-color ink pumps, push-button fold controls, the most advanced method for reversing printing couples, and a 3 to 2 folder for products up to 128 pages.

Hoe heralds a

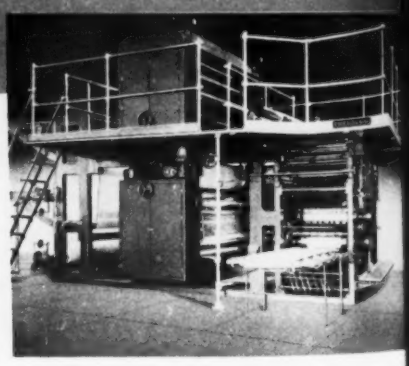
IN PRINTING



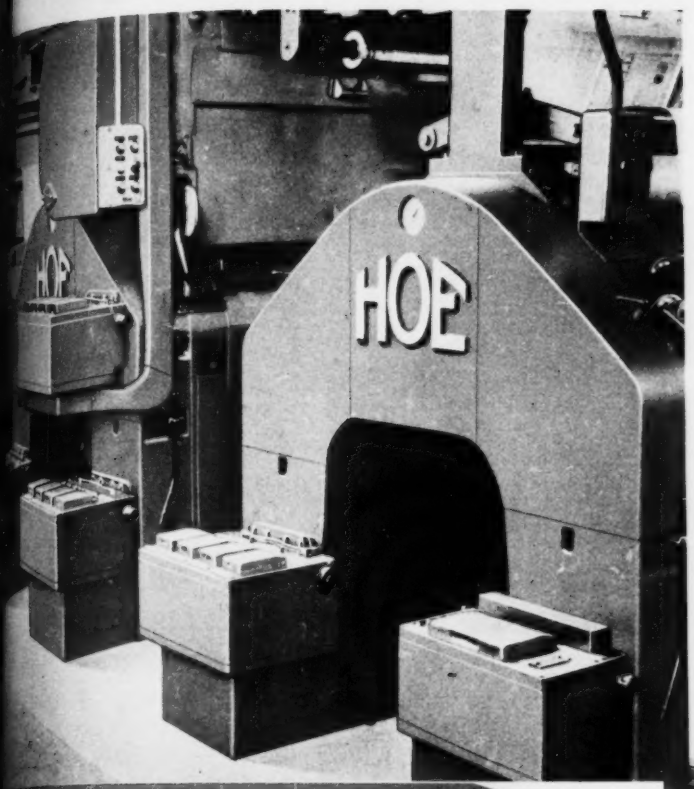
HOE SUPER-PRODUCTION MULTI-COLOR (newspaper) PRESSES handle the biggest jobs in the publishing of newspaper color comics and multi-color supplements. They are unrivaled in their ability to produce both quantity and quality.

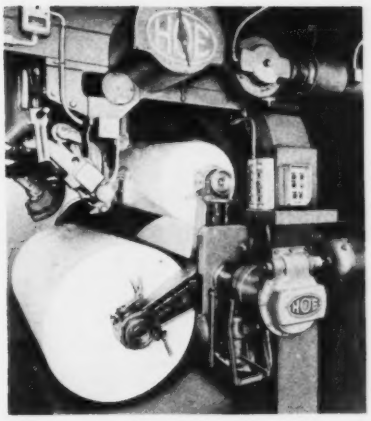


HOE MAGAZINE PRESSES range from one color to six color (printing on both sides of the web). They are the choice of leading publications because they ensure lowest production costs and top quality printing.

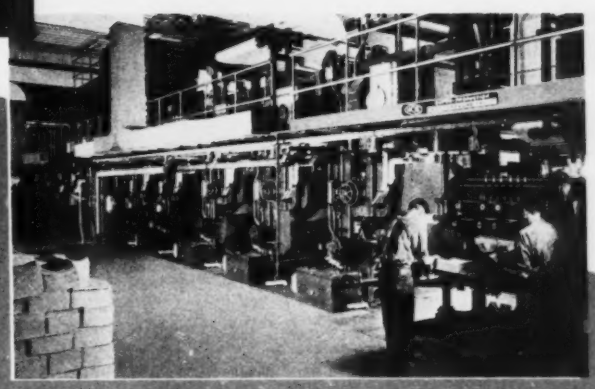


HOE WEB-FED OFFSET PRESSES print simultaneously on both sides of the web at high speeds on either collect or noncollect products. They offer economical production and exceptional print quality on telephone directories and similar long-run books.





HOE REEL, AUTOMATIC TENSION AND FULL-SPEED WEB-SPLICING MECHANISM changes paper rolls without interrupting production at full press speeds, thus minimizing paper wastage. This device is incorporated in Hoe newspaper, multi-color, rotogravure, magazine and web offset presses. It is also frequently preferred for use with presses of other makes.



HOE ROTOGRAVURE PRESSES solve the problem of producing fine quality catalogs, comics, supplements and magazine sections at high speed . . . in single or multi-color. They feature a number of time-saving devices including the exclusive Hoe automatic pressure control.

a new era

NC EFFICIENCY

Never before has Hoe engineering offered so many advanced design features. Only Hoe's consistent leadership for over a century and a half could produce the efficiency they bring to you. Here today are the improvements that will enable you to meet competition for years to come. Look into Hoe's extensive line now. You'll find, too, that Hoe service is economical, efficient and prompt. It will pay you to get in touch with Hoe.

R. HOE & CO., INC.

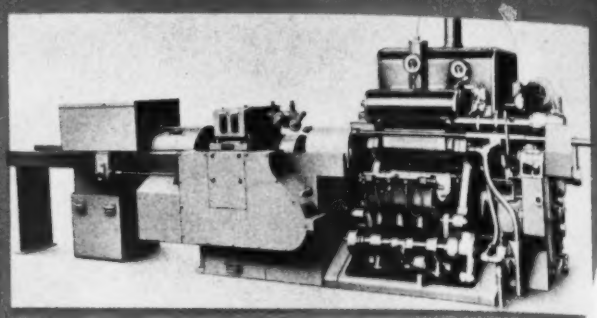
910 East 138th Street, New York 54, N. Y.

BRANCHES: BOSTON • CHICAGO • SAN FRANCISCO

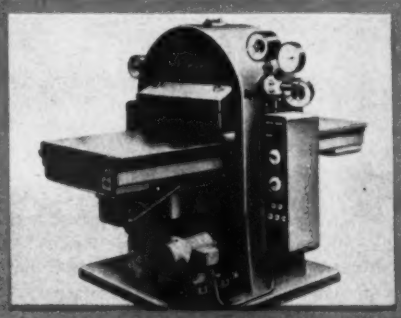
See the following page for M-A-N equipment . . . available from Hoe.

SEE HOE

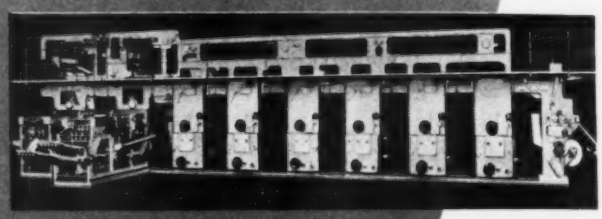
for this M-A-N equipment



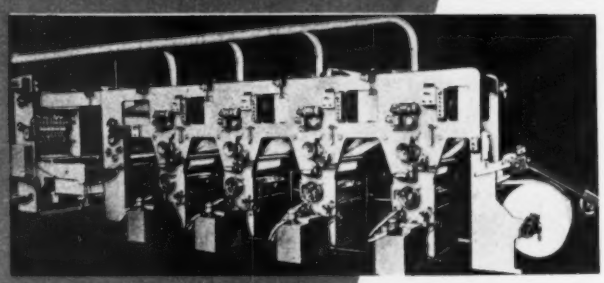
M-A-N PLATE CASTING MACHINES — New and exclusive pressure casting techniques combine efficiency and simplicity of operation with quantity and quality stereotype plates. The reduction, by almost half, of metal turnover, due to the elimination of tails, plus the resultant lower casting temperature, make this equipment the most economical to operate. It is shown coupled to a M-A-N Plate Finisher.



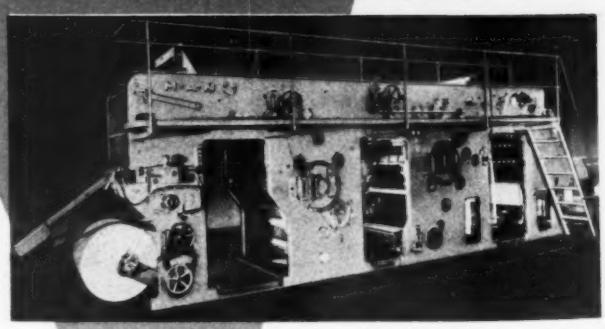
M-A-N MULTOPRESS AUTOMATIC HYDRAULIC MATRIX PRESS is built in 1000-ton capacity with 25"x30½" platens for extra heavy duty job and newspaper work, 800-ton capacity with 25"x30½" platens for heavy duty newspaper, job and magazine work, and 550-ton capacity with 20½"x26½" platens for job and magazine work. It may be arranged for steam or electrical heating and meets a wider range of requirements than any other molding press on the market today.



M-A-N WEB OFFSET PRESS — Supplementing Hoe's press line, the M-A-N web-fed offset press is designed to produce large or medium-sized editions such as telephone books, catalogues, magazines, etc. at high speed with the highest quality printing. It can be equipped for sheet delivery or folded product as desired.



M-A-N ROTOGRAVURE PRESS (NARROW WIDTH) — Heavy duty rotogravure web presses for single and multi-color printing of fixed or variable formats can be equipped with sheet deliveries, re-reeling devices or folders for double and multi-folds with stitching device if required. These presses are suitable for the printing of magazines, posters, wrapping paper, parchment and cellophane.



M-A-N LETTERPRESS MAGAZINE AND BOOK PRESS — The M-A-N web-fed, sheet delivered, rotary book printing press prints 12,000 30$^{11}/_{16}$"x41¼" sheets per hour. It has a complete printing unit for first side printing and another complete printing unit for second side printing, plus an imprinting cylinder for spot color.

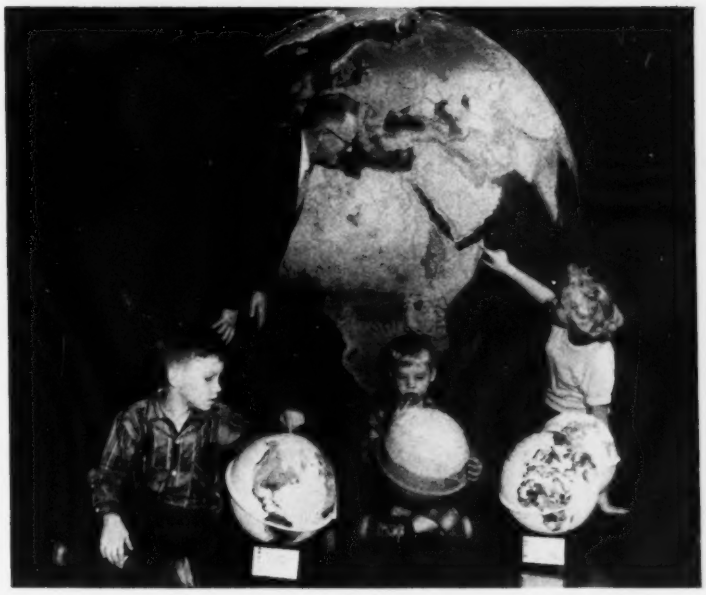
AND ALSO SEE HOE for this additional M-A-N equipment: a curved plate shaving machine, flat and curved routing machines, and a straight edge trimming machine.

It will pay you to get in touch with Hoe

R. HOE & CO., INC.

910 East 138th Street, New York 54, N. Y.

BRANCHES: BOSTON • CHICAGO • SAN FRANCISCO



This changing world . . . what will these youngsters experience in their teens, their adult life? Scientific strides in the last generation, even the last decade, have been awe-inspiring; men and women, boys and girls have been directly affected in every phase of living, every activity.

Science Service pioneered in giving straight, accurate coverage of each newsworthy stride in science. Established in 1921, the daily news and features have been read by millions; in urban areas, in the towns that cover the wide expanses of our country. Each story carrying the byline "Science Service" is as authentic as interesting, written in a bright easy style readily understood by everyone. Outstanding advancements in medicine are emphasized, as well as the amazing achievements in nuclear physics, technology, biology, the many facets of chemistry, meteorology and the discoveries in the sciences of archaeology and anthropology. Our copy is widely read because it is written by men and women who have the knowledge, the experience gained by scientific study . . . and the ability to interpret information in the language of the layman.

***News Report* . . . day-by-day coverage of the top news in every major science. Copy sent by wire, by air and regular mail. Many stories exclusive, bylined. A number for release upon receipt; others, of equal importance, predated.**

***News-Feature Packet* . . . illustrated with prints or mats. Made up of exclusive, bylined lead story on some vital scientific achievement, the pertinent column, New Machines and Gadgets, listing new items now on commercial markets or in the process of manufacture, the article, Nature Ramblings, giving information on plant or animal life.**

Monthly Map of the Stars . . . by James Stokley, well-known astronomer. One-third of copy matted with two semi-circular maps showing accurate positions of stars and constellations.

Science Shorts . . . 42 sentences digested from current scientific articles. Of lengths to fit the needs of editorial and composing rooms. May be used as short daily articles as well as fillers.

SERIES

The importance of releasing frequent Science Service series on dynamic subjects is stressed. One, "Science From Now On," a preview of the future, written by Watson Davis, Director; another is "The Truth About Russian Science Today," by Howard Simons, who recently visited the Soviet; John Robinson writes "Hi-Fi Is For You," gives detailed data to audiophiles — Hi-Fi hobbyists. These, and following ones, sent to newspaper clients without additional cost.

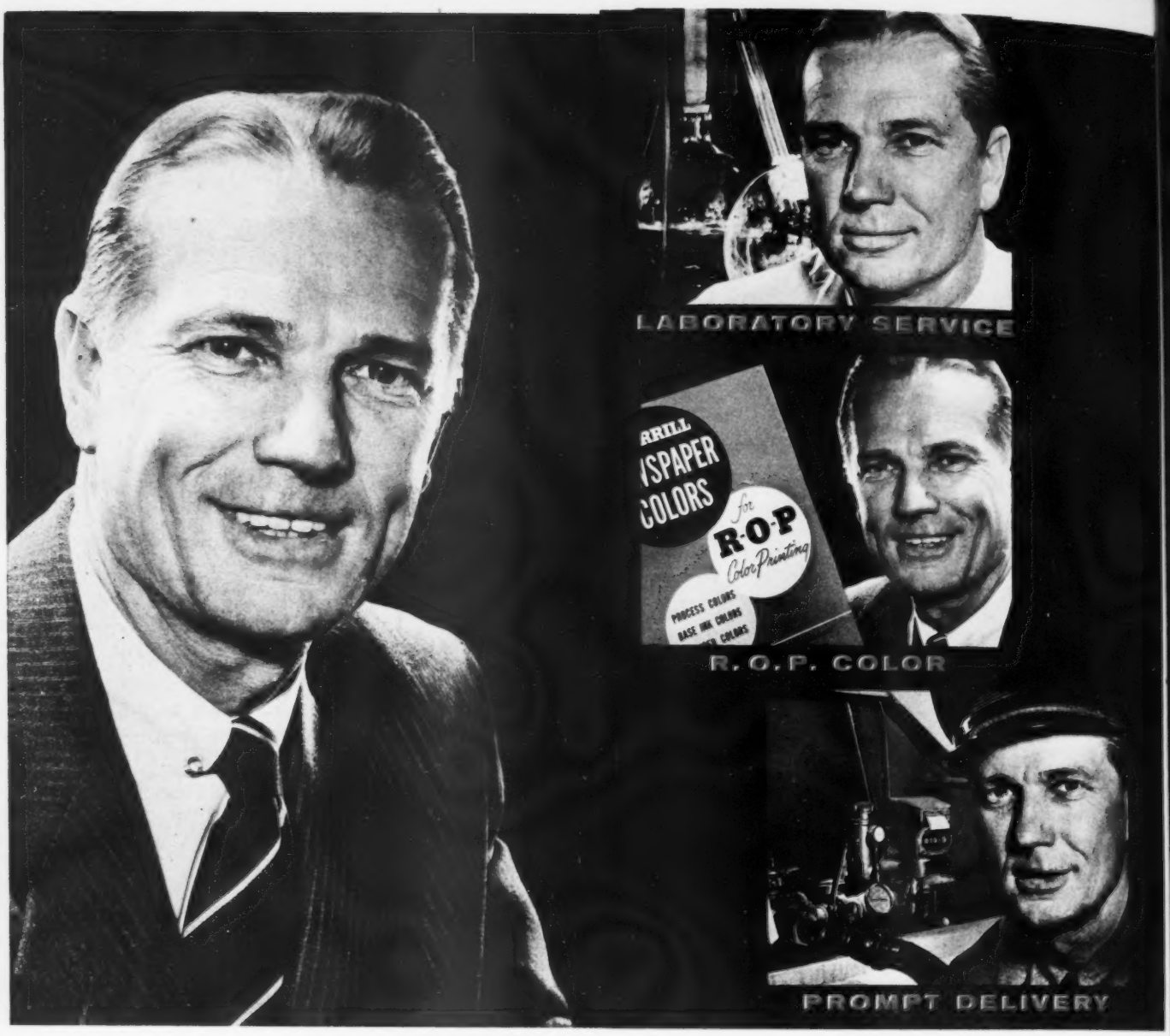
NATIONAL SCIENCE FAIR

The growth of this editorial-educational promotional activity continues to reach new "highs." Over 150 regional science fairs are affiliated with the national in 1957, contrasting with 13 in 1950. Two finalists from each local activity will attend the Eighth National Science Fair in Los Angeles, May 9-11, 1957. Accompanying the winning boys and girls will be newsmen, photographers and educators from their immediate areas. Newspaper sponsors of ambitious youngsters sparked the science fairs, drew assitance from many sources. Complete information routed to executives upon request.

For trial services of our dynamic news coverage, samples, and know-how of our youth activity, wire or write to:

SCIENCE SERVICE

1719 N Street, N.W. Washington 6, D. C.



The Man from Morrill

gives you all-'round service and assistance

He represents an entire organization serving you; a laboratory staff skilled in research, development and quality control; a nationwide color matching service; and a network of production and delivery facilities that assures fast and accurate service. Furthermore, your Morrill Man is backed by experience accumulated over 117 years in the graphic arts.

These resources add up to fewer pressroom problems for you. They mean you're sure of getting uniform quality in process colors, base ink colors, blended color and black inks. You can simplify your operations by talking to the Man from Morrill today.

Geo. H. Morrill Company

Division of

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DIVISIONS OF SUN CHEMICAL CORPORATION

HORN (paints, maintenance and construction materials, industrial coatings) • **WARWICK** (textile and industrial chemicals) • **WARWICK WAX** (refiners of specialty waxes) • **RUTHERFORD** (lithographic equipment) • **SUN SUPPLY** (lithographic supplies) • **GENERAL PRINTING INK** (Sigmund Ullman • Fuchs & Lang • Eagle • American • Kelly • Chemical Color & Supply Inks • **MORRILL** (news inks) • **ELECTRO-TECHNICAL PRODUCTS** (coatings & plastics) • **PIGMENTS DIVISION** (pigments for paints, plastics, printing inks of all kinds) • **OVERSEAS DIVISION** (export) • **A. C. HORN COMPANY, LIMITED** (Canada) • **GENERAL PRINTING INK CORPORATION OF CANADA, LIMITED** • **FUCHS & LANG de MEXICO, S. A. de C. V.**

I'LL TELL YOU WHY

...*It's important to stay with Certifieds*

Explains the stereo foreman to the business manager. . . . "Just all round dependable goodness. That's why."

"There may be other mats about which they can brag about some one quality, but –

"Certified gives us the best combination of qualities we want.

"Easy, pleasant reading quality, combined with halftone renderings that give clean, long-scale gradations from dark to light.

"On the operating side, easy molding, quick scorching, uniform clean cut casting.

"Best of all – we get these qualities right along . . . no sub-standard shipments, no sloppy mats mixed with the good."

"Right-o," responds the B. M. "Success is something I never monkey with."

CERTIFIED DRY MAT CORPORATION
555 Fifth Avenue Dept. P New York 17, N. Y.

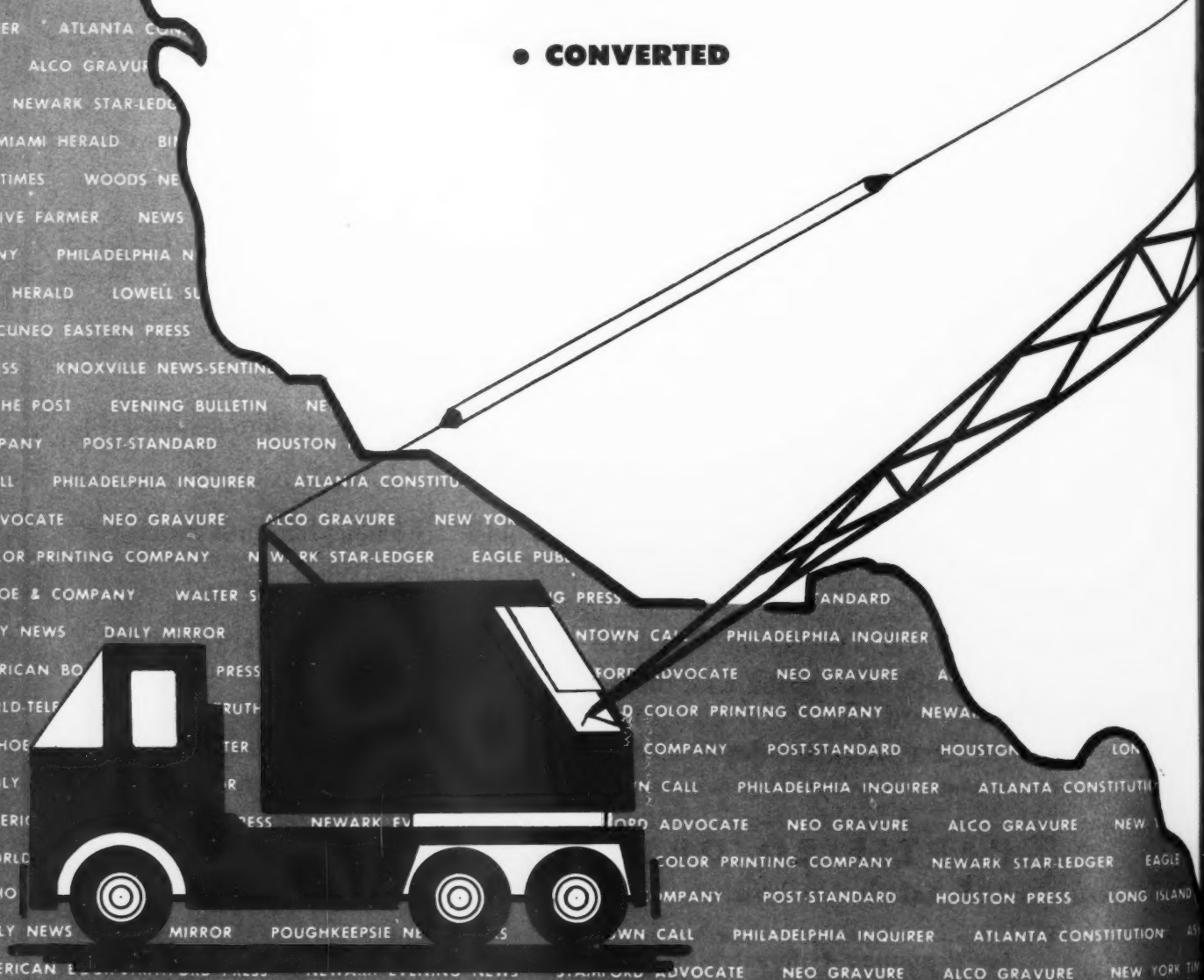
For dependable stereotyping rely on Certified Mats

Certified DRY MATS

INSTALLATION THROUGH

YOUR NEWSPAPER PRESS

- **INSTALLED**
- **ERECTED**
- **DISMANTLED**
- **MOVED**
- **CONVERTED**



CENTRAL NEWSPAPER INSTALLATIONS, INC.

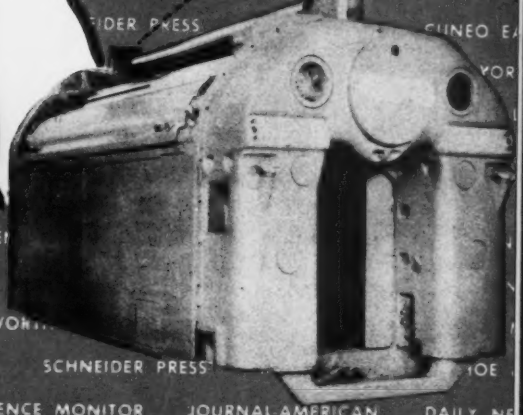
THE NATION

C.N.I.

To-day, masterful news press installation demands something more than engineering skill, competent workmen and superlative equipment. This is an operation requiring years of invaluable experience —the kind of experience that enables an organization to meet and handle any problem or emergency with professional decision.

Regardless of the size, age or manufacture of your press, C.N.I. will install, dismantle, erect, move or convert each unit with all of the authoratative "know-how" they have acquired over thirty-seven years in the business.

With no installation too large or too small, including complete plant moves, C.N.I. is prepared to offer you the ultimate in fast, modern economical service, tempered with the exacting care that has established our reputation in this field.



WASHINGTON ST. · NEW YORK 14, N. Y.
TELEPHONE GRamercy 5-5100

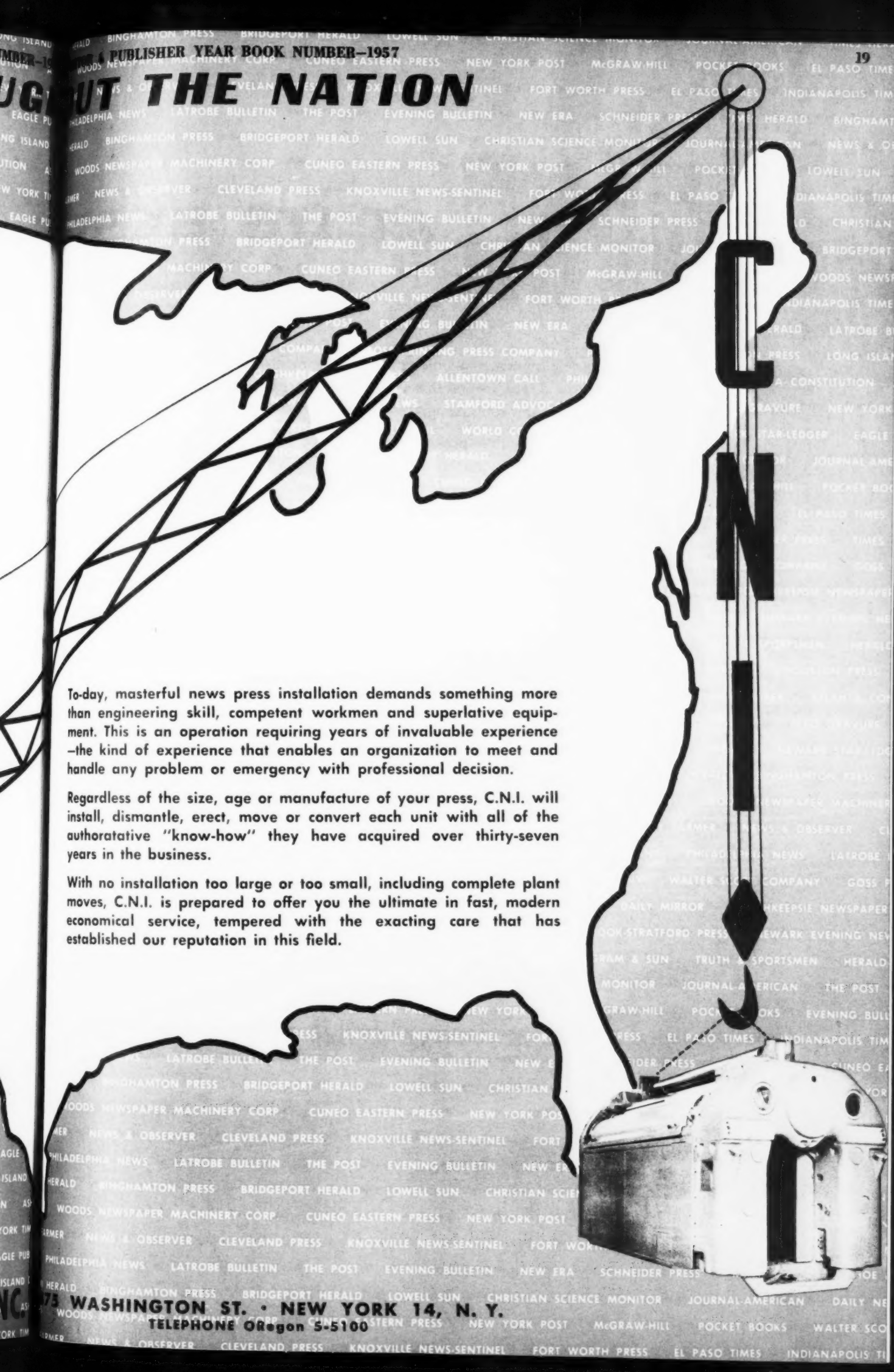
INSTALLATION THROUG

YOUR NEWSPAPER PRESS

- INSTALLED
- ERECTED
- DISMANTLED
- MOVED
- CONVERTED

CENTRAL NEWSPAPER INSTALLATIONS, INC.

UGHOUT THE NATION



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75 WASHINGTON ST. · NEW YORK 14, N. Y.
TELEPHONE ORegon 5-5100

Color AT ITS BEST

GOSS' influence in Color press development has been recognized for more than 70 years—and this leadership is increased by the steady improvement of features long recognized as GOSS "Firsts."

GOSS offers presses and stereotype equipment engineered specifically for your individual needs, whether yours is a metropolitan daily, a growing medium-size newspaper, a small city daily, a weekly—or a magazine.

The full line includes the high speed HEADLINER (world's No. 1 newspaper press)...the popular single width semi-cylindrical UNIVERSAL...or, if your paper is in the medium size group, you can have the advantages of tubular press operation and choose between the UNITUBE or DEK-A-TUBE. For the small daily and weekly there is the rugged, economical COX-O-TYPE flatbed...multi-color presses for comics...magazine presses in a wide range of sizes designed for any type of production...and the GOSS SPEEDRY ROTOGRAVURE press.

The improved GOSS REEL-TENSION-PASTER can now be equipped with *fully automatic paster control*—just set it and forget it with GOSS Paster Pilot.

GOSS also manufactures a full line of stereotype equipment—the GOSS PLATE PERFECTOR gives strong precision plates for black and color printing ...GOSS TENSION MILLER provides accurate plate register directly from image. These machines may be operated integrally or separately...and, for flat casting, tubular and semi-cylindrical newspaper operations, GOSS offers—matrix rollers, casting boxes, plate finishing machines, shavers, and routers.

No matter what your pressroom production demands...you can get it from GOSS.

THE GOSS PRINTING PRESS CO.

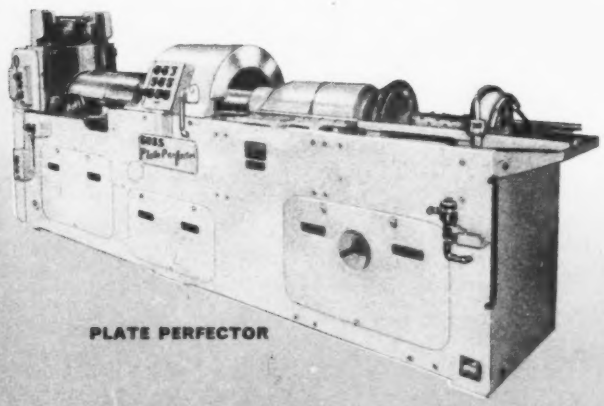


PLATE PERFECTOR

TENSION MILLER

WITH GOSS

Most Complete Line of Presses and Stereotype Equipment

- Headliner
- Universal
- Unitube
- Dek-A-Tube
- Cox-O-Type
- Magazine presses
- Multi-Color presses
- Rotogravure presses
- Reels-Tensions-Pasters
- Paster Pilot
- Goss Plate Perfector
- Goss Tension Miller

Famous Firsts

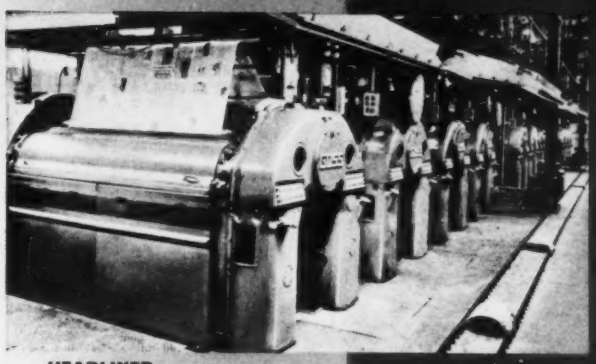
- Tension Lockup
- Finger Tip Colortrol
- Continuous Ink Feed
- Folded Edge Forward Delivery

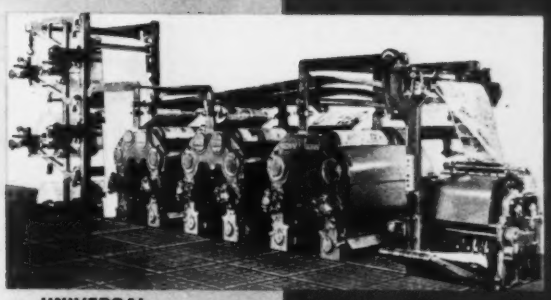
Widest range of ROP color flexibility with multiple type color units

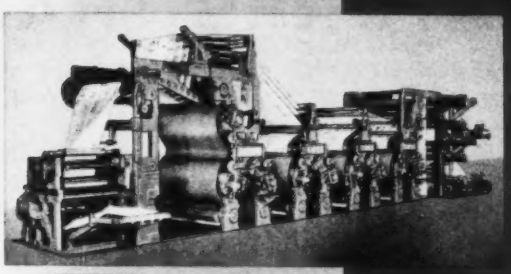
- Single Color Cylinders
- Half Decks
- Double Half Decks
- Four Color Units
- Right Angle Units
- Portable Color Fountains
- Divided Color Fountains

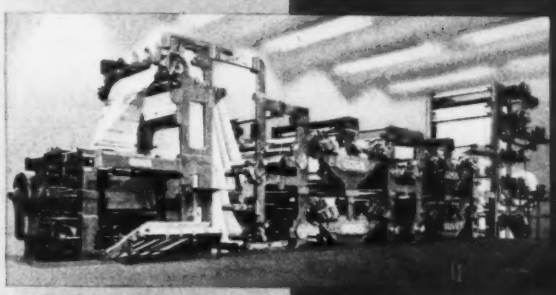
Look to Goss for the Latest...First

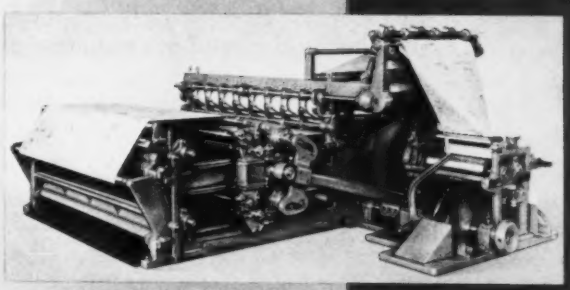
601 W. 31ST ST., CHICAGO 50, ILL.

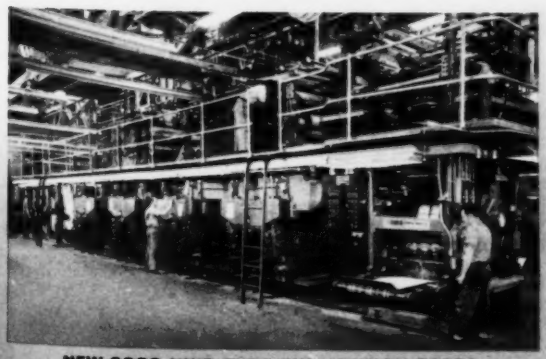

HEADLINER

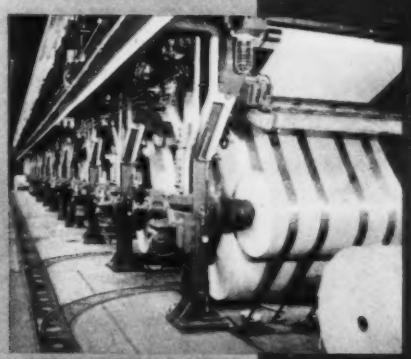

UNIVERSAL


UNITUBE


DEK-A-TUBE


COX-O-TYPE


NEW GOSS UNIT-TYPE PUBLICATION PRESS


REEL-TENSION-PASTER

FEATURES THAT LAST MAKE LASTING FRIENDS

There is an amazing bond between the reader and his newspaper. He looks to it for information, for guidance in every sphere from international affairs to problems of the heart, for relaxation and entertainment.

Every feature a paper carries should help to strengthen that friendship.

That means each feature should be carefully selected for its individual ability to win the friendship of readers – and hold it.

An artist whose panel feature has recently been added to the KING line-up after intensive consideration, received from a New England editor this note of congratulations:

> *"I am very happy that you have connected with King Features...they do not add a comic panel or a strip or a feature unless they have studied it thoroughly and are convinced it will be well received."*

Thousands of other discerning editors in every corner of the world are equally aware that every KING feature has been chosen and developed by experts in the art of making friends through features.

KING features are created to last.

THE BEST FEATURES MAKE THE BEST FRIENDS

King
THE NEWSPAPER'S GREATEST ASSET

KING FEATURES SYNDICATE
235 East 45th Street
New York 17, N. Y.

Over 57 Million Copies a Day

THE number of daily newspapers sold in the United States increased by almost a million copies per day during 1956 bringing the total daily circulation to more than 57,000,000 for the first time in history.

Both morning and evening newspapers showed sizeable gains contributing to this new record, and Sunday newspapers increased to more than 47,000,000 for the first time.

Newspaper circulations have risen more than three million copies per day in the last four years showing a 5.8% gain since 1952.

Total circulation for 1,761 daily newspapers as of Sept. 30, 1956, based on Publishers' Statements and Audit Bureau of Circulations reports, was 57,101,510. This was a gain of 954,151, or 1.7%, over the same period of 1955. The number of U. S. dailies at the end of the year increased by one over the previous year.

Total circulation for 314 morning editions was 22,491,500, a gain of 308,092 or 1.39%. Total circulation for 1,454 evening editions was 34,610,010, up 1.9%. Circulation of 546 Sunday papers reached 47,162,246, a gain of 714,588 copies or 1.54%. ("All-day" papers have been included in both the morning and evening columns, therefore they total more than the actual number of 1,761 daily newspapers. Their circulations, however, are divided between morning and evening and are not duplicated.)

THE number of newspapers and their circulations is based on the tabulation of every daily and Sunday newspaper appearing in this 37th edition of the EDITOR & PUBLISHER International Year Book Number. The Ready Reckoner (next page) gives a state-by-state breakdown of circulation, number of dailies, and minimum advertising rates for morning, evening and Sunday papers in the U. S. and Canada.

Circulation gains were well distributed throughout the country and among newspapers large and small. There were only 8 states showing a slight drop in morning-evening circulation for the year and in almost every instance this was due to the suspension of a daily newspaper.

There was the usual fluctuation of dailies starting and stopping during the year. Eight states showed an increase in the number of dailies while 10 states showed a decrease. There were eight states that also showed an increase in the number of Sunday papers and five which showed a decrease. All but 12 states showed sizeable increases in Sunday circulation.

In the breakdown of newspapers by city size only the morning-evening group in cities of from 500,000 to 1,000,000 population showed a circulation decline which was attributable to a drop in the number of newspapers in that group. All other groups showed increases.

In contrast to former years, Sunday newspapers in the largest cities show increases in total circulation. The only loss is shown in the cities of 50,000 to 100,000 population and was also attributable to a drop in the number of Sunday papers in that group.

In Canada, there were 96 daily newspapers, one less than the previous year, with total circulations of 3,873,275. This was a gain of 54,342, or 1.42%, over the previous year. Circulation of 18 morning newspapers was 773,889, a gain of 23,966 or 3.19%. Circulation of 79 evening papers was 3,099,386, a gain of 30,376 or .99%. (The same adjustments in totals have been made here for "all day" papers as in the U. S. figures.) Circulation of 13 Sunday or "weekend" papers was 2,167,820, a gain of 61,180 or 2.9%.

Constantly rising production costs have forced many newspapers to increase advertising rates. Because of the additional daily circulation provided, there was only a modest increase in the milline rate in spite of the rise in the total line rate.

The cost of buying one line of space in 314 morning newspapers for which an advertiser received 31,221,054 circulation (22,491,500 a.m. circulation plus 8,729,554 p.m. circulation added through combinations) was $99.647 as of Dec. 31, 1956. The total milline rate was $3.19 which was an increase of only 2.24% over the previous year. These figures compared with total agate line rate of $95.610 and milline of $3.12 at the end of 1955 but almost 600,000 circulation was added during the year.

The cost of buying one line of space in 1,454 evening papers for which an advertiser received 43,879,418 circulation (34,610,010 p.m. circulation plus 9,269,408 a.m. circulation added through combinations) was $202.330 at the end of 1956 and the milline rate was $4.65. This compares with total agate line rate of $190.923 and milline rate of $4.46 at the end of 1955 but more than a million circulation was added during the year. The increase in milline amounted to 4.26%.

The cost of buying one line of space in 546 Sunday papers for which an advertiser received 51,407,157 circulation (47,162,246 Sunday circulation plus 4,244,911 daily circulation added through combinations) was $148.931 and the milline rate was $2.90. This compares with total line rate of $147.720 and milline of $2.91 the year before with about 600,000 circulation added during the year. The Sunday milline, therefore, shows a decrease of .35%.

(A comparison of the line rates and the millines for the last 10 years appears on the next two pages.)

DAILY newspapers also broke all advertising records in 1956. An over-all increase of 2.4% in linage, according to Media Records measurements for 52 cities.

All classifications except two, automotive and financial, set new records for the year. Financial linage showed an 11.5% gain which was the largest volume in 15 years but not quite equal to the lush days of 1929 and 1930. Automotive showed a drop of 11% but this classification was still way ahead of any other year with the single exception of 1955.

General linage increased 8.6% establishing a new record. Retail was up 2% also setting a new high.

Classified set a new record with a 2.9% gain; department store linage also was at a new high with a .6% increase; and total display reached a new mark with a gain of 2.2%.

EDITOR & PUBLISHER would like to thank the hundreds of people who have cooperated to make this 1957 International Year Book possible. We are indebted to correspondents all over the world who have supplied us with listings of daily newspapers in various countries. We are indebted particularly to the executives of U. S. and Canadian newspapers who supplied us with information about personnel, rates and other data. Without their help it would have been impossible to assemble the names and information contained in this new edition—the only comprehensive directory of the daily newspaper business.

READY RECKONER OF ADVERTISING RATES AND CIRCULATIONS—United States

* 1,761 Daily Newspapers (314 Morning editions, 1,454 Evening editions) and 546 Sunday Newspapers.

*Asterisks indicate States in which "All-Day" Newspapers are listed in morning and evening columns, and their circulations are divided between morning and evening figures. Adjustments have been made in State and U. S. Totals.

†Texarkana, Ark-Tex. and Bristol Tenn.-Va. circulations are divided between states.

§Circulations of Covington, Ky. papers are also included in Ohio figures, but have been deducted from U. S. Totals.

‡Eotal number of newspapers, circulation figures and rates have been adjusted to account for double listings mentioned in other notes, and the rate savings made possible through groups contracts in Illinois, New York, Ohio, Pennsylvania and Texas.

STATE	Total Population 1955 Census	English Language Daily Papers (U. S. A.): Morning News-papers	Evening News-papers	Total Number of Daily News-papers	Net Paid Circulation September 30, 1956: Total Morning Circulation	Added Eve. Circ. Secured Through Combinations	Total Circulation Serving A. M. Advertisers	Morning Line Rates Incl. 'Must and Optional Combi-nations	Net Paid Circulation September 30, 1956: Total Evening Circulation	Added Morn. Circ. Secured Through Combinations	Total Circulation Serving P. M. Advertisers	Evening Line Rates Incl. "Must" and Optional Combi-nations	Total Morn. & Eve. Circu-lation	Minimum Rates for Total M. & E. Cover-age	Number of Sunday News-papers	Net Paid Sunday Circulation September 30, 1956: Total Sunday Circu-lation	Daily Circ. Added Through Combi-nations	Total Circ. Secured by Adver-tisers	Total Line Rate
Aabama	3,033,000	4	15	19	199,817	278,871	478,688	$ 1.38	435,603	194,649	630,252	$ 2.619	635,420	$ 2.669	13	540,364	....	540,364	$ 2.375
Arizona	980,000	4	9	13	132,589	96,079	228,668	.90	125,068	129,557	254,625	1.245	257,657	1.305	5	199,772	30,995	230,767	.99
†Arkansas	1,789,000	7	28	35	149,882	30,669	180,551	.895	211,577	46,036	257,613	2.105	361,459	2.39	8	284,413	2,997	287,410	1.22
California	13,032,000	17	106	123	1,632,324	382,837	2,015,161	6.96	2,765,376	292,759	3,058,135	15.985	4,397,700	17.89	23	3,414,494	169,348	3,583,842	10.18
Colorado	1,549,000	3	22	25	194,520	19,950	214,470	.67	400,087	18,998	419,085	2.175	594,607	2.665	9	624,519	....	624,519	2.015
Connecticut	2,241,000	6	19	25	197,761	127,374	325,135	1.14	539,358	51,255	590,613	2.57	737,119	3.06	6	466,719	40,017	506,736	1.35
Delaware	387,000	1	2	3	29,562	73,380	102,942	.38	81,900	29,562	111,462	.47	111,462	.47	......				
District of Columbia	853,000	1	2	3	385,517	....	385,517	.93	428,600	....	428,600	1.27	814,117	2.20	2	704,463	385,517	1,089,980	2.53
Florida	3,452,000	14	30	44	786,278	112,192	898,470	3.41	552,598	165,463	718,061	4.32	1,338,876	6.42	29	1,187,112	31,968	1,219,080	5.53
Georgia	3,621,000	6	24	30	373,651	352,329	725,980	2.32	501,417	355,151	856,568	3.58	875,068	3.76	10	788,802	23,724	812,526	2.65
*Idaho	609,000	4	11	14	63,801	31,946	95,747	.58	71,738	48,011	119,749	1.18	135,539	1.30	4	87,059	....	87,059	.55
*Illinois	9,361,000	10	78	87	1,551,859	462,117	2,013,976	6.39	2,408,218	480,680	2,888,898	12.137	3,960,077	14.797	18	3,187,578	32,993	3,220,571	8.18
Indiana	4,330,000	10	77	87	438,892	392,943	831,835	2.84	1,150,859	431,198	1,582,057	8.069	1,589,751	8.554	18	1,019,925	61,782	1,081,707	4.14
Iowa	2,692,000	4	40	44	302,957	185,243	488,200	1.63	624,562	299,502	924,064	4.965	927,519	5.035	8	799,761	220,338	1,020,099	3.29
*Kansas	2,060,000	4	50	53	199,027	127,003	326,030	.96	506,034	199,027	705,061	4.22	705,061	4.48	15	498,685	177,162	675,847	2.79
*§Kentucky	3,005,000	7	23	29	306,740	215,567	522,307	1.52	402,591	266,362	668,953	2.725	709,331	2.965	13	518,903	220,123	739,026	2.565
Louisiana	2,927,000	4	15	19	320,740	204,044	524,784	1.40	411,126	320,740	731,866	2.705	731,866	2.765	10	632,971	286,755	919,726	2.995
Maine	905,000	5	4	9	183,231	45,416	228,647	1.01	57,438	82,131	139,569	.65	240,669	1.17	1	94,634	....	94,634	.32
Maryland	2,669,000	4	8	12	223,468	262,312	485,780	1.36	528,785	223,468	752,253	2.37	752,253	2.37	3	682,112	....	682,112	1.91
Massachusetts	5,016,000	6	45	51	830,266	767,920	1,598,186	4.21	1,526,074	830,266	2,356,340	9.25	2,356,340	9.055	10	1,516,367	352,684	1,869,051	4.825
Michigan	7,236,000	2	53	55	507,597	....	507,597	1.28	1,838,356	....	1,838,356	8.105	2,345,953	9.235	12	2,029,955	50,829	2,080,784	5.55
Minnesota	3,174,000	4	26	30	358,117	441,374	799,491	2.05	657,683	352,872	1,010,555	3.925	1,015,800	3.985	5	908,576	502,691	1,411,267	3.38
Mississippi	2,111,000	5	16	21	70,445	46,909	117,354	.625	196,434	47,476	243,910	1.695	266,879	1.89	10	172,595	9,345	181,940	1.17
*Missouri	4,128,000	9	49	57	758,070	461,416	1,219,486	2.96	1,067,171	443,880	1,511,051	5.486	1,825,241	6.416	13	1,405,069	30,681	1,435,750	3.766
Montana	633,000	4	14	18	91,947	33,673	125,620	.74	75,679	91,947	167,626	1.48	167,626	1.48	10	149,633	30,182	179,815	1.16
Nebraska	1,381,000	3	17	20	167,275	166,662	333,937	.96	292,150	153,687	445,837	2.005	459,425	2.095	6	346,635	....	346,635	1.16
Nevada	225,000	2	6	8	25,925	17,312	43,237	.31	47,532	12,776	60,308	.595	73,457	.705	3	57,237	17,312	74,549	.48
*New Hampshire	557,000	1	9	9	23,258	23,259	46,517	.24	93,039	23,258	116,297	.93	116,297	.93	1	36,172	....	36,172	.17
New Jersey	5,420,000	5	20	25	387,247	....	387,247	1.27	962,957	....	962,957	4.13	1,350,204	5.24	8	834,838	....	834,838	2.11
New Mexico	795,000	2	17	19	44,376	26,695	71,071	.25	117,313	40,776	158,089	1.305	161,689	1.495	13	127,548	....	127,548	1.145
New York	16,124,000	24	71	95	4,928,601	394,842	5,323,443	14.89	3,825,292	282,263	4,107,555	15.895	8,753,893	26.93	19	9,535,414	214,238	9,749,652	21.08
North Carolina	4,285,000	9	38	47	505,920	140,797	646,717	2.175	514,975	353,549	868,524	4.028	1,020,895	4.914	16	671,208	134,682	805,890	3.10
North Dakota	642,000	3	8	11	36,607	36,554	73,161	.45	114,138	31,045	145,183	.965	159,745	1.035	2	82,393	23,737	106,130	.53
‡§Ohio	8,966,000	8	89	97	799,222	391,078	1,190,300	3.34	2,607,628	175,461	2,783,089	12.013	3,406,850	13.006	17	2,087,534	34,262	2,121,796	5.80
Oklahoma	2,168,000	8	44	52	298,065	217,703	515,768	1.70	413,417	280,350	693,767	3.86	711,482	4.285	40	650,132	154,229	804,361	4.30
Oregon	1,669,000	4	18	22	261,401	17,125	278,526	1.085	346,169	19,801	365,970	2.235	607,570	2.96	8	591,919	17,125	609,044	2.16
*Pennsylvania	11,159,000	27	100	126	1,375,115	343,975	1,719,090	5.832	2,743,382	292,951	3,036,333	15.907	4,118,497	16.407	14	3,318,972	....	3,318,972	1.21
Rhode Island	845,000	1	6	7	55,720	147,099	202,819	.53	240,542	55,720	296,262	1.10	296,262	1.10	2	192,912	....	192,912	.58
South Carolina	2,283,000	8	10	18	317,335	99,453	416,788	1.825	136,640	288,824	425,464	1.875	453,975	2.28	7	339,651	88,612	428,263	1.765
South Dakota	677,000	1	11	12	2,825	....	2,825	.05	155,463	....	155,463	1.19	158,288	1.24	4	109,366	25,271	134,637	.76
†Tennessee	3,417,000	7	22	29	480,912	331,710	812,622	2.21	526,754	401,403	928,157	3.175	1,007,666	3.875	12	823,221	62,155	885,376	2.99
†Texas	8,563,000	22	89	111	1,141,195	510,012	1,651,207	6.07	1,615,726	645,858	2,261,584	11.0407	2,756,921	13.0507	76	2,533,842	255,955	2,789,797	12.18
Utah	781,000	1	4	5	97,938	87,321	185,259	.42	135,791	97,938	233,729	.78	233,729	.92	4	227,745	....	227,745	.92
Vermont	378,000	2	8	10	49,346	....	49,346	.31	43,271	....	43,271	.55	92,617	.86	1	12,130	....	12,130	.11
†Virginia	3,579,000	10	23	33	381,014	308,910	689,924	2.44	438,833	358,747	797,580	3.37	819,847	3.87	13	571,125	309,125	880,250	3.02
Washington	2,570,000	6	21	27	321,180	104,913	426,093	1.73	597,187	113,259	710,446	3.29	918,367	4.11	10	829,208	176,749	1,005,957	3.17
West Virginia	2,002,000	9	21	30	241,466	131,883	373,349	1.83	265,368	160,595	425,963	2.46	506,834	2.72	9	398,620	49,947	448,567	2.02
Wisconsin	3,694,000	3	36	39	254,198	53,906	308,104	1.01	842,104	60,172	902,276	4.43	1,096,302	4.93	6	876,668	10,743	887,411	2.24
Wyoming	306,000	6	4	10	34,491	26,871	61,272	.63	34,028	19,985	54,013	.49	68,519	.71	3	32,426	10,638	43,064	.35
‡Totals for U. S.	164,280,000	314	1454	1761	22,491,500	8,729,554	31,221,054	$99.647	34,610,010	9,269,408	43,879,418	$202.695	57,101,510	$236.781	546	47,162,246	4,244,911	51,407,157	$148.931
Alaska (1955 pop.)	209,000	0	6	6	....	....	....	....	45,502	....	45,502	.57	45,502	.57	1	4,136	....	4,136	.10
Hawaiian Is. (1955)	560,000	1	4	5	45,611	....	45,611	.24	124,463	....	124,463	.67	170,074	.91	3	78,462	....	78,462	.37
Cities by Popular Groups—United States Totals Dividend on Basis of Corporate City Limits 1950 Population Census of Daily Newspaper Cities.																			
More than 1,000,000		16	20	36	7,553,042	304,058	7,857,100	$20.60	6,151,561	304,058	6,455,619	$ 17.90	13,682,724	$ 35.27	19	15,947,814	....	15,947,814	$ 32.50
500,000—1,000,000		17	24	41	3,821,885	1,139,743	4,961,628	13.13	4,919,623	1,276,700	6,196,323	17.06	8,741,508	24.155	24	8,428,222	1,312,879	9,741,101	22.68
100,001— 500,000		58	104	183	6,990,629	4,827,069	11,817,698	32.535	9,256,967	4,539,975	13,795,942	39.90	16,247,596	48.21	99	14,243,032	2,116,194	16,359,226	45.465
50,001— 100,000		60	115	175	2,419,503	1,463,786	3,883,289	15.56	3,562,423	2,017,145	5,579,568	24.41	5,981,926	26.65	75	3,965,978	332,153	4,298,131	18.51
25,001— 50,000		79	223	281	1,003,783	726,859	1,730,642	9.69	4,098,918	799,966	4,898,884	30.166	5,082,524	31.556	102	2,369,173	392,830	2,762,003	16.021
Less than 25,000		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

READY RECKONER OF ADVERTISING RATES AND CIRCULATIONS—Canada

* 96 Daily Newspapers (18 Morning editions, 79 Evening editions and 13 Saturday-Sunday Newspapers.

READY RECKONER OF ADVERTISING RATES AND CIRCULATIONS—Canada

*** 96 Daily Newspapers (18 Morning editions, 79 Evening editions and 13 Saturday-Sunday Newspapers.**

PROVINCE	Total Population 1951 Census	DAILY NEWSPAPERS (CANADA) Morning Newspapers	Evening Newspapers	Total Number of Daily Newspapers	NET PAID CIRCULATION SEPTEMBER 30, 1956 Total Morning Circulation	Added Eve. Circ. Secured Through Combinations	Total Circulation Serving A. M. Advertisers	Morning Line Rates Incl. "Must" and Optional Combinations	NET PAID CIRCULATION SEPTEMBER 30, 1956 Total Evening Circulation	Added Morn. Circ. Secured Through Combinations	Total Circulation Serving P. M. Advertisers	Evening Line Rates Incl. "Must" and Optional Combinations	Total Morn. & Eve. Circulation	Minimum Rates for Total M. & E. Coverage	Number of Week-end Newspapers	NET PAID SATURDAY-SUNDAY CIRCULATION SEPTEMBER 30, 1956 Total Week-end Circulation	Daily Circ. Added Through Combinations	Total Circ. Secured by Advertisers	Total Line Rate
Alberta	939,501	1	4	5	37,748	.....	37,748	$ .18	177,999	.....	177,999	$ .69	215,747	$ .86	.....	.....	.....	.....	.....
*British Columbia	1,165,210	4	8	11	73,927	25,304	99,231	.64	365,138	31,830	396,968	1.68	439,065	1.94	1	32,658	22,233	54,891	$ .30
Manitoba	776,541	.....	4	4	.....	.....	.....	.....	198,103	.....	198,103	.67	198,103	.67	.....	.....	.....	.....	.....
New Brunswick	515,697	3	3	6	43,396	32,503	75,899	.47	44,563	36,193	80,756	.48	87,959	.49	.....	.....	.....	.....	.....
Newfoundland	361,416	1	2	3	9,064	.....	9,064	.075	24,209	.....	24,209	.17	33,273	.24	3	49,744	.....	49,744	.36
Nova Scotia	642,584	2	4	6	67,283	42,324	109,607	.41	81,085	63,479	144,564	.63	148,368	.67	.....	.....	.....	.....	.....
*Ontario	4,597,542	2	37	39	313,291	38,924	352,215	1.055	1,409,947	60,217	1,470,164	5.75	1,723,238	6.475	1	867,884	.....	867,884	3.75
Prince Edward Island	98,429	1	1	2	14,274	.....	14,274	.11	5,326	.....	5,326	.06	19,600	.16	.....	.....	.....	.....	.....
Quebec	4,055,681	4	12	16	214,906	113,235	328,141	1.01	696,815	10,929	707,744	2.54	911,721	3.07	8	1,217,534	22,058	1,239,592	3.01
Saskatchewan	831,728	.....	4	4	.....	.....	.....	.....	96,201	.....	96,201	.50	96,201	.50	.....	.....	.....	.....	.....
Totals for Canada	14,009,429	18	79	96	773,889	252,290	1,026,179	$ 3.95	3,099,386	202,648	3,302,034	$ 13.17	3,873,275	$ 15.075	13	2,167,820	44,291	2,212,111	$ 7.42

***Asterisks indicate Provinces in which "All-Day" Newspapers are listed in morning and evening columns, and their circulations are divided between morning and evening figures. Adjustments have been made in Province and Canada Totals.**

Cities by Population Groups—Canadian Totals Divided on Basis of Corporate City Limits 1951 Population Census of Daily Newspaper Cities.

More than 1,000,000	.....	3	4	7	203,977	.....	203,977	$ .63	436,032	.....	436,032	$ 1.35	640,009	$ 1.88	7	1,217,534	22,058	1,239,592	$ 3.01
500,001—1,000,000	.....	1	2	3	253,074	.....	253,074	.75	664,800	.....	664,800	1.65	917,874	2.40	1	867,884	.....	867,884	3.75
100,001—500,000	.....	3	14	17	82,090	113,235	195,325	.73	1,155,667	10,929	1,166,596	3.73	1,237,757	4.07	.....	.....	.....	.....	.....
50,001—100,000	.....	5	9	14	186,821	124,017	310,838	1.25	258,822	177,757	436,579	1.815	445,643	1.85	3	75,838	22,233	98,071	.59
25,001—50,000	.....	2	17	19	18,094	11,967	30,061	.23	318,081	10,891	328,972	1.985	336,175	2.025	.....	.....	.....	.....	.....
Less than 25,000	.....	4	33	37	29,833	3,071	32,904	.36	265,984	3,071	269,055	2.64	295,817	2.85	2	6,564	.....	6,564	.07
	.....	18	79	97	773,889	252,290	1,026,179	$ 3.95	3,099,386	202,648	3,302,034	$ 13.17	3,873,275	$ 15.075	13	2,167,820	44,291	2,212,111	$ 7.42

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BASIC DATA FOR SPACE BUYERS

Period	No. of Papers	Total Net Paid Circulation	Total Agate Line Rate	Total Milline Rate	Relation of 1956 Milline Rate to Milline Rate for each of Preceding 9 Years		
MORNING NEWSPAPERS							
12/31/56	314	31,221,054	$ 99.647	$3.19	.....	.....	.....
		22,491,500 AM Circulation plus 8,729,554 PM Circulation added through combinations					
12/31/55	316	30,631,081	95.610	3.12	Increase	$0.07	2.24%
		22,183,408 AM Circulation plus 8,447,673 PM Circulation added through combinations					
12/31/54	317	30,066,362	90.660	3.01	Increase	0.18	5.98%
		21,705,436 AM Circulation plus 8,360,926 PM Circulation added through combinations					
12/31/53	327	29,867,823	89.790	3.01	Increase	0.18	5.98%
		21,412,474 AM Circulation plus 8,455,349 PM Circulation added through combinations					
12/31/52	327	29,573,584	87.715	2.97	Increase	0.22	7.41%
		21,159,527 AM Circulation plus 8,414,057 PM Circulation added through combinations					
12/31/51	319	29,475,193	82.799	2.80	Increase	0.39	13.9 %
		21,222,525 AM Circulation plus 8,252,668 PM Circulation added through combinations					
12/31/50	322	29,318,838	77.986	2.65	Increase	0.54	20.38%
		21,266,126 AM Circulation plus 8,052,712 PM Circulation added through combinations					
12/31/49	329	28,717,706	73.757	2.56	Increase	0.63	24.61%
		21,004,650 AM Circulation plus 7,713,056 PM Circulation added through combinations					
12/31/48	328	28,537,195	71.132	2.49	Increase	0.70	28.11%
		21,081,905 AM Circulation plus 7,455,290 PM Circulation added through combinations					
12/31/47	328	27,270,226	65.114	2.39	Increase	0.80	33.47%
		20,762,317 AM Circulation plus 6,507,909 PM Circulation added through combinations					
EVENING NEWSPAPERS							
12/31/56	1,454	43,879,418	$202.330	$4.65	.....	.....	.....
		34,610,010 PM Circulation plus 9,269,408 AM Circulation added through combinations					
12/31/55	1,454	42,835,735	190.923	4.46	Increase	0.19	4.26%
		33,963,951 PM Circulation plus 8,871,784 AM Circulation added through combinations					
12/31/54	1,448	42,057,968	182.629	4.34	Increase	0.31	7.14%
		33,367,044 PM Circulation plus 8,690,924 AM Circulation added through combinations					
12/31/53	1,458	41,715,066	179.114	4.29	Increase	0.36	8.39%
		33,059,812 PM Circulation plus 8,655,254 AM Circulation added through combinations					
12/31/52	1,459	41,322,296	174.589	4.23	Increase	0.42	9.93%
		32,791,088 PM Circulation plus 8,531,208 AM Circulation added through combinations					
12/31/51	1,454	41,232,983	167.452	4.06	Increase	0.59	14.5 %
		32,795,413 PM Circulation plus 8,437,570 AM Circulation added through combinations					
12/31/50	1,450	40,864,607	156,553	3.83	Increase	0.82	24.02%
		32,562,946 PM Circulation plus 8,301,661 AM Circulation added through combinations					
12/31/49	1,451	39,874,772	146.157	3.66	Increase	0.99	27.05%
		31,840,901 PM Circulation plus 8,033,871 AM Circulation added through combinations					
12/31/48	1,453	38,888,060	143.289	3.68	Increase	0.97	26.36%
		31,203,392 PM Circulation plus 7,684,668 AM Circulation added through combinations					
12/31/47	1,441	37,407,633	134.526	3.59	Increase	1.06	29.53%
		30,910,959 PM Circulation plus 6,496,674 AM Circulation added through combinations					
SUNDAY NEWSPAPERS							
12/31/56	546	51,407,157	$148.931	$2.80	.....	.....	.....
		47,162,246 Sunday Circulation plus 4,244,911 Daily Circulation added through combinations					
12/31/55	541	50,794,199	147.720	2.91	Decrease	0.01	0.35%
		46,447,658 Sunday Circulation plus 4,346,541 Daily Circulation added through combinations					
12/31/54	544	50,746,742	140.556	2.76	Increase	0.14	5.07%
		46,176,450 Sunday Circulation plus 4,570,292 Daily Circulation added through combinations					
12/31/53	544	50,892,352	139.811	2.75	Increase	0.15	5.45%
		45,948,554 Sunday Circulation plus 4,943,798 Daily Circulation added through combinations					
12/31/52	545	50,918,126	136,665	2.68	Increase	0.22	8.21%
		46,210,136 Sunday Circulation plus 4,707,990 Daily Circulation added through combinations					
12/31/51	543	50,946,350	129.827	2.54	Increase	0.36	14.17%
		46,279,358 Sunday Circulation plus 4,666,992 Daily Circulation added through combinations					
12/31/50	549	51,164,114	123.539	2.41	Increase	0.49	20.33%
		46,582,348 Sunday Circulation plus 4,581,766 Daily Circulation added through combinations					
12/31/49	546	50,511,470	114.894	2.27	Increase	0.63	27.75%
		46,398,968 Sunday Circulation plus 4,112,502 Daily Circulation added through combinations					
12/31/48	530	49,972,023	111.500	2.23	Increase	0.67	30.04%
		45,968,595 Sunday Circulation plus 4,003,428 Daily Circulation added through combinations					
12/31/47	511	45,950,352	97.868	2.13	Increase	.077	36.15%
		45,151,319 Sunday Circulation plus 799,033 Daily Circulation added through combinations					

NEWSPAPERS FOR THE HOME

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Salinas (Calif.) Californian
Visalia (Calif.) Times-Delta
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SPEIDEL NEWSPAPERS INC.
Colorado Springs, Colorado

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS

EXPLANATION OF KEY NUMBERS, SYMBOLS AND ABBREVIATIONS

Col. 1—City of Publication—Population

Population figures are final figures from the 1950 U. S. Census and final figures from the 1951 Dominion Census in Canadian Section.

ABC-CZ—Audit Bureau of Circulations latest City Zone Populations.

ABC-Par. 28 notations may also include special census figures not elsewhere indicated.

Col. 2—Newspaper—Day of Publication and Circulation

(d)—daily
(m)—morning.
(e)—evening.
(S)—Sunday.
(m ex Mon)—morning except Monday.
(e ex Sat)—evening except Saturday.
(d ex Sun)—daily except Sunday.

Figures preceded by ABC symbol indicate Net Paid (excluding bulk) circulation from ABC Publisher's Statement for period ending September 30, 1956, unless otherwise noted.

All other figures are from the local newspapers' Government statements of Sept. 30, 1956, unless otherwise noted, supplied by the Reference Department of EDITOR & PUBLISHER, where a most complete, permanent record of such reports is kept on file.

Col. 3—Advertising Rates

Maximum and minimum rates per line for general (national) display advertising.

Col. 4—Political Policy—Services—National Advertising Representatives

(I)—Independent.
(R)—Republican.
(D)—Democrat.
(I-D)—Independent Democrat.
(I-L)—Independent Liberal.
(I-R)—Independent Republican.
(Li)—Liberal.
(La)—Labor.

CANADIAN KEY

(I-C)—Independent Conservative.
(I-L)—Independent Liberal.
(CLi)—Liberal.
(C)—Conservative.
(L-C)—Liberal-Conservative.
(P-C)—Progressive Conservative.
(CCF)—Cooperative Commonwealth Federation.
(SC)—Social Credit.

NEWS SERVICES

(AP)—Associated Press.
(BUP)—British United Press.
(CanP)—Canadian Press.
(CDN)—Chicago Daily News.
(CT-NYN)—Chicago Tribune-New York News.
(DJ)—Dow Jones.
(INS)—International News Service.
(NANA)—North American Newspaper Alliance
(NYHT)—New York Herald Tribune Service.
(NYT)—New York Times Service.
(RN)—Reuters News Agency.
(SC)—Southam Cables News Service.
(SHNA)—Scripps-Howard Newspaper Alliance.
(TS)—Toronto Star News Service.
(UP)—United Press Association.

ADDITIONAL SERVICE

(*)—Paper carries Rotogravure Section. Letter indicates day of publication.
(J)—Paper operates a job plant.
Price (5¢, & 20¢, etc.) indicates retail sales prices of the newspaper.

Cols. 5-10—Ownership and Chief executive—Personnel

Letters following names indicate executive position held by each individual.

For list of contents, see INDEX in back of Year Book.
For Marketing Information, see Editor & Publisher Market Guide.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALABAMA										
ALBERTVILLE 1,397	Sand Mountain Reporter, Tel.: Albertville 830 (m ex Sun. & Mon.) 4,443*	.07	Flat	Shannon & Associates, Inc.	Sand Mountain Publishing Co., Inc. Paul M. Covrington, Pres.-Pub.	Jesse A. Culp (e)	.....	Paul M. Covrington (bm)	Jim Thompson (am).....	.....
	*Mar. 31, 1956.									
ANNISTON..... 31,066 31,566-ABC-CZ	Star, 14 W. 11th St., Tel.: AD 6-1551 (e) ABC 18,664 Sunday edition (S) ABC 18,983	.13 .13	Flat Flat	(D) (AP, UP) (5¢, 10¢S, 40¢w-d&S, $1.75mo) (The John Budd Co.)	Consolidated Pub. Co. H. M. Ayers, Pres.-Pub.	H. M. Ayers (e) Wilfred Galbraith (assoc. ed) Geo. Lang (asst. ed) Taylor Smith (me) Cody Hall (ce)	A. E. McCants (ne) Paul Cox (sp) Mrs. J. R. M. Alston (we)	Ralph W. Callahan (bm) Arthur Phillips (cm)	R. W. Callahan (ad-mga) Lyon Crichton (ram) Lola Bright (cam)	Loui Devine (ms)
BIRMINGHAM..... 326,037 367,539-ABC-CZ	Post Herald, Zone 2, Tel.: 53-5381 (m) ABC 96,588	.....	.....	(I) (AP, SHNA, UP)	Birmingham Post Co. John W. Frierson, Pres.	James E. Mills ..... (e-PH) W. P. Lindley (me-PH) Duard LeGrand (ce-PH)	Lawrence Fiquett (ne-PH) Naylor Stone (sp-PH) Floy Seals (we-PH)	Harry B. Bradley (gm)... James H. Couey, Jr. (asst. gm) D. R. Wood (cm) John W. Frierson (asst. gm)	Geo. R. Clark (ad)..... Harris Emmerson (mga) John Forster (ram) Mike White (asst. ram) Ray E. Faherty (cam)	Bernard Feld, Jr. (pm-apm) W. R. Calhoun (prod. mgr.)
	News (e) ABC 187,183 Combined daily (me) ABC 283,771 News (S) ABC 227,476	..... .70 .63	..... Flat Flat	(I) (AP, NANA) (*S) 5¢, 15¢, 45¢w-m or e&s $1.95mo-m or e&s) (Kelly-Smith Co.)	Birmingham News Co. Clarence B. Hanson, Jr., Pres.-Pub.	Charles A. Fell (ed-in-ch) McClellan Van der Veer (e) E. L. Holland (asso. ed) Vincent Townsend (me) William M. Ennis (asst. me) James R. McAdory, Jr. (asst. me)	William M. Ennis (ne-N) James R. McAdory, Jr. (SU-N) Zipp Newman (sp-N) Alyce Walker (we-N)			

The Birmingham News and Birmingham Post-Herald are corporately and editorially separate, but as of May 15, 1950 merged the business, circulation, and mechanical operation under the ownership and direction of the Birmingham News Company, which publishes the Birmingham News and is agent for the Birmingham Post-Herald, in the News plant.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
DECATUR..... 16,974 18,551 (Spec. U.S. '56 Census) 18,832-ABC-CZ 18,387-ABC Par. 28	Daily, 101 Johnston St., S.E., Tel.: 3828 (e ex Sat.) ABC 12,894 Sunday edition (S) ABC 12,931	.09 .09	Flat Flat	(D) (AP) (5¢d, 10¢S, 35¢w-d&S, $1.55 mo) (Wallace Witmer Co.)	Tenn Valley Ptg. Co., Inc. Barrett C. Shelton, Pres.-Pub.	Barrett Shelton (e-eep) Jack Walden (me)	Philip Kyle (sp) ..... Fannie Richardson (we)	Barrett C. Shelton (gm-bm) H. M. Layman (cm)	W. S. Finch (ad-ram) Mrs. Elizabeth Sandlin (mga) Frank Hood (cam)	H. M. Safley (ms)
DOTHAN..... 16,584 18,820 (Spec. U.S. '56 Census) 18,618-ABC-CZ 18,151-ABC Par. 28	Eagle, Tel.: 4-2000 (e ex Sat.) ABC 23,097 Sunday edition (S) ABC 23,978	.15 .15	Flat Flat	(I-D) (AP, UP) (5¢d, 10¢S, 35¢w-d&S, $1.55mo) (Johnson, Kent, Gavin & Sinding, Inc.)	Dothan Eagle, Inc. ..... Ralph Nicholson, Pres.-Pub.	Nat C. Faulk (e) ..... Ed Driggers (me)	Doug A. Bradford (sp).. Mrs. Lois Hall (we)	J. T. Lane, Jr. (gm)..... Miri Crosby (cm)	Wallace Miller (mga-ad) John Henderson (ram) Gene Bowers (cam)	W. Ralph Sanders (prod. mgr.) Wallace Miller (pm) Joe Kelly (ms)
FLORENCE-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS... 21,070—Florence 9,797—Sheffield 8,736—Tuscumbia 7,097—Muscle Shoals Spec. U.S. '55 Census: 21,666—Florence 9,321—Sheffield 8,183—Tuscumbia 18,723-ABC-CZ 18,786-ABC Par. 28	Times, Tel.: FL 2800 (e) ABC 9,816 Tri-Cities Daily (e) ABC 9,219 Comb. (e) ABC 19,035 Times (S) ABC 9,786 Tri-Cities Daily (S) ABC 8,814 Comb. (S) ABC 18,600	.... .11 .... .11	Flat Flat Flat Flat Flat Flat	(I-D) (AP) (J) (5¢, 10¢S, 40¢w, $1.75 mo) (Wallace Witmer Co.)	Tri-Cities Pub. Co. .... J. L. Meeks, Jr., Pub.	Louis A. Eckl (eep-e-me)	Ben Knight (ne-T&TCD) Hap Halbrooks (sp-T&TCD) Nell Cheney (we-T) Sue H. Nathan (we-TCD)	L. H. Baker (gm-bm) ..... Hunter Allen (cm-T) Charles Brown (cm-TCD)	Francis Howard (mga) D. H. Bowling (ram) Bill R. Backrold (cam)	Francis Howard (pm-apm)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
GADSDEN 55,725 64,728-ABC-CZ	Times, 409-11 Chestnut St., Zone 1, Tel.: LI 3-4521 (e) 23,491 .17 Sunday edition (S) 23,425 .17	Flat Flat		(I-D) (AP, CT-NYN, INS) (5¢d, 15¢S, 45¢ w-d&S, $1.95mo) (General Advertising Service)	The Gadsden Times, Inc. Frank Helderman, Pub.	Frank Helderman (e) Charles Ryan (me)	Don Cox (sp) Virginia Stevens (we)	Carl R. Hofferbert (gm) Jack Goza (cm)	Glenn J. Sedam (ad) Randall Snew (cam)	
HUNTSVILLE 16,437 49,559 (Spec. U.S. '56 Census) 51,652-ABC-CZ	Times, Memorial Parkway, Tel.: JE 2-2411 (e ex Sat.) 21,637 .14 Sunday edition (S) 21,891 .14	Flat Flat		(I-D) (AP) (5¢, 10¢S, 35¢w-d&S, $1) (Kelly Smith Co.)	The Huntsville Times Co., Inc. Jack Langhorne, Pub.	R. T. Amis (eep-e-me) Malcolm Thomas (ce)	Will Mickle (ne) John Thompson (sp) Mrs. Sarah Baker (we)	Jack Langhorne (gm) R. M. Buchanan (bm) A. L. Smith (cm) C. W. Lewis (com)	R. M. Buchanan (ad) R. H. Kelly (mga) W. S. Bagwell (cam)	T. A. Winston (ms) C. Wilkinson (prod-m)
MOBILE-PRICHARD-CHICKASAW 129,009 19,014—Prichard 4,920—Chickasaw 194,078-ABC-CZ 217,360-ABC Par. 28	Register, Zone 9, Tel.: 3-1551 (m) 36,124 Press (e) 68,857 Combined daily (me) 104,981 .35 Press Register (S) 84,664 .35	.... Flat Flat		(I-D) (AP, UP, INS) (5¢d, 15¢S, 30¢w-d, 40¢w-d&S, $1.75 mo-d&S, $1.30 mo-d) (The John Budd Co.)	Mobile Press Register, Inc. Ralph B. Chandler, Pres.-Pub.	Geo. M. Cox (exec. e) Tip Mathews (eep-P) Caryle A. Ward (eep-R) William G. Cain (ce-R) Maurice W. Castle, Jr. (ce-P)	Hal Brown (ne-R) Don Greenwood (ne-P) Fallon Trotter (Su) Vincent Johnson (sp-R) Dennis Smitherman (sp-P) Tommye Dunagan (we-R) Mrs. Cornelia Turner (we-P)	Wm. J. Hearin, Jr. (gm-bm) Frank W. Barter (cm)	Burt Schwarz (cam) John W. Winter (ram) P. D. Beville, Jr. (natl. am)	J. M. Duncan (apm) T. C. McLemore (ms)
	NOTE: Sat. (m) 33,589; (e) 64,134; Combined Sat. (me) 98,123.									
MONTGOMERY 106,525 112,247-ABC-CZ 135,271-ABC Par. 28	Advertiser, 107 Lawrence St., Zone 2, Tel.: 2-1611 (m) 61,937 Journal (e) 22,831 Combined daily (me) 84,768 .30 Advertiser (S) 78,423 .30	.... Flat Flat		(D) (AP, UP) (5¢d, 15¢S, 40¢w-m&S, 70¢me&S) (Kelly-Smith Co.)	The Advertiser Co. R. F. Hudson, Sr., Pres.-Chairman of the Board) R. F. Hudson, Jr., Pub.	Grover C. Hall, Jr. (e-in-chief-A) C. M. Stanley (e-in-chief-J) E. A. Shelnutt (me-J) Frank Gordy (ce-J) L. P. Patterson (me-A) Tom Sellers (ce-A)	Morgan Parker (ne) Fred Andersen (exec. ne) Max Moseley (sp-A) G. C. Hall, Jr. (Su) Sam Adams (sp-J) Madera A. Spencer (we-A) Katherine Tyson (we-J)	A. D. Potter (cm)	P. W. Walsh (ad) J. Guyton Parks (asst. am-ram) A. Les Daughtry (cam) Bob Uhlich (nad)	Joe Axbell (gm) Furman Furlong (ms)
OPELIKA 12,295	News (e) 4,400 .05	Flat		(D) (AP) (5¢, 20¢w) (none)	Opelika Daily News, Inc. W. H. Wilson, Pres.	W. H. Wilson (e)	W. L. Blackmon (sp) Mrs. J. B. Graves (we)	W. C. Wear (bm) P. C. Oliver (cm)	W. C. Wear, Jr. (ad) Mrs. Mable H. Collins (mga)	E. P. Blackmon (ms)
SELMA 22,840 27,575 (Spec. U.S. '56 Census)	Times-Journal, Tel.: 4-7001 (e ex Sat.) 10,369 .08 Sunday edition (S) 10,369 .08	Flat Flat		(D) (AP) (5¢, 10¢S, 30¢w, $1.30mo) (none)	The Selma Times Journal Pub. Co. Mrs. F. T. Raiford, Pres.-Pub.	E. B. Field (e-me) O. S. Wynn (ce)	E. B. Field (ne-Su) William A. Wise (sp) Miss Eunice Apperson (we)	Mrs. F. T. Raiford (gm-bm) James D. Maddox (cm)	Frank Ford (ad) Miss Elva Stewart (cam)	Charles W. Calhoun (ms)
TALLADEGA 13,134 17,670 (Spec. U.S. '56 census)	Home & News, 152 N. East St., Tel.: EM 2-4128 (e & S ex Sat.) 3,600 .054	Flat		(I) (AP) (5¢d, $1.00 mo) (none)	Talladega Publishing Co. Jos. L. Wallis, Pres. Tom Abernethy, Vice-Pres. Cecil Hornady, Pub.-Secy.-Treas.	Cecil Hornady (e) Tom Abernethy (e-eep) Joe L. Wallis (asso.-e) Tom Abernethy (asso.-e)	Mrs. Ila Davis (we)	Cecil Hornady (gm) J. L. Wallis (bm) Morris Vice (cm)	Vernon Hudgins (ad-mga-ram) Mrs. Tom Abernethy (cam)	Ernest Denton (ms)
TROY 8,555 11,100-CZ Loc. Est. '56	Messenger, 111 N. Three Notch, Tel.: 580-581 (e ex Sat.) 3,070 .06 Herald (S) 3,307 .06	Flat Flat		(I-D) (AP) (5¢d, 5¢S, 25¢w, $1.10 mo) (none)	Troy Newspapers, Inc. Glenn Jones, Pres.-Pub.	Mrs. Raiford Key (e)	Mrs. Robert Howard (Su-we) Rex Vance (sp)	Glenn Jones (gm) M. F. Boisclair (bm) Mrs. H. Smythe (cm)	M. F. Boisclair (ram) Glenn Jones (mga) Mrs. H. Smythe (cam)	R. Key (ms)
TUSCALOOSA-NORTHPORT 46,396—Tuscaloosa 3,885—Northport 57,324-ABC-CZ	News, Tel.: 2-5531 (e) 16,478 .115 Sunday edition (S) 16,315 .115	Flat Flat		(I-D) (AP) (*S) (5¢, 15¢S, 45¢w-d&S, $1.90 mo) (General Advertising Service, Inc. and Lew Hohl, & Harley L. Ward)	Tuscaloosa Newspapers, Inc. Buford Boone, Pres.-Pub.	Norman Bassett (eep-e) Ben Davis (me-ca)	Stroube Smith (ne) Charles Land (sp) Mrs. Doris Pugh Flora (we)	Eugene Hamilton (bm) Robt. K. Gilmore (cm)	James M. Ward, Jr. (ad) Mrs. Ellen LaCour (mga) Bill Bonner (ram) Harold Wilson (cam)	

ALASKA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ANCHORAGE 11,254 30,000 City limits (Loc. Est. '56) 100,000-CZ 3rd Div. '53	News, Third Ave. at C St., Box 1660, Tel.: 2-2401 (e) 11,847 .10	Flat		(R) (UP) (J) (10¢, 35¢w, $1.75 mo) (S. S. Koppe & Co., Inc. and Don Pickens)	Northern Pub. Co., Inc. Norman C. Brown, Pres.-Pub.	Norman C. Brown (eep-e) Cliff Cernick (me) Pat Wolfe (ce)	John Auran (sp) Mary Ann Heder (we)	Norman C. Brown (gm) Blanche S. Brown (bm) Larry Suezle (cm)	Wm. Hunt (ad)	T. C. Schmidke (ms)
	Times, 820 4th Ave., Tel.: 5-6201 (e) 17,247 .15	Flat		(I) (AP) (10¢d, $1.75 mo) (West-Holliday Co., Inc.)	Anchorage Times Pub. Co. Robert B. Atwood, Pres.-Pub.	Robert B. Atwood (eep-e) Bernard Kosinski (me) Phil Sunkel (ce)	Bernard Kosinski (ne) Justin Gallagher (sp)	Clarence Hafling (gm-bm) Harry Stiver (cm)	Kenneth Laughlin (ad)	Roy West (ms)
FAIRBANKS 5,771 10,375 local est. 28,368-CZ local est.	News-Miner, 514 2nd Ave., Tel.: 2261 (e) 9,404 .12	Flat		(I-R) (AP, UP) (15¢d, $2.75 mo) (West-Holliday Co., Inc.)	Fairbanks Pub. Co. C. W. Snedden, Pres.-Pub.	J. J. Ryan (eep-e-me) Chas. Hoyt (ce)	John Thompson (ne) Ricardo Brown (sp) Ellen Whitcher (we)	C. W. Snedden (gm-bm) Darrell Kuhn (cm) Z. G. Trafton (com)	D.A. Meiser (mga) Ken Gustafson (cam)	Charles Gray (ms)
JUNEAU 5,956 9,000 local est. CZ	Empire, Tel.: 374 (e ex Sat.) 4,136 .10 (S) 4,136 .10	Flat Flat		(I) (AP, CT-NYN) (J) (15¢d, 20¢S) ($2.25 mo) (Western Dailies)	Wm. Prescott Allen, Pres.-Pub.	Paul Dumas (eep) Rex Wagner (e) Robert Kederick	Paul Dumas (ne) Robert Kederick (sp) E. Annis (we)	Morgan Coe (gm) Sigrid Dull (cm) Morgan Coe (bm)	Morgan Coe (ad) J. Bannister (cam)	Arthur Bringsdale (ms)
KETCHIKAN 5,202 7,500 Loc. Est. '56	News, Tel.: 3157 (e) 2,868 .10	Flat		(I-R) (AP) (J) (10¢d, $1.75mo) (West-Holliday Co., Inc.)	Pioneer Ptg. Co. Paul S. Charles, Pres.-Pub.	Sid D. Charles (eep-e) Gene Brice (me-ce)	Gene Brice (ne) Dorothy Pegues (we)	Paul S. Charles (gm) M. J. Flood (bm) Ellen Finney (cm)	M. J. Flood (ad-mga-ram) Ellen Finney (cam)	M. J. Flood (pm-apm) Frank Gingg (ms)
SITKA 2,086 5,100-CZ local est.	Sentinel, Box 799, Tel.: 9 (e) ..... .05	Flat		(I) (AP) (J) (10¢d, $1.50mo) (none)	Arrowhead Press H. A. Veatch, Pres.-Pub.	H. A. Veatch (eep-e-me) Ernestine C. Veatch (ce)	Ernestine C. Veatch (ne-we) H. A. Veatch (sp)	Harold A. Veatch (gm) Ernestine C. Veatch (bm-cm)	Ernestine C. Veatch (ad-mga-ram-cam)	H. A. Veatch (ms)

ARIZONA

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BISBEE 3,801	Review, Tel.: HEmlock 2-2231 (m ex Mon.) 3,032 .06 Sunday edition (S) 3,032 .06	Flat Flat		(D) (AP) (J) (5¢, 5¢S, $1.20mo-d&S) (John W. Cullen Co.)	Cochise Pub. Co. Cleveland E. Dodge, Pres.	J. C. McPhee (me)		John W. Newett (gm) N. L. Pavlovich (cm)	Scott P. Shaffer (ad-cam)	
DOUGLAS 9,442	Dispatch, Tel.: EMpire 4-3424 (e ex Sat.) 3,564 .06 Sunday edition (S) 3,564 .06	Flat Flat		(I-D) (AP) (J) (7¢d, 7¢S, 30¢w) (West-Holliday Co., Inc.)	Douglas Pub. Co. J. Newell Johnston, Pres.	J. Newell Johnston (e) Charles Gudaitis (me)	Gilbert T. Webre (sp)	J. Newell Johnston (gm) Carl Reece (cm)	Frank Hatt (ram) Mrs. C. V. Richards (cam)	
FLAGSTAFF 7,663	Arizona Sun (e ex Sat.) 6,395 .07*	Flat		(I) (AP) (7¢, 25¢w) (none)	Coconino Sun Co., Inc. Platt Cline, Pres.-Pub.	Platt Cline (e) Ken Wayman (ce)	Bill Deaver (sp) Vada Carlson (we)	Platt Cline (gm) Bill Withers (cm)	W. B. Mitchell (ad) Elizabeth Dobrinski (cam)	W. B. Mitchell (pm)

*.11 when combined with Coconino Weekly Sun, combined circulation 7,671.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation / General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MESA 16,790 25,000 Loc. Est. '56	Tribune, 120 West 1st Ave., Tel.: WO 4-5661 (e) 4,437 .07 Flat	(I) (UP) (J) (5¢, $1.00 mo) (none)	Tribune Pub. Co. D. W. Calvert, Pres.-Pub. R. W. Calvert, Asst. Pub.	B. M. Mergen (eep-e) Bob Shirley (ce)	Jack Dalby (sp)	G. H. Grosvenor (bm)	Chris Fluhr (ram) Derral Hawkins (cam)	Dixon Sumpter (ms)
NOGALES 6,153	Herald, Tel.: 700 (e) 2,983 .06 Flat	(I) (AP) (J) (5¢d, $1.15 mo) (West-Holliday Co., Inc.)	H. R. Sisk (Sole Owner) H. R. Sisk, Pub.	A. L. Sisk (me)	Joan Henley (we)	....	H. R. Sisk (am)	T. L. Scooler (apm)
PHOENIX 106,818 187,273 (Spec. U.S. '56 census) 287,966-ABC-CZ 364,151-ABC Par. 28	Republic, Tel.: ALpine 8-8811 (m) 100,025 .... Gazette (e) 60,194 .... Combined daily (me) 160,219 .51 Flat Republic (S) 143,564 .48 Flat	(I) (AP, UP, INS, NANA) (10¢, 15¢S, 45¢w-m, 30¢w-e, $1.95mo-m&S, $1.30mo-e&S) (*S) (Kelly-Smith Co.)	Phoenix Newspapers, Inc. Eugene C. Pulliam, Pres. & Pub. Harry Montgomery Asst. to Pub.	Donald C. Urry (eep-G) Frederic Marquardt (eep-R) R. W. Barry (me-G) Orien W. Fifer, Jr. (me-R) Charles Barton (ce-G) William Hermann (ce-R)	Glenn Taylor (ne-G) John Wheeler (ne-R) Josephine Davidson (Su-R) Frank Gianelli (sp-R) Bob Allison (sp-G) Marilyn Leopold (we-R) Margaret Savoy (we-G)	Oliver King (bm) Milan Leavitt (cd) Robert Dunst (cm-R) Alfred Swabb (cm-G)	Charles Hoover (ad) Hobart T. Franks (mga) G. M. Dean (ram) Leland M. Hover (cam)	James C. Quayle (pm) Randall Barton (prod. mgr.)
PRESCOTT 6,764 9,283 (Spec. U.S. '56 census)	Courier-Journal, 205-20 N. Cortez St., Tel.: 318-319 (m ex Mon.) 572 .... Courier (e ex Sat.) 4,890 .... Combined daily (me) 5,462 .06 Flat	(I-D) (AP) (5¢, 25Cw, $1.00mo.) (J) (Small, Brewer and Kent, Inc.)	Prescott Courier, Inc. W. P. Stuart, Pres.-Pub. Della T. Stuart, Asso. Pub.	Ralph Williams (eep-e-me) Carle Hodge (ce)	Ralph Williams (ne) Carle Hodge (sp)	W. P. Stuart (gm-bm) Raymond Queen (cm) Earl W. Schecher (com)	George A. Coennen (ad-mga-ram-cam)	Crispin Rodarte (ms) Della T. Stuart (pm)
TEMPE 7,684	News, 514 Mill Ave., P.O. Box 6, Tel.: WOodland 7-3321 (e) 3,615 .055 Flat	(I-D) (UP) (J) (5¢, 65¢ mo) (none)	News Pub. Co. Francis N. Connolly, Pub.	Francis N. Connolly (e) Bill Lucas (ce)	Bill Lucas (sp) Florence J. Roth (we)	Francis N. Connolly (gm-bm) Irma L. Connolly (cm)	William Andre (am) Francis N. Connolly (cam)	William Andre (pm) Norm Long (ms)
TUCSON 45,454 48,774 (Spec. U.S. '53 census) 118,302-ABC-CZ	Star, 208 N. Stone, Tel. MA 2-5855 (m) 28,960	(I-D) (AP) (7¢d, 15¢S, 45¢w-d&S, $1.95 mo) (Cresmer & Woodward, Inc.)	State Consolidated Pub. Co.* Wm. R. Mathews, Pres.-Pub. J. F. Weadock (asst. pub.)	J. F. Weadock (eep) Wm. R. Mathews (e) Thomas Ellinwood (exec. e) Victor Thornton (me) Frank Johnson (ce)	Abe Chanin (sp) Eleanor RICE (we)	Wm. R. Mathews (gm) Geo. W. Chambers (bm) Gilbert Acosta (cm)	Frank E. Drachman (ad-mga-ram) Ricki Rarick (cam)	Wm. S. Milburn (pm) Robert Hunter (ms) Q. J. Robb (apm)
	Citizen (e) 30,995 .... Combined edition (me) 59,955 .27 Flat Star (S) 37,561 .... Evening & Sunday (eS) 68,556 .30 Flat	(I) (AP, UP) (7¢, 35¢ w, $1.50 mo) (Cresmer & Woodward, Inc.)	Citizen Pub. Co.* Wm. A. Small, Pres.-Pub. Wm. A. Small, Jr.	Geo. L. Rosenberg (me) James Hart (ce)	George McLeod (sp) Betty Milburn (we)			

*Tucson Newspapers, Inc. is a printing and publishing firm owned by The Arizona Daily Star and Tucson Daily Citizen, which publications are owned and operated separately and independently from one another. Both are printed and circulated by Tucson Newspapers, Inc. Tucson Newspapers, Inc. handles all mechanical production, sells the advertising and circulation and handles all business transactions outside of the news and editorial rooms. Wm. R. Mathews—President and General Manager. Wm. A. Small—Vice-President and Treasurer. Geo. W. Chambers—Secretary and Business Manager. All advertising, circulation, and business office executives are Tucson Newspapers, Inc. executives.

YUMA 9,145 19,097-ABC-CZ 22,578-ABC Par. 28	Sun & Arizona Sentinel, 300 Madison Ave., SUnset 3-3333 (e ex Sat.) 7,995 .09 Flat Sun (S) 7,853 .09 Flat	(I) (UP) (7¢, $1.50 mo) (West-Holliday Co., Inc.)	Sun Printing Co. Jones Osborn, Pres.-Pub. Donald Soldwedel, Pub.-Mgr.	Jones Osborn (e) Chas. F. Mabery (eep-me) Bob Werley (ce)	Bob Werley (ne) Tom Foust (sp) Sylvia Mortensen (we)	Don N. Soldwedel (gm-bm) Mrs. R. E. Osborn (com) Neal F. Masso (cm)	Robt. J. Flow (ad-ram) Don N. Soldwedel (mga) Z. T. Harris (cam)	Don N. Soldwedel (pm-apm) Brice T. Dille (ms)

ARKANSAS

ARKADELPHIA 6,819	Siftings Herald, Tel.: 396 (e ex Sat.) 2,527 .04 Flat	(D) (UP) (J) (5¢) (Arkansas Dailies, Inc.)	Siftings Herald Ptg. Co.	Philip McCorkle (eep) Phil McCorkle, Jr. (e-me)	....	Phil McCorkle, Jr. (gm)	....	....
BATESVILLE 6,414	Guard, Tel.: 184 (e) 3,328 .05* Flat	(I-D) (UP) (J) (5¢d, 25¢w, 75¢mo.) (Wallace Witmer Co.)	The Batesville Guard-Record Co., Inc. Mrs. O. E. Jones, Pres. James M. Jones, Pub.	Paul Buchanan (eep-e-ce) James M. Jones (me)	Paul Buchanan (ne) Jimmy M. Jones (sp) Mrs. O. E. Jones (we)	Wilson Powell (gm-bm) John T. Moore (cm)	Herbert Meharg (ad)	Wilson Powell (pm) Herbert Meharg (apm)

*.07 in combination with weekly Record (Thu.), circulation 1,412

BLYTHEVILLE 16,234 17,804 (Spec. U.S. '56 census)	Courier-News, Tel.: POplar 3-4461 (e) 7,874 .08 Flat	(I-D) (AP) (5¢, 25¢w, $1.08mo) (Wallace Witmer Co.)	Courier-News Co., Inc. Harry W. Haines, Pub.	Harry A. Haines (eep) Harry A. Haines (e-me) George Clark (ce)	George Clark (sp) Millie Mallory (we)	Harry W. Haines (gm-bm) James Brown (cm)	Paul Human (ad-mga-ram) Ann Perry (cam)	Warren Davidson (ms)
CAMDEN 11,372 17,828 (Spec. U.S. '56 census)	News (e) 6,703 .07 Flat	(I) (AP, UP) (5¢, 25¢w) (Arkansas Dailies, Inc.)	Camden News Pub. Co. Walter E. Hussman, Pres.-Pub.	A. W. Rose (e)	J. Betchelheimer (sp) Amy Wommack (we)	Walter E. Hussman (gm) Joe Bratton (cm)	Clark Aten (ad)	I. W. Haynie (ms)
CONWAY 8,610	Log Cabin Democrat, Tel.: 21-30-404 (e) 3,052 .05 Flat	(D) (AP) (J) (5¢, 20¢w) (Arkansas Dailies, Inc.)	Conway Ptg. Co. Frank E. Robins, Jr., Pub.	Frank Robins, Jr. (e) Joe B. McGee (me)	Dorothy Noble (we)	Frank Robins, Jr. (bm)	R. E. Dickson (mga)	Buford Robins (ms)
DE QUEEN 3,015	Citizen, Tel.: 4-630 (e) 1,037 .04* Flat	(D) (AP) (J) (5¢, 20¢w) (none)	De Queen Bee Co., Inc. A. L. Kimball, Pres. Ray Kimball, Pub.	J. R. McKinley (e)	J. R. McKinley (sp) Julia Smith (we)	Myrtle Sims (cm)	Mrs. Evelyn Kimball (ad)	Luther Montgomery (ms)

*.06 in combination with Weekly Bee, combined circulation, 2,850

EL DORADO 23,076 24,477 (Spec. U.S. '54 census)	News, 313 E. Main, Tel.: UN 3-7181 (m) 9,347 .... Times (e) 2,997 .... Combined daily (me) 12,344 .10 Flat News (S) 10,389 .... Evening & Sunday (eS) 13,386 .10 Flat	(I-D) (AP, UP, INS) (5¢, 10¢S, 35¢w) (Arkansas Dailies, Inc.)	News-Times Pub. Co. C. E. Palmer, Pres.-Pub.	C. E. Palmer (e) Robert T. Hays (me)	J. D. Beauchamp (ne) Miss Frances Cordell (we)	C. E. Palmer (gm) A. W. Estes (bm) John H. Vogel (cm)	Nolan De Laughter (ram) Mrs. Summie L. Carter (nam) Mrs. Wanna Payne (cam)	O. T. Reeder (ms)
FAYETTEVILLE 17,071 18,162-ABC-CZ 19,783-ABC Par. 28	Northwest Arkansas Times, Tel.: HI 2-6244 (e) 9,677 .09 Flat	(D) (AP) (5¢, 25¢w) (Arkansas Dailies, Inc.)	Democrat Pub. Co.	Ted Wylie (eep-e-me-ce)	Ted Wylie (ne) Kathleen Dozier (we)	Sam E. Gearhart (gm-bm) John Bristow (cm)	George Gearhart (ad-mga-ram) Fred O'Baugh (cam)	Geo. A. Gearhart (apm) J. N. Wasson (ms)
FORREST CITY 7,607	Times-Herald, Tel.: 911-912 (e ex Sat.) 3,387* .05 Flat	(I) (J) (5¢, 20¢w) (Arkansas Dailies, Inc.)	Times-Herald Pub. Co. Fred N. McCollum, Pres.-Pub.	Fred N. McCollum (eep-e-me-ce)	Fred N. McCollum (ne) Raoul Carlisle (sp) Mrs. Helen McGown (we)	....	Robert W. Chowning (ad)	....

*Mar. 31, 1956

FORT SMITH 47,942 54,587 (Spec. U.S. '55 Census) 58,313-ABC-CZ 64,957-ABC Par. 28	Southwest American, Tel.: SUnset 2-2011 (m) 16,011 .... Times Record (e) 18,529 .... Combined daily (me) 34,540 .19 Flat Southwest-Times Record (S) 31,734 .19 Flat	(I-D) (AP, INS, UP) (5¢, 10¢S, 40¢w-m&S, or e&S, me&S 60¢w) (Arkansas Dailies, Inc.)	Southwestern Publishing Company Donald W. Reynolds, Pres.-Pub.	C. F. Byrns (eep-e) Leroy Fry (me) W. D. Barksdale (me-TR)	Jack Stout (sp-SA) James Hood (sp-TR) Queen Neal (we-SA) Helen F. Mosier (we-TR)	Richard T. Bentley, Jr. (gm) Eugene Greeno (bm) John Conrad (cm)	Richard T. Bentley, Jr. (ad) Reece Barnsley (am) Ross Pendergraft (mga) Fred Smith (cam)	Richard T. Bentley, Jr. (pm) Ralph Corsette (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Mex.	 Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
HARRISON 5,542 5,617 (Spec. U.S. '55 census)	Times (e ex Sat.) 2,581	.05	Flat	(I) (AP) (5¢, 15¢w) (Wallace Witmer Co.)	Times Pub. Co., Inc. J. E. Dunlap, Jr., Pres.-Pub.	John R. Newman (e) Mrs. Clyde Newman (ce)		J. E. Dunlap, Jr. (bm)		Bob Henson (ma)
HELENA-WEST HELENA 11,236 Helena 6,107 West Helena	World & East Arkansas Record, Tel.: HI 4-3493 (e ex Sat.) 6,598 Sunday edition (S) 6,598	.06 .06	Flat Flat	(I-D) (AP) (5¢, 5¢S, 20¢w, 85¢mo) (Arkansas Dailies, Inc.)	Helena World Publishing Co. C. M. Young, Pres.-Pub.	Jack M. Young (e)	Jack M. Young (ne) Mrs. Willie Tappan (we)	Chas. M. Young (gm) Ellis Word, Sr. (cm)	Porter C. Young (ad)	
HOPE 8,605 8,605-ABC-CZ	Star, Tel.: PRospect 7-3431 (e) (⊠) 3,542	.055	Flat	(I) (AP) (5¢, 25¢w) (Arkansas Dailies, Inc.)	Star Pub. Co. C. E. Palmer and A. H. Washburn, Owners C. E. Palmer, Pres. A. H. Washburn, Pub.	A. H. Washburn (eep-e) Paul H. Jones (me)	Mrs. Sally Andrews (we)	A. H. Washburn (gm-bm) C. M. Rogers, Jr. (cm)	Donal Parker (ad) Mrs. Edith Garrett (cam)	Donal Parker (pm) George W. Bonner (ms)
HOT SPRINGS 29,307	Sentinel-Record & New Era, 912 Central Ave., Tel.: NAtional 3-7711 (m) 10,155 New Era (e) 6,091 Combined daily (me) 16,246 Sentinel-Record (S) 13,844 Evening & Sunday (eS) 19,935	.... .11 ..... .11	.... Flat ..... Flat	(I) (AP, INS, TS, UP) (5¢, 10¢S, 35¢w) (Arkansas Dailies, Inc.)	Southern Newspapers, Inc. C. E. Palmer, Pres.-Pub.	R. S. Dean (e-me) Mrs. Edna Howe (ce)	Maurice Moore (ne-NE) Maurice Moore (sp) Willie Mae Davis (we)	Mrs. Alden Mooney (gm) Earl Miller (cm)	J. Q. Holder (ad-cam)	M. H. Myers (ma)
JONESBORO 16,310 17,014 (Spec. U.S. '56 census)	Sun, Tel.: 5525 (e) 9,455	.07	Flat	(D) (AP) (5¢, $1.00mo) (Arkansas Dailies, Inc.)	Jonesboro Evening Sun Fred D. and John W. Troutt, Pubs.	Fred D. Troutt (eep-e) Eugene Smith (me) John W. Troutt, Jr. (ce)	Charley Thornton (sp) Grace Witherspoon (we)	John W. Troutt (gm) LeRoy Mandrell (cm)	Fred D. Troutt (ad-mga) Harry McDonald (ram) Helen Troutt (cam)	Fred D. Troutt (up-apm) Willie Bauer (ma)
LITTLE ROCK 102,213 156,919 (Spec. U.S. '55 census) 164,978-ABC-CZ 178,558-ABC Par. 28	Arkansas Democrat, Tel.: FRanklin 4-0321 (e) (⊠) 81,714 Sunday edition (S) (⊠) 92,114	.26 .27	Flat Flat	(D) (AP) (5¢, 10¢S, 30¢w-e&S, $1.30 mo) (The Branham Co.)	Arkansas Democrat Co. K. A. Engel, Pres.-Pub.	Wm. Johnson (eep) K. A. Engel (e) E. J. Liske (me) Irving E. Herrington (ce)	Deane Allen (ne) Jack Keady (sp) Dorothy Carroll (we)	K. A. Engel (gm) C. S. Berry (bm) V. M. Sorrells (cm)	E. J. Herndon (ad-ram) Jack W. Smith (mga) E. S. Compton (cam)	
	Arkansas Gazette, Third & Louisana, Tel.: FR 4-5081 (m) (⊠) 97,834 Sunday edition (S) (⊠) 108,230	.27 .30	Flat Flat	(D) (AP, UP) (5¢, 15¢S, 35¢w-d&S) (The John Budd Co.)	Gazette Pub. Co. J. N. Heiskell, Pres. Hugh B. Patterson, Jr. Pub.	J. N. Heiskell (e) H. S. Ashmore (ex-e) A. R. Nelson (me) Wm. T. Shelton (ce)	Thomas D. Davis (ne) Eugene C. Fretz, Jr. (Su) Orville Henry (sp) Betty F. Fulkerson (we)	Hugh B. Patterson, Jr. (gm) J. R. Williamson (bm) Leon S. Reed (cir. dir.)	J. R. Williamson (ad) Wm. T. Moffitt (mga) Lloyd B. Sickel (ram) Maurice Trout (cam)	John C. Pemberton (pm)
MAGNOLIA 6,918 9,255 (Spec. U.S. '53 census)	Banner-News, 134 S. Washington, Tel.: 4-5 (e) 3,679	.055	Flat	(D) (AP, UP) (J) (5¢, 25¢w) (Arkansas Dailies, Inc.)	The Banner-News Pub. Co., Inc. C. E. Palmer, Pres.-Pub.	Randy King (e)	Harold Jameson (sp) Opal Kyle (we)	Jas. Miner (gm)	Jim Miner (ram)	Robert Parker (ma)
MALVERN 8,072 9,235 (Spec. U.S. '55 census)	Record, 122 Main St., Zone 2, Tel.: 248 (e) 2,780	.05	Flat	(D) (AP) (J) (5¢, 20¢w) (none)	Mrs. J. H. Beerstecher, Pub.	F. A. Beerstecher (eep-e) Mrs. Dorothy Logan (ce)		Mrs. J. H. Beerstecher (gm) Mrs. Alix B. Butler (bm) Mrs. Dorothy Logan (cm)	F. A. Beerstecher (ad)	
MENA 4,445	Star, 501-3 Mena St., Tel.: 19 (e) 1,398	.04	Flat	(I-D) (UP) (J) (5¢, 20¢w, 85¢mo) (none)	The Mena Star Co., Inc. Ernest W. St. John, Pres.	E. W. St. John (e-me-ce)	E. W. St. John (ne) Anthony Grove (sp)	E. W. St. John (gm) R. W. St. John (bm-cm)	Don D. Clement (ad-mga-ram) R. W. St. John (cam)	Orville Ogden (ma)
NEWPORT 6,254	Independent, Tel.: 40 (e) 1,978	.05	Flat	(I-D) (J) (5¢, 75¢mo) (Wallace Witmer Co.)	Mrs. A. C. Wilkerson, Pub.	Fred L. Coger (e-ce) Orville I. Nicholson, Jr. (me)	Fred L. Coger (ne) Mrs. C. L. Farrar (we)	Mrs. A. C. Wilkerson (gm-bm-cm)	Mrs. Pauline Parish (ram-cam)	Mrs. Pauline Parish (am) L. D. Summers (ma)
PARAGOULD 9,968	Big Picture (m) 1,298 Sunday edition (S) 1,298	.05 .05	Flat Flat	(I) (AP) (5¢, 7¢S, 75¢ mo) (none)	Wayzgoose Press L. V. Rhine, Pub.	L. V. Rhine (eep) Myrl R. Mueller (e) Myrl R. Mueller (me) Deloris Mueller (ce)	Donald Fletcher (ne-Su-sp) Ruth Woodside (we)	L. V. Rhine (gm, cm-com) Deloris Mueller (bm)	Billie Burgess (ad)	Sidney DeBrock (ms)
	Daily Press (e) 3,985	.06	Flat	(I) (AP) (5¢, $1mo) (Wallace Witmer Co.)	Daily Press, Inc. Maurice Cathey, Pres.	Wallace L. White (e) Gene Wirges, News Editor	Bill Newsom (sp) Mary Carolyn Paul (we)	Wallace L. White (gm) Lee Arnold (cm)	Karl King (mga) Bill Hammond (cam)	J. W. Cole (ms)
PINE BLUFF 37,162 44,146-ABC-CZ 47,493-ABC Par. 28	Commercial (e) (⊠) 15,790 Sunday edition (S) (⊠) 16,120	.11 .11	Flat Flat	(D) (AP) (J) (5¢, 10¢, 30¢w-e&S) (Arkansas Dailies, Inc.)	Commercial Ptg. Co. E. W. Freeman, Jr., Pres. G. N. Freeman and E. W. Freeman, Jr., Pubs.	G. N. Freeman (eep-e-me) Bill Miles (ce)	Bill Miles (ne) J. Atkinson (sp) Alice DeWeese (we)	E. W. Freeman, Jr. (gm-bm) Marvin Clay (cm)	Herbert C. Wright (ad)	Leland Smith (ma)
ROGERS 4,962	News, Tel.: 84 (e) 3,427	.05	Flat	(I-D) (AP) (5¢, 20¢w-60¢mo) (Arkansas	Northwest Arkansas Pub. Co.	C. C. Lambert (e)	Don Garrison (sp) Peggy Paepper (Su-we)	C. C. Lambert (gm-bm) Byron Richburg (cm)	Ed. O. Lundberg (ad) Carolyn Nutt (cam)	Don Wagner (ma)
RUSSELLVILLE 8,166	Courier-Democrat, 112 South Boulder, Tel.: 7 & 827 (e) 2,171	.05	Flat	(I) (AP) (5¢, 85¢mo) (Arkansas Dailies, Inc.)	The Courier-Democrat Pub. Corp.	Craig Lovesy (e-ne)	Edith K. Wharton (we)	Craig Lovesy (gm) Mrs. Chas. Lovesy (bm-com)	Garth Whipple (ad-cam)	Conley Buggler (ma)
	NOTE: Also publish weekly edition on Wednesdays (dated Thursdays) circulation 2,048 - Adv. Rate .05, Subscription Rate - $3 year.									
SEARCY 6,024 6,445 (Spec. U.S. '53 census)	Citizen, Tel.: 190, 191 (e) 1,848	.045	Flat	(D) (AP) (J) The Wallace Witmer Co.	Arkansas Citizen Pub. Co.	M. P. Jones, Jr. (e)		M. P. Jones, Jr. (gm) Perrin Jones (cm)	Glenn W. Jones (ad) Maridell McCullough (cam)	Glenn W. Jones (pm) O'Neal Yeager (ma)
SPRINGDALE 5,835 7,328 (Spec. U.S. '56 census)	News, 133 W. Emma Ave., Tel.: PI 1-4631 (e ex Sat.) 3,344	.055	Flat	(D) (UP) (J) (5¢, 20¢w, 87¢mo) (Arkansas Dailies, Inc.)	The Springdale News, Inc. Edw. R. Stafford, Pres.	Edw. R. Stafford (eep) Mrs. Edw. R. Stafford, Maudine Farrish (assoc. eds.)			R. R. Sanders (ad)	
STUTTGART 7,276 8,062 (Spec. U. S. '53 Census)	Leader, 209 S. Main, Tel.: WAbash 2-1572 (e) 2,605	.05	Flat	(I) (AP, UP) (J) (5¢, 25¢w)	Daily Leader Co., Inc. Ray Kimball, Pres.-Pub.	Calvin Mannen (e)	Garner Allen (ne-sp)	Calvin Mannen (gm) Jennie Allen (cm)	Maude Halley (mga-ram-cam)	Jimmy Humphrey (ma)
TEXARKANA 15,875 (Ark.) 24,753 (Tex.) 19,733 (Ark.) (Spec. U.S. '56 census) 51,169-ABC-CZ	Gazette, 313-17 Pine St., Tel.: 3-3151 (m) (⊠) 21,046 News (e) (⊠) 6,104 Combined daily (me) (⊠) 27,150 Gazette (S) (⊠) 23,963	.... .16 .16	.... Flat Flat	(I) (AP, UP, INS) (5¢d, 15¢S, 35¢w) (Arkansas Dailies, Inc. and Texas Daily Press League, Inc.)	Texarkana Newspapers, Inc. C. E. Palmer, Pres.-Pub.	J. Q. Mahaffey (e) Paul Lowry (me-N)	Wick Temple (sp) Bob Mundella (me-G) Kay Stafford (we)	Paul T. Morgan (bm) H. Murry (cm)	E. H. Richter (ad-mga-ram-cam)	E. H. Richter (apm)
WEST MEMPHIS 12,174 15,776 (Spec. U.S. '55 census)	Sun, 107 E. Broadway, Tel.: REgent 5-1234 (m) 6,012	.065		(I) (AP) (J) (none)	R. W. Chowning, Pub.	R. W. Chowning (e)		R. W. Chowning (gm) Alvin Haase, (cm)	Mrs. Katie Chowning (ad)	

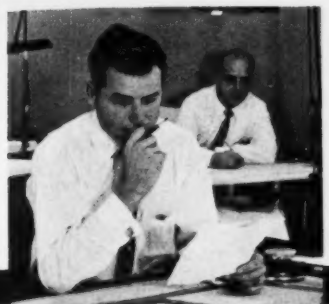
PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
...MEDA ...030 ...042 (Spec. U.S. '54 census)	Times-Star, 1516 Oak St., Tel.: LAkehurst 3-1200 (e) 8,145	.12* Flat	(I-R) (INS, UP) (J) (10¢, $1.25 mo) (West-Holliday Co., Inc.)	Alameda Times-Star Pub. Co. Wm. G. Werner, Pres.-Pub.	G. B. Thrall (eep-me) Tad Spinola (ce)	Thad Spinola (ne) Jack Clark (sp) Barbara Stevenson (we)	W. G. Werner (gm) Joseph Luczak (bm) Peter Fay (cm)	W. G. Werner (ad) Lou Lippi (ad-mga) Patricia Hunt (cam)	E. Kudrna (pm) Lou Lippi (apm) C. Gourley (ms)
	*.17 when combined with weekly Advertiser, Circulation 20,000, free.								
...AMBRA ...359 ...-ABC-CZ ...-ABC Par. 28	Post-Advocate, 11 S. Stoneman, Tel.: At 2-4121 (e) ⓐ 13,081	.14* Flat	(I) (AP, UP) (5¢, $1 mo) (West-Holliday Co., Inc.)	Southern California Associated Newspapers Alden Waite, Pres. Barton Heiligers, V.P. & Pub.	Barton Heiligers (eep-e) Warner Jenkins (me) Robert Studer (asst. me)	Charles Cherniss (sp) Ruth Baker (we)	Barton Heiligers (gm-bm) Leo Thompson (cm)	Cornelio Baca (mga-ram) Jack Hathaway (cam)	Barton Heiligers (pm) C. Baca (apm) Dale Hepler (ms)
	Post Advocate Shopper: Sunday Edition, Guaranteed 40,000 Circulation .... Pickup rate .075 per line Zone I, guaranteed 50,000 circulation .... Pickup rate .075 per line Zone II, guaranteed 20,000 circulation (18,000 via U.S. mail) .... Pickup rate .075 per line Zone III, guaranteed 30,000 circulation (18,000 via U.S. mail, 12,000 via bonded carrier) .... Pickup rate .075 per line El Monte-Five Points, Post-Advocate, guaranteed 20,000 circulation .... Pickup rate .075 per line								
...AHEIM ...550 ...230 (Spec. U.S. '56 census) ...-ABC-CZ	Bulletin, 232 S. Lemon, Tel.: Kf 5-3962 (e) ⓐ 9,842*	.08 Flat	(R) (UP) (5¢d, $1.00 mo) (West-Holliday Co., Inc.)	Anaheim Bulletin Pub. Co., Inc. Hazel D. Loudon, Pres. Stanley Loudon & Howard Loudon, Co.-Pub.	Don Shaffer (e-me) Jim Duncan (ce)	Ed Mullen (sp) Carrie Lou Sutherland (we)	Richard Fischle (gm-bm) Ernest Atkinson (cm)	Wm. Bland (ad-mga-ram) Ralph Rouland (cam)	Richard Fischle (pm) Howard Loudon (apm) Stanley Loudon (ms)
	*Mar. 31, 1956.								
...TIOCH ...051 ...712 (Spec. U. S. '54 Census) ...051-ABC-CZ ...712-ABC Par. 28	Ledger, 514 Fourth, Tel.: PL 7-0300 (e ex Sat.) ⓐ 4,000	.075 Flat	(I)(UP) (J) (5¢, $1 mo) (Don. R. Pickens Co.)	Ledger Pub. Co. Albert W. Flaherty, (Pub.-Ed.)	....	....	....	....	....
...KERSFIELD ...784 ...-ABC-CZ	Californian, 1707 "Eye" St., Tel.: FA 3-7631 (e) ⓐ 38,116	.19 Flat	(D) (AP, INS, UP) (J) (7¢, $1.50mo) (West-Holliday Co., Inc.)	The Bakersfield Californian Corp. Walter Kane, Pub.	Ralph Kreiser (eep) Walter Kane (e) James E. Griffith (ce) Jim Day (me)	Jim Day (ne) Larry Press (sp) Beth Henley (we)	Walter Kane (gm-bm) J. L. Meservey (cm)	George DeArmond (ad-mga-ram-cam)	Walter Kane (pm-apm) Elmer Forgy (ms)
...RKELEY ...805 ...010-ABC-CZ	Gazette, Zone 1 (e) ⓐ 15,633	.13* Flat	(R) (AP, UP) (10¢, $1.50mo) (Doyle & Hawley)	Berkeley Gazette Pub. Co. George B. Dunscomb, Pres.-Pub. Ralph W. Frankis, Ass't. Pub.	John R. Ward (eep-me) Geo. B. Dunscomb (e) Everett Johannes (ce)	Jean R. Paulson (ne) J. R. Scott (sp) Jan Matheson (we)	Paul S. Moffatt (bm) Bryce Brooks (cm)	Al Horn (ad) Phyllis Ryan (cam)	Willard B. Alton (apm)
	*.195 when combined with weekly shopping news (Thurs.), circulation 33,000.								
...VERLY HILLS ...032 ...643 (Spec. U.S. '56 census)	Citizen, 427 N. Canon Dr., Tel.: CR 6-2341 (e ex Sat.) 8,140	.14* Flat	(I-R) (UP) (5¢, $1 mo) (Gilman Nicoll & Ruthman)	David B. Heyler. Sr., Pub. Max Daley, Assoc. Pub.	David B. Heyler, Sr. (e) Bill Reeder (me)	Bill Reeder (ne) Dick Balos (sp) Wanda Phillips (we)	Bernard Hoye (cm)	George Knoche (ad) Lynn Bryan (ram) Reginald Gilmore (cam)	....
	*Combination rates for weekly free circulation publications on request.								
...AWLEY ...052 ...886 (Spec. U. S. '54 Census)	News (e) 3,625	.06 Flat	(I) (UP) (J) (7¢, $1.50 mo) (West-Holliday Co., Inc.)	Brawley News Pub. Co., Inc. Paul A. Jenkins, Pres. Paul A. Jenkins & Ray Barnes, Co.-Pub.	Ray Barnes (e)	James Leveson (sp) Betty Bradshaw (we)	Carl W. Schooss (bm) James Leveson (cm)	Roberts Spurrier (ad-mga-ram) Carole Harbert (cam)	Roberts Spurrier (pm-apm) Ed Emerson (ms)
...RBANK ...577 ...043 (Spec. U.S. '53 census) ...577-ABC-CZ ...043-ABC Par. 28	Review, Tel.: 11 (e) ⓐ 4,467	.08* Flat	(I) (AP, UP) (5¢, 25¢w, $1mo) (West-Holliday Co., Inc.)	Southern California Associated Newspapers Alden Waite, Pres. Hoyt Cater, Pub.	Tom Hageman (me)	Pat Phillips (we)	Bernice Hardy (bm) Carl Hatfield (cm)	Jack Gruden (mga) Beatrice Brightwell (cam)	Jack Gruden (apm)
...ICO ...272 ...033-ABC-CZ ...246-ABC Par. 28	Enterprise-Record (e) ⓐ 12,493	.10 Flat	(I) (UP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Enterprise Pub. Co. A. W. Bramwell, Pres.-Pub.	W. N. Lee (me) Milan Murray (ce)	Eddie Booth (sp)	Lester H. Earle (cm)	Arch Nichols (ad-mga) Robert Carlile (ram)	L. E. Broyles (ms)
...LTON ...465 ...252 (Spec. U.S. '55 census)	Courier (e ex Sat.) 2,631	.06 Flat	(I) (UP) (J) (5¢, $1.00 mo) (none)	Courier Enterprises Charles K. Dooley, Pub.	Charles K. Dooley (eep) C. Hunt (ce)	Jim White (sp) Grace Nelson (we)	Charles K. Dooley (bm) Robert Miles (cm)	Charles K. Dooley (ad) Geri Dooley (cam)	Don DeWolfe (ms)
...LUSA ...031 ...303 (Spec. U. S. '54 Census)	Sun-Herald, 210-6th St., Tel.: GL 8-2121 (e) 2,514	.06 Flat	(I) (UP) (J) (5¢, 90¢m, $9 yr.) (West-Holliday Co., Inc.)	Mrs Martha Holloway, Pub.	Wilmer G. Brill (eep-e-me-ce)	W. G. Brill (ne) W. S. Randall (sp) Neva Romelsbacher (we)	Maxine H. Brill (bm) Zula Price (cm)	W. G. Brill (am)	J. H. Athearn (ms)
...NCORD ...952 ...084 (Spec. U.S. '55 census)	Transcript, 2057 Concord Blvd., Tel.: MUlberry 5-8533 (e ex Sat.) 4,023	.08*	(I) (AP) (J) (5¢d, $1.25 mo) (Don R. Pickens)	Clifton H. Moore & George E. Moore	Clifton H. Moore (e) Jack Mackey (me)	Clif Moore (sp) Dora Friedrich (we)	George E. Moore (bm) E. E. Aldrich (cm)	Lucile Aldrich (ad) Lex Townsend (cam)	Joe Kabat (ms)
	*In combination with Weekly Shopper, circulation 17,100—.11.								
...RNING ...536	Observer, 710 Fifth St., Tel.: TAylor 4-5464 (e ex Sat.) 1,936	.06 Flat	(I) (UP) (5¢, 25¢w, 75¢ mo.) (none)	Sacramento Valley Newspaper Corp. John F. Wood, Pres.-Pub.	Lee Soto (e)	Lee Soto (sp) Pamela Wood (we)	John F. Wood (gm-bm)	John F. Wood (ad)	John Barnes (ms)
...RONA ...233 ...482 (Spec. U.S. '54 census) ...223-ABC-CZ	Independent (e ex Sat.) ⓐ 3,310	.07 Flat	(I) (UP) (J) (7¢, 95¢ mo) (Don R. Pickens Co.)	Daily Independent J. C. and Justin Hammond, Pubs.	J. C. Hammond (eep-e-me-ce)	J. C. Hammond (ne) Burt Irwin(sp) Bonnie Bills (we)	Justin Hammond (gm) Harry R. Sothcott (bm) Hal Foreman (cm)	Justin Hammond (mga) E. E. Hammond (ad-ram) Harry Sothcott (cam)	Harry Sothcott (pm) E. E. Hammond (apm) A. L. Reinert (ms)
...LVER CITY & VENICE ...720 ...400 (Spec. U.S. '55 census) ...837-ABC-CZ	Star-News, 4043 Irving Pl., Tel.: VE 9-5271 & TE 0-3791 (e) ⓐ 5,643 Vanguard (Venice Edition of Star-News) (e) ⓐ 805 Combined daily (Comb) ⓐ 6,448	.08* Flat .... .08* Flat	(R) (AP, UP) (5¢, $1.00 mo) (West-Holliday Co., Inc.)	So. Calif. Assoc. Newspapers David J. Duncan, Pub. Alden C. Waite, Pres.	David J. Duncan (e) W. D. McGlasson (me) Helen Black (ce)	W. D. McGlasson (ne) Ed. Neilan (sp) Barbara Hanson (we)	David J. Duncan (gm) Denny C. Hough (cm)	Ed. C. Baker (ad) Arthur Carlson (cam)	Ed. C. Baker (pm) Earl Leavitt (ms)
	*When combined with Shopping News (distribution free) (4 zones—Culver Palms, 15,400; Mar Vista, 16,300; Venice, 10,600; Baldwin Hills, 5,650) add .03 each zone.								
...L CENTRO ...590 ...303 (Spec. U.S. '54 census)	Imperial Valley Press & Post, 625 State, Tel.: ELgin 2-2211 (m ex Mon.) 1,298 Imperial Valley Press (e ex Sat.) 6,720 Combined daily (me) 8,018 Post-Press (S) 8,018	 .... .09 Flat .09 Flat	(I) (AP) (J) (7¢, 7¢S, $1.50mo) (West-Holliday Co., Inc.)	Imperial Valley Pub. Co. Paul A. Jenkins, Pres. Paul A. Jenkins-Carl W. Schooss co-Pub.	Paul A. Jenkins (eep-e) Dave Galloway (me) Gene Beauchamp (ce)	Dave Galloway (ne-Su) Dick Bowman (sp) Mary Ellen Wheeler, Eva Williams (we)	Carl W. Schooss (gm-bm) Lacy De Mille (cm)	Leo Priest (ad-mga-ram) John Jenkins (cam)	Carl W. Schooss (pm) Leo Priest (apm) I. O. Marques (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continu

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Direc Promotion Man Adv. Prom. Ma Mech. Supt.
ESCONDIDO............. 6,544 10,064 (Spec. U.S. '56 census)	Times-Advocate (e) 5,321	.07*	Flat	(I) (UP) (J) (5¢, 65¢ mo) (none)	Speers & McClintock... Fred W. Speers and H. R. McClintock Co.-Pubs.	Fred W. Speers (e).... Ron Kenney (ce)	Eloise Duvel Perkins (ne) Bob Romaker (sp) Jody Butler (we)	Bert McClintock (bm) Tom O'Neill (cm)	Bert McClintock (mga) Ted Watterson (ram) Jeannine Howell (cam)	Hoyte Smithers (Ralph Shidner (
	*.085 when combined with weekly Times-Advocate. When combined with weekly edition and Escondido Free Press (Wed.) .10 per line. Comb. Circ. 6,188.									
EUREKA.................. 23,058 27,951 (Spec. U.S. '56 census) 29,759-ABC-CZ	Humboldt Times, 328 E St., Tel.: Hillside 2-1711 (m ex Mon.) 10,974 Humboldt Standard (e) 14,252 Combined daily (me) 25,226 Humboldt Times (S) 13,995 Evening & Sunday (eS) 28,247	.... .16 ...... .16	.... Flat ...... Flat	(R) (AP, UP) (10¢, 40¢w, 10¢S, $1.50 mo) (West-Holliday Co., Inc.)	The Eureka Newspapers, Inc. Don O'Kane, Pres.-Pub.	Elmer Hodgkinson (me-HT) L. W. Beal (me-HS)	Don Terbush (sp-HS).... Al Tostado (sp-HT) Margaret Delaney (we-HS) Corinne Woodard (we-HT)	Don O'Kane (gm-bm)....... John Harvey (cm)	C. B. Otis (ad)............ John L. Mellinger (ram-mga) Fay Cheney (cam)	James Turk (p Leslie Ryan (m
FONTANA............... 13,695 (City incorp. '52)	Herald-News, 16920 Spring St., Tel.: VAlley 2-2231 (e ex Sat.) 3,974	.08	Flat	(I) (UP) (5¢, $1.20 mo.) (none)	Midland News Assn. William R. Fitzgerald, Pres.	James B. Conner (e)	Mrs. Myrtle Saugstad (we) Joseph Singleton (sp)	Roger C. Hughes (bm)..... Jimmie P. Sheafer (cm)	Roger C. Hughes (ad)...	Tony Garcia (m
FRESNO.................. 91,669 107,907 (Spec. U.S. '54 census) 156,593-ABC-CZ	Bee, Van Ness & Calaveras, Zone 22, Tel.: AM 8-5221 (e) 95,552 Sunday edition (S) 109,850	.38 .38	Flat Flat	(I) (AP, UP) (10¢,15¢ S, $1.75 mo-d&S) (O'Mara & Ormsbee, Inc.)	McClatchy Newspapers, Inc. Eleanor McClatchy, Pres.	Walter P. Jones (e) ... Wm. E. Lockwood (me) Oroville M. Shelton (ex. e) Gordon Nelson (ce)	Ed Orman (sp) .... Desa Cucuk (we)	Ralph W. Millard (bm) ...	Max Armstrong (adv. mgr.) Jay Loughner (mga) Wm. Kaiser (ram) Roy Peterson (cam)	Don Trabing (P R-asst.)
FULLERTON............ 13,958 43,412 (Spec. U.S. '56 census) 27,546-ABC-CZ 43,181-ABC Par. 28	News-Tribune (e) 9,763	.08	Flat	(I) (UP) (10¢, $1.25 mo) (West-Holliday Co., Inc.)	Fullerton Pub. Co....... Edgar F. Elfstrom, Pres.-Pub.	Leif Johnson (me)...... Donal Hardy (ce)	Stan Jones (sp)............ Ysabel Carden (we)	Dale L. Rather (gm)....... Wilmer N. Long (bm) Norman G. Frank (cm)	Grant C. Wonn (ad)...... Margaret B. Elliot (mga) Paul Loiselle (cam)	Robt. Harper (m
GARDEN GROVE....... 3,762 44,000 Loc. Est. '56	News, 13261 Century Blvd., Tel.: LEhigh 9-1155 (e ex Sat.) 9,722 Sunday edition (S) 9,772	.12 .12	Flat Flat	(I) (UP) Western Dailies, Inc.	West Orange Pub. Co. D. C. Cromie, Pres. A. M. Tierney, Pub.	F. F. Allen (eep-me) J. Cooper (ce)	J. Cooper (ne)............. A. Carr (sp) J. Scherer (so)	A. M. Tierney (gm) .... D. C. Sommerville (cm)	C. P. Drury (mga-ram) Mrs. F. Russell (cam)	D. C. Somerville (pm) U. F. Gyde (ms)
GILROY.................. 5,350	Dispatch (e ex Sat.) 2,750	.065	Flat	(I-D) (UP) (J) (5¢, $1.00mo) (West-Holliday Co., Inc.)	Gilroy Dispatch Pub. Co. Joseph C. Houghteling, Pres. George R. Kane, Pub.	George R. Kane (e)....	George Pratt (ne-sp).... Gertrude Lake (we)	Tom Evans (gm)	Joseph Blake (ram)......	Tom Evans (pm)
GLENDALE............. 95,702 105,104-ABC-CZ 110,175-ABC Par. 28	News-Press, 111 N. Isabel St., Zone 6, Tel.: Citrus 1-4141 (e) 17,430	16*	Flat	(R) (AP) (5¢, $1.50mo) (West-Holliday Co., Inc.)	Southern California Associated Newspapers Alden C. Waite, Pres. Carroll W. Parcher, Vice-Pres.-Pub.	Carroll W. Parcher (eep-e) H. H. Everett (me)	Al Ames (sp)............... Betty Preston (we)	Andrew J. Davidson (bm) W. E. Buhrle (cm)	Joseph E. McGreal (mga) Lloyd Nicholson (ram) Roy B. Johnson (cam)	Jean Brehme (pm)
	*.22 when combined with weekly News-Press Shopper.									
GRASS VALLEY-NEVADA CITY....... 5,283 Grass Valley 2,505 Nevada City	Union, 151 Mill St., Tel.: 13 (e) 4,185	.07	Flat	(R) (AP) (J) (5¢, $1mo) (Cresmer & Woodward, Inc.)	Union Pub. Co............ Robert T. Ingram, Pres. Robert T. Ingram and Earl J. Caddy, Co-Pubs.	Axel Gravander (eep) Robert T. Ingram (e-me-ce)	Wm. Martley (ne)........ Wm. Martley (sp)	Earl J. Caddy (gm-bm).... Thomas James (cm)	Earl J. Caddy (ad-mga-ram) Norma Callino (cam)	Kenneth Green (m
HANFORD............... 10,028	Sentinel, 223 W. 7th, Tel.: LUdlow 2-0471 (e) 7,049	.08	Flat	(I) (UP) (J) (10¢, $1.50 mo) (West-Holliday Co., Inc.)	Hanford Pub. Co. .... Earl J. Fenston, Pub.	Larry McSwain, Jr. (me)	Lynn Carpenter (sp) .... Willeta C. Regan (we)	R. S. Magee (gm)........... Ben Adolph (cm) Ken Stedman (com)	B. L. Spindler (ad)...... Doris Ferreira (cam)	Bus Schaller (m
HAYWARD............... 14,272 34,492 (Spec. U.S. census 1955) 80,170-ABC-CZ 84,510-ABC Par. 28	Review, 431 Castro St., Tel.: LUcerne 1-2112 (e) 13,952	.12*	Flat	(I) (UP) (INS) (5¢, $1.30mo) (none)	The Daily Review, ... Inc. Floyd L. Sparks, Pres.	George Lower .... (eep-e)	Richard P. Hafner, Jr. (ne) Sid Hoos (sp) Dorothy Cuthbertson (we)	Wm. Chilcote (bm)......... Raymond Truscott (cm)	Wm. Chilcote (ad) .... Robert Koch (mga) Mrs. Eddie Hook (cam)	Ernest P. Bicknell (pm)
	*.36 when combined with Weekly Shopping News, circulation 65,700.									
HOLLISTER............. 4,903	Free Lance, 736 San Benito, Tel.: 146 (e) 3,045	.06	Flat	(R) (UP) (J) (5¢, 90¢-mo) (West-Holliday Co., Inc.)	Evening Free Lance.... Millard F. Hoyle, Pub.	Allan Pugh (e)........... Stan Smith (ce)	Stan Smith (sp)............ Faye Flint (we)	Millard F. Hoyle (gm).....	Wm. Holder (ad) .... Paul Ryan (cam)	Pete Borovich (ms)
HOLLYWOOD........... (Part of Los Angeles) 165,501-ABC-CZ	Citizen-News, 1545 N. Wilcox Ave., Zone 28, Tel.: HO 9-1234 (e) 35,736	.22*	Flat	(I) (AP, UP) (J) (5¢, $1.25 mo) (Story, Brooks & Finley, Inc.)	Citizen-News Co......... Orlando T. Palmer, Pres. Harlan Palmer, Jr. Pub.	Harold Hubbard (ce)... Ralph J. Palmer (e-me) Walter Scratch (eep)	Harold Hubbard (ne)..... Bob Panella (sp) Ursula Bauman (we)	Harlan Palmer, Jr. (gm) T. Harwood Young (bm) C. M. Rippeto (cm)	John Badovinac (ad)..... Jack Lucas (mga) Lester E. Benson (ram) I. M. Reid (cam)	Harold D. Winn (m
	*.65 when combined with Advertiser (Thursday and Sundays), combined circulation 324,695.									
HUNTINGTON PARK... 29,450 117,462-ABC-CZ	Signal (e) 25,076	.17*	Flat	(I) (UP) (J) (5¢, $1.00 mo) Gilman, Nicoll, & Ruthman, Inc.	Huntington Park Daily Signal Le Roy Sanders, Jr., Assoc. Pub.	John Dennis (e).........	....	H. C. Vanderhook (gm) .... Floyd Freeman (cm)	Douglas Anderson....... (ram) (ad)	F. L. Brown (ms)
	*.22 when combined with weekly shopping news (Thurs.)									
INGLEWOOD............ 46,185 56,315 (Spec. U.S. '55 census)	News, 121 N. La Brea Ave., Zone 5, Tel.: ORegon 8-5154 (e) 11,756	.10	Flat	(I) (UP) (5¢, $1-mo) (West-Holliday Co., Inc.)	Inglewood Daily News, Inc. Edwin W. Dean, Pres.-Pub. Robert O. Vincent, (exec. e)	Robert O. Vincent (eep) Edwin W. Dean (e) B. Thomas Marquis (me) Gerard J. Welzel (ce)	Warren Turnbull (sp) ... Vivian Willits (we)	Edwin W. Dean (gm)....... M. Lucile Beeler (bm) Wm. W. Lenmartz (cm)	Carl Lennartz (ad)....... Thomas Delperdang (cam)	Conrad Schnerk (m
LANCASTER............ 3,594 24,095 Loc. Est. '56 43,623-CZ Est.	Antelope Valley Ledger Gazette, 656 West Lancaster Blvd., Tel.: WHitehall 2-1417 (d ex Sat.) 5,058	.10	Flat	(I) (AP) 10¢ ($1.00 mo) (West-Holliday Co.)	Antelope Valley Ledger Gazette, Inc. W. J. Valentine, Pres.-Pub.	W. J. Valentine (e)..... M. W. McQuillion (me)	M. W. McQuillion (ne)...	W. J. Valentine (gm)....... M. C. McCartney (cm)	Leonard Pomerantz (mga) William R. Cass (cam)	Edward Denning (m
	First daily issue Nov., 1956.									
LODI......................... 13,798 16,623 (Spec. U. S. '54 Census)	News-Sentinel (m) 7,331	.08	Flat	(I) (UP) (5¢, 80¢mo) (West-Holliday Co., Inc.)	Lodi News-Sentinel..... Clyde C. Church, Pub.	A. W. Marquardt (e) .. Norris C. Mills (ce)	Carl Underwood (sp)	Clyde C. Church (gm)..... Wenzel Kraemer (cm)	Del B Rinfret (mga) .. James Harrah (ad) Hilda J. Wentland (cam)	Paul Lerindegui (m
LONG BEACH .... 250,767 285,502-ABC-CZ 391,981-ABC Par. 28	Independent Press-Telegram, 604 Pine Ave., Zone 12, Tel.: HEmlock 5-1161 (m) 44,742 Evening edition (e) 102,668 Combined daily (me) 147,410 Sunday edition (S) 137,982	.... .53 .51	.... Flat Flat	(I) (R) (AP, UP) (10¢, 15¢S, $2.00 mo-m & S, $2.00 mo-e&S) (Ridder-Johns, Inc.)	Twin Coast Newspapers, Inc. Herman H. Ridder Pub.	L. A. Collins, Sr. (eep-I) Malcolm Epley (eep-pt) Miles Sines (me) H. F. Burmester (e-p-t) George Flowers (exec. ce)	Don Culpepper (ne-P-T) D. Ohl (ne-I) Sterling Bemis (Su) David R. Lewis (sp-I) Dick Zehms, (sp-PT) Mary Lou Zehms (we)	S. C. Cameron (gm) .... Larry Collins, Jr. (bm) W. J. Morrissey (cm)	Don L. Nutter (ad)....... Warren S. Mitchell (mga) James P. Duncan (ram) Lois G. Smith (cam)	Ralph Taylor (pm) Werner W. Sell (ms)



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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
LOS ANGELES 1,970,358 2,243,901 (Spec. U.S. '56 census) 2,590,677-ABC-CZ	Examiner, 1111 S. Broadway, Zone 54, Tel.: RIchmond 8-1212 (m) (ⓔ) 352,883 .85 Flat Sunday edition (S) (ⓔ) 706,027 1.48 Flat		(I) (AP, DJ, INS, NANA) (10¢, 20¢S, 52¢w, $2.25 mo) (*S) (Hearst Advertising Service)	Hearst Pub. Co., Inc. Randolph A. Hearst, Pres. Franklin S. Payne, Pub.	Warden Woolard (eep-e) James H. Richardson (ce)	R. C. Vaughan (ne) Leonard Riblett (Su) Ben Woolbert (sp) Lynn Spencer (we)	John J. Padulo (bm) Wm. Merritt (cm) M. W. Roop (com)	C. W. Horn (ad) Carl W. Francis (mga) John H. Salm (cam) Tom Williams (ram)	Dave Brandson (pm) Henry Messina (ma) William Dover (ra)
	Herald & Express, 111 S. Broadway, Zone 54, Tel.: RIchmond 8-4141 (e ex Sat.) (ⓔ) 340,335 .83 Flat Saturday edition (Sat.) (ⓔ) 291,660 .83 Flat		(I) (AP, INS, UP, DJ) (10¢d, $1.75 mo) (Moloney, Regan & Schmitt, Inc.)	Hearst Pub. Co., Inc. David W. Hearst, Pub.	Lewis S. Young (eep) H. H. Krauch (me) Agness Underwood (ce)	Arthur Hewitt (ne) George T. Davis (sp) Anne T. Smith (we)	C. T. Griffiths (bm) George R. Hearst (asst. bm) Ted Aust (cm)	Neil S. Hellis (ad) Robt. J. Simon (mga) Roy Walker (ram) George Lancaster (cam)	Carl Hammons (pm-apm) Harry Messina (ma)
	Mirror-News, 145 S. Spring St., Zone 53, Tel.: MAdison 5-2311 (e ex Sat.) (ⓔ) 307,858 .73 Flat Saturday edition (Sat.) (ⓔ) 287,896 .73 Flat		(I) (AP, CDN) (J) (10¢, $1.75mo) (O'Mara & Ormsbee, Inc.)	The Times-Mirror Co. Norman Chandler, Pres. Philip Chandler, Vice Pres. Virgil Pinkley, Pub.	Phillip H. Ault (eep) Virgil Pinkley (e) J. Edward Murray (me) James Bassett (ce)	Wm. E. Holzhauser (ne) Sid Ziff (sp) Ken Tichenor (we)	Philip Chandler (gm) Frank Cross (cm) Milton Day (com)	M. W. Reimer (am) F. W. Noble (mga) Louis Einstein (ram) R. M. Kozek (cam)	E. J. Reap (pm) G. R. Hutchinson (prod. mgr) Fred Selzer (rd)
	Times, 202 W. First St., Zone 53, Tel.: MAdison 5-2345 (m) (ⓔ) 439,472 .95 Flat Sunday edition (S) (ⓔ) 822,852 1.59 Flat San Gabriel Valley Section (S) ..... .33 Flat Orange County Valley Section (S) ..... .18 Flat Southern Communities Section (S) ..... .225 Flat Combined Orange County and Southern Communities Sections (S) ..... .31 Flat Glendale Section (S) ..... .15 Flat San Fernando Valley Section (S) ..... .26 Flat Combined San Fernando and Glendale Sections (S) ..... .33 Flat		(R) (AP, DJ, UP, RN, CT-NYN, NYT) (*) (J) (10¢, 20¢S, $2.25 mo) (Cresmer & Woodward, Inc.)	The Times-Mirror Co. Norman Chandler, Pres.-Pub. Philip Chandler, Vice-Pres.-Gen Mgr.	K. W. Smith (eep) L. D. Hotchkiss (e-me) Hugh A. Lewis (ce)	Morton B. Helm (ne-d) Frank Haven (ne-n) James Toland (Su) Paul Zimmerman (sp) Mary Ann Callan (we)	Philip Chandler (gm) R. F. Marx (cm)	Emile A. Hartford (ad) H. B. Jette (mga) L. L. Menhinick (ram) O. L. Hurlbert (cam)	Fred Selzer (rd) Edward Reap (pm-apm) Glen Hutchinson (Prod. Mgr.)
LOS GATOS 4,907 4,915 (Spec. U.S. '55 census)	Times-Observer, 114 Royce St., Tel.: EL 4-3900 (e ex Sat.) 3,508 .07 Flat		(I-D) (UP) (5¢, $1.00 mo) West-Holliday Co., Inc.	Los Gatos Pub. Co. Inc. Joseph C. Houghteling, Pres. George R. Kane, Pub.	Jos. C. Houghteling (e-me) Gene Johnson (ce)	Gene Johnson (ne) John S. Baggerly (sp) Barbara White (we)	Charles Baxter (cm)	Fred Pirzadeh (ram) Mrs. Mary Andrews (cam)	Jack Gibson (ma)
MADERA 10,497 12,706 (Spec. U. S. '53 Census)	News-Tribune (e) 4,120 .08 Flat		(I) (UP) (7¢, 28¢w, $1.15mo) (West-Holliday Co., Inc.)	Dean S. Lesher & Family Dean S. Lesher, Pub.	Harry Nordwick (me)	Bob Stanfield (sp) Doris Maggiorini (we)	John H. Lunney (gm) Gene Gaither (cm)	Ted Crumpacker (am) Jerry Elliott (cam)	Frank Merck (ma)
MARTINEZ 8,268	Contra Costa Gazette, 937 Main St., Tel.: 400 (e ex Sat.) 7,212 .08 Flat		(R) (UP) (J) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Contra Costa Pub. Co. Wm. R. Sharkey, Jr., Pub.-Pres.	James T. Ritch (me)	Jerry Gandy (sp)	Wm. R. Sharkey, Jr. (gm) Dale Bissell (cm)	Fred Warnholz (ad-mga-ram) W. H. Hexner (cam)	Fred Warnholz (pm-apm) N. Ripley (ma)
MARYSVILLE-YUBA CITY 7,826 Marysville 7,861 Yuba City 10,294 (Yuba City Spec. '55 census) 26,720-ABC-CZ	Appeal-Democrat, 319 G St., Marysville, Tel.: Sherwood 2-6491 (e) (ⓔ) 12,400 .11 Flat		(I) (UP) (5¢, 30¢w, $1.25mo) (West-Holliday Co., Inc.)	Appeal-Democrat R. C. Holles, Pres. R. C. Hardie, Pub.	Wm. J. Monahan (eep-me) Robert C. Hardie (e) Warren Thornton (ce)	Warren Thornton (ne) Richard Strange (sp) Betty Jo Hicks (we)	R. C. Hardie (gm-bm)	Robert May (ad-mga-ram) Jane C. Smith (cam)	Robert May (pm-apm) Alton Omenson (ma)
MERCED 15,278 19,481 (Spec. U. S. '55 Census)	Sun-Star (e) 12,328 .11 Flat		(I) (UP) (7¢, 30¢w, $1.25mo) (West-Holliday Co., Inc.)	Lesher Newspapers Dean Lesher, Pres.-Pub.	Clifford Schlegel (e-me) John Burns (ce)	Ed. Bradley (ne) Harry Stoekel (sp) Sibyl Groves (we)	D. S. Lesher (gm-bm) Don Payne (cm)	Walton Johnson (ad) Pat Morris (mga) Charles H. Cook (ram) Betty Pederson (cam)	Stanley Lesher (pm) Charles Sutton (pm) Manuel Gutierrez (ma)
MODESTO 17,389 54,857-ABC-CZ	Bee, 1325 H, Tel.: MOdesto 3-6461 (e) (ⓔ) 32,474 .21 Flat		(I) (AP, UP, INS, McNS) (10¢, $1.50 mo) (O'Mara & Ormsbee, Inc.)	McClatchy Newspapers Eleanor McClatchy, Pres.	Walter P. Jones (e) Harry E. Conway (me) Otto N. Schroder (ce)	James A. Roach (sp)	W. B. O'Shea (bm) Carlo Bua (cm)	James D. Harding (adv. mgr.) Harry W. Millard (cam)	
MONROVIA 20,186 23,408 (Spec. U. S. '53 Census) 56,543-ABC-CZ	News-Post, 119 W. Palm Ave., Tel.: ELliott 9-4511 (e) (ⓔ) 8,336 .10* Flat		(I-R) (AP) (5¢, 25¢w, $1 mo) (West Holliday Co., Inc.)	Southern California Associated Newspapers Alden Waite, Pres. Warren Taylor, Pub.	Warren Taylor (e-eep) Elwood Irwin (me)	Fermo Cambianica (sp)	Warren Taylor (gm) David G. Holmes (cm) W. C. Booth (bm)	Dean DeLond (ad-mgr) John Flood (cam)	Chas. H. Ellwert (ma)
	* .21 in combination with weekly Citrus News-Advertiser and Foothill News-Advertiser, circulation 38,500.								
MONTEREY 16,205 21,840 (Sp. U.S. '56 census) 43,834-ABC-CZ	Peninsula Herald, Cor. Pacific & Jefferson, Tel.: FRontier 2-8111 (e) (ⓔ) 19,463 .16 Flat		(I) (AP, UP) (7¢, $1.50mo) (Gilman, Nicoll & Ruthman)	Peninsula Daily Herald Co., Inc. Allen Griffin, Pres.-Pub.	Allen Griffin (e) Edward Kennedy (e-ep-asst. ed. & Pub.) Ted Durein (me) James G. Costello (ce)	David Leonard (ne) Bob Bullock (sp) Evelyn Londahl (we)	Jas. G. Merbs (bm) James Boger (cm)	Fred Hawes (ad) Barbara Keller (mga) Larry Morris (cam)	Howard Fitzsimmons (ma)
MOUNTAIN VIEW 6,568 18,756 (Spec. U.S. '55 census)	Register-Leader, 329 Castro St., P. O. Box 966, Tel.: YOrshire 7-5514 (e ex Sat. & Sun.) 2,411 .08*		(I-D) (UP) (J) (5¢, $1.00 mo) (West-Holliday Co., Inc.)	Sunnyvale Standard, Inc. Joseph C. Houghteling, Pres.-Pub.	Geo. M. Hall (e)	Harry Stern (ne) Fred Downing (sp)	George M. Ewing (gm) Amando Cassillas (cm)	Wayne Sturtevant (ram) Harry Harrison (cam)	
	*.14 in combination with Shopping News, combined circulation 16,908.								
NAPA 13,579 15,290 (Spec. U. S. '54 Census) 20,958-ABC-CZ	Register (e) (ⓔ) 11,540 .10 Flat		(I) (AP,UP) (ROP-I) (5¢, 35¢w, $1.25 mo) (West Holliday Co., Inc.)	The Napa Register Geo. H. Francis and Whitfield Griffiths, Pubs. Paul Donoval, Mgr.	Whitfield Griffiths (eep-e-me) Arthur McKay (ce)	Arthur McKay (ne) Glenn Camp (sp) Astrid Edington (we)	Whitfield Griffiths (gm) Paul Donovan (bm) Maurice Stallings (cm)	Vincent Hale (ad-mga-ram) Janet Rode (cam)	Vincent Hale (pm) William Cross (ma)
	Sunday Journal, 1098 Brown St., Tel.: BAldwin 6-5593 (S) 4,985 .10 Flat		(I) (UP) (J) (10¢)	Alexander L. Ostrow, Pub.	Alexander L. Ostrow (e) Joseph Willis (me)	Alexander L. Ostrow (ne) May Osinga (we)	Thelma S. Ostrow (gm) Frank Garland (cm)	Earl Berkeley (ad)	Earl Berkeley (rd) Lloyd Slaight (ma)
NORTH HOLLYWOOD	See San Fernando Valley.								
NORTH HOLLYWOOD (San Fernando Valley) (Part of Los Angeles) 567,537-ABC-CZ-Par. 28	Valley Times (e) (ⓔ) 43,232 .22 Flat		(I) (AP, UP, NYHT) (5¢) (Doyle & Hawley)	Valley News Corp. Russell A. Quisenberry Pres.-Pub.	Roy Bennett (eep) Jackson Berger (e) Ade Banks (ce)	Almer Isackson (ex.-ne) Claude Newman (sp) Frances Dewberry (we)	Carl Carstensen (bm) Ted Aust (cm)	Hal Lindley (ad) James Lupton (cam)	Patricia Hildebrand (pm)
	See SAN FERNANDO VALLEY population breakdown.								
OAKLAND 384,575 620,963-ABC-CZ	Tribune, 401-13th St., Zone 4, Tel.: TEmplebar 2-600 (e) (ⓔ) 201,308 .65 Flat Sunday edition (S) (ⓔ) 225,010 .67 Flat		(R) (AP; CDN, NYHT, UP) (J) (10¢, 20¢S, 45¢w e & S, $2 mo) (*S) (Cresmer & Woodward Co.)	The Tribune Pub. Co. J. R. Knowland, Pub.	Raymond Lawrence (eep) Joseph R. Knowland (e) Leo S. Levy (me) Alfred P. Reck (ce)	John Mason (ne) Mort Cathro (Su) Allan Ward (sp) Lyda Brockhagen (we)	Bruno A. Forsterer (gm) John H. McCourtney (cm)	J. O. Wright (ad) Cliff Irish (mga) M. B. Lilja (ram) M. J. A. McDonald (cam)	Walter A. Brown (pm) A. C. Phelps (ma)

CIRCULATION

The Los Angeles Times leads the second newspaper in its field by more than 85,000 copies daily and 115,000 on Sunday. In home-delivered circulation, The Times is first by far as well, with more than 4 out of 5 of its daily readers having their papers delivered to their homes.

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
OCEANSIDE 12,881 20,489 (Spec. U.S. '56 census)	Blade-Tribune, 403 First St., Tel.: SAratoga 2-8223 (e ex Sat.) 5,820	.08 Flat	(I) (AP, UP) (10¢) Western Dailies	Thomas W. Braden, Pub.	Gerald J. Brown (me) Charles T. Hubbs (ce)	Irv Grossman (sp) Jackie Ishmael (we)	Edward S. Ridley (bm) Cam Miller (cm)	Stephen F. Underwood (ad)	John Romano (ma)
ONTARIO-UPLAND 22,872 Ontario 9,203 Upland 39,432 Ontario '56 11,104 Upland '56 32,075-ABC-CZ 50,536-ABC Par. 28	Report, 212 E. B St., Tel.: YUkon 611-22 (e) ⊠ 16,155	.11 Flat	(I) (AP, UP) (10¢ $1.40mo) (West-Holliday Co., Inc.)	The Daily Report Co. Mrs. Jerene Appleby Harnish, Pres.-Pub.	Rolph Fairchild (eep) Mrs. Jerene Appleby Harnish (e) Quay House (me) Winthrop Cady (ce)	Curtis Clay (ne) James Bryant (sp) Mrs. Dorothy Pries (we)	C. R. Appleby (bm) Ernest Atkinson (cm)	Philip A. Sawyer (ram) Andrew B. Appleby (mga) Leonard Bentz (cam)	Walter Axley (ma) C. R. Appleby (pm)
ORANGE 12,463 (Spec. Cen. 1952) 16,683 (Spec. Cen. 1955)	News, 44 Plaza, Tel.: KEllogg 8-1144 (e ex Sat.) 5,091	.07* Flat	(I-R) (UP) (5¢, $1.00 mo) (West-Holliday Co., Inc.)	Orange Daily News C. O. Voigt, Pub.	C. O. Voigt (eep-e) Jack Carper (me) Darrell Maddox (ce)	Bill Tarver (sp) Army R. Palmiter (we)	C. O. Voigt (gm-bm) Charles Lucchesi (cm)	W. Hal. Thurman (ad-mga) John Sandford (ram) Mildred Chamberlin (cam)	Seth Sheeton (ma) C. O. Voigt (pm)
*.11 When combined with controlled circulation Orange Empire Edition, comb. circulation: 16,200.									
OROVILLE 5,387	Mercury-Register (e) 5,231	.07 Flat	(I) (UP) (5¢, $1.25mo) (West-Holliday Co., Inc.)	Oroville Mercury Co. Dan. L. Beebe, Pub. Charles Randolph, Asst. Pub.	Dan L. Beebe (e)	Wm. Talbitzer (sp)	Dan L. Beebe, Jr. (cm)	Bye Wenner (ram)	Phil N. Hefner (ma)
OXNARD 21,567 28,879 (Spec. U.S. '56 census) 31,335-ABC-CZ 34,741-ABC Par. 28	Press-Courier, 338 South A, Tel.: HUnter 3-1101 (e) ⊠ 9,824	.08 Flat	(I) (UP) (J) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Oxnard Press-Courier Co., Inc. Mrs. George Grimes, Pres. George Grimes, Pub.	George Grimes (e) Lee Grimes (me) Martin Rossman (ce)	Harold Totten (sp) Catherine Bennett (we)	George Grimes (gm) A. Duane Brown (cm)	Thomas M. Grimes (ad) Dwight Oliver (mga) J. E. Suite (ram) Robert Holland (cam)	T. M. Metzger (pm) Gerald Colby (ma)
PALM SPRINGS 7,862 12,225 (Spec. U.S. '56 census)	Desert Sun, 174 N. Palm Canyon Dr., Tel., 5005 (e ex Mon.) 6,124	.10 Flat	(I) (UP) (Western Dailies)	The Desert Sun Pub. Co. Geo. E. Cameron, Pres. Ward J. Risvold, Pub.	O. B. Jaynes (e) Mac Hutchins (me)	Don Klotzbuecher (ne) Fred Weigel (sp) Hildy Crawford (we)	Ward J. Risvold (gm) O. J. Risvold (cm)	William Rashall (ad) Wanda Kennedy (cam)	William Rashall (pm) J. W. Richardson (ma)
PALO ALTO 25,475 41,002 (Spec. U.S. '55 census) 46,566-ABC-CZ 64,813-ABC Par. 28	Times, 245 Lytton Ave., Tel.: DAvenport 3-1311 (e) ⊠ 26,834	.17 Flat	(I) (AP) (5¢, $1.50mo) (Doyle & Hawley)	Peninsula Newspapers, Inc. Geo. F. Morell, Pres. Eugene C. Bishop, Vice.-Pres. Harry L. Millet, Pub.	Alexander S. Bodi (e) Boyd Haight (ce)	J. L. Silvey (ne) Walter Gamage (sp) Cornelia Matijasevich (we)	Eugene C. Bishop (gm) Charles Tyler (bm) A. Rehm (cm)	Jack Hieronymus (mga-ram) T. E. Bogardus (cam)	Jack Hieronymus (apm) W. P. Carlile (ma)
PASADENA 104,577 152,264-ABC-CZ 174,732-CZ Loc. Est.	Independent, 525 E. Colorado St., Tel.: SYcamore 5-6811 (m) ⊠ 28,301 Star-News (e) ⊠ 40,768 Combined daily (me) ⊠ 69,069 .30 Flat Independent, Star-News (S) ⊠ 64,600 .30 Flat	Ind. (I) S-N (I-R) (AP, DJ, INS, UP) (*S) (5¢, 15¢S, $1.75 mo-e&S, $1.50mo-m&S) (Ridder-Johns, Inc.)		Twin Coast Newspapers, Inc. Bernard J. Ridder, Pub.	F. G. Runyon (e-I, S-N) Lee Merriman (e-S-N) Bill Sumner (e-I) M. Bird (ce)	Jim Spack (ne) R. Leadabrand (Su) R. Shafer (sp) Kim Blair (we)	Elwood R. Williams (bm) Don Wilson (cm) John Pullin (com)	R. F. Krueger (ad) S. L. Hayward (mga) Elizabeth Churchill (cam)	Frisk Paddock (ma)
PASO ROBLES 4,835 6,148 (Spec. U.S. '52 census)	Press, 1212 Pine St., Tel.: 802 (e ex Sat.) 3,146	.06 Flat	(I) (UP) (J) (5¢, $1.00 mo) (Western Dailies)	Paso Robles Pub. Co. F. E. Weybret, Pub.	F. E. Weybret (eep-e) H. W. Johannes (ce)	George Edwards (ne-sp) Joyce Gombos (we)	Ray Gartin (cm)	Benson M. Sherman (mga)	Stan Caulfield (ma)
PETALUMA 10,315 10,315-ABC-CZ	Argus-Courier, 137 Keller St., Tel.: PO 2-4541 (e) ⊠ 5,247	.07 Flat	(R) (AP) (5¢, $1.25mo) (West-Holliday Co., Inc.)	The Olmsted Co. Duncan H. Olmsted, Pub.	Duncan H. Olmsted (eep-e) Clarence Stevens (ce-me)	Clarence Stevens (ne-sp) Lura A. Frati (we)	Duncan H. Olmsted (gm-bm) Roger Esteves (cm)	John A. Olmsted, Jr. (ad-mga-ram) Earl Tibbets (cam)	S. Clay Olmsted (pm)
PITTSBURG 12,763 16,574 (Spec. U.S. '56 census)	Post-Dispatch & Independent (e ex Sat.) 5,002	.07* Flat	(I) (UP) (J) (7¢, $1.25 mo) (West-Holliday Co., Inc.)	Post-Dispatch Co. Mrs. Ted Bishop and Mrs. Louis Meyer, Publishers	Mrs. Ted Bishop (e) Neil Dixon (me)	Charles Zeno, Jr. (sp) Rosemary McQuarrie (we)	David Preston (cm)	R. Roger Reeve (ad) E. Marchus (cam)	Ralph Davis (ma)
.13 when combined with weekly Sentinel Shopper, circulation 16,815; comb. circulation 21,817.									
POMONA 35,405 51,428 (Spec. U.S. '55 census) 45,930-ABC-CZ 64,510-ABC Par. 28	Progress-Bulletin (e) ⊠ 24,462	.14 Flat	(I-R) (AP, UP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Progress Bulletin Pub. Co. A. T. Richardson, Pres.	A. T. Richardson (eep-e) Theodore Johnson (me) Joe Gendron (ce)	David C. Meiklejohn (ne) Jack Sloan (sp) Mrs. Shirley Lees (we)	Chas. T. Richardson (bm) Richard Bessent (cm)	James K. Peirsol (ad-mga) Ralph Pohl (ram) Kenneth Boughton (cam)	M. A. Johnson (ma)
PORTERVILLE 6,904 7,802 (Spec. U. S. '54 Census)	Recorder, 206 E. Putnam, Tel.: 500 (e) 3,365	.065 Flat	(I) (UP) (J) (5¢) (none)	Homer W. Wood, d.b.a. Porterville Evening Recorder Homer W. Wood, Pub.	Homer W. Wood (eep-e) Henry C. Brock (me) Robert Moyle (ce)	Henry C. Brock (ne) Robert Moyle (sp) Harriet Walsh (we)	Homer W. Wood (gm) Alice C. McAuley (bm) Leora Black (cm)	Alice C. McAuley (mga)	C. R. Brooks (ma)
RED BLUFF 4,905 5,753 (Spec. U.S. '55 Census)	News (e) 5,192	.07 Flat	(I) (UP) (10¢, $1.25mo) (West-Holliday Co., Inc.)	Mr. Marion S. Walker Pub.	Marion S. Walker (e) Nelson R. Wilson (me)	Wayne Capps (sp) Mrs. Ella Hendricks (we)	Mrs. Opal Tucker (bm)	Mrs. Opal Tucker (ad-mga) Bard Saunders (cam)	Sam H. Hall (ma)
REDDING 10,256 11,880 (Spec. U.S. '54 census) 17,684-ABC 20,177-ABC-Par. 28	Record-Searchlight, 1205 Placer St., Tel.: 2211 (e) ⊠ 12,458	.10 Flat	(I) (AP) (.10, 30¢w, $1.25mo) (West-Holliday Co., Inc.)	Redding Record, Inc. (a John P. Scripps newspaper)	Paul C. Bodenhamer (eep-e) George L. Brand (me)	George Jensen (sp) Mrs. Margaret Galloway (we)	Carey D. Guichard (bm) D. H. Fado (cm)	Milton A. Towle (ad) Mrs. Sue Vinita (cam)	Virgil Neal (ma)
REDLANDS 18,429 21,266 (Spec. U. S. '55 Census)	Facts (e) 5,136	.07 Flat	(R) (UP) (5¢, $1.25mo) Western Dailies	Redlands Daily Facts Wm. G. Moore, Pub.	Frank E. Moore (e)	Josephine Reay (we)	Wm. G. Moore (gm) Orville Sherrard (cm)	D. deV. Ditwiler (ad-mga-cam)	
REDONDO BEACH 25,226 41,723 (Spec. U.S. '56 census) 54,382-ABC-CZ 76,025-ABC-Par. 28	Breeze, 131 S. Pacific Ave., Tel.: FRontier 2-2101 & ORegon 8-5258 (e) ⊠ 16,785 .14*	Flat	(R) (AP) (5¢, $1 mo) (West-Holliday Co., Inc.)	Southern California Associated Newspapers Alden Waite, Pres. Robert L. Curry, Pub.	Robert L. Curry (e) S. C. Stewart (me)	Henry Burke (sp) Lynn Lanagan (we)	Robert L. Curry (gm) Fred Robbins (aud) Jack L. Hansley (cm)	Herbert G. Gulick (ad-mga-ram) Mrs. Leo Trembley (cam)	Fritz Kaessinger (ma)
*.29 in combination with weekly Breeze Advertiser, circulation 25,500.									
REDWOOD CITY 25,544 38,960 (Spec. U. S. '55 Census) 37,744-ABC-CZ 46,525-ABC Par. 28	Tribune, 30 California St., Tel.: EMerson 8-2811 (e) ⊠ 17,746 .14*	Flat	(I) (AP) (5¢, $1.25mo) (Doyle & Hawley)	Peninsula Newspapers, Inc. Geo. F. Morell, Pres. Eugene C. Bishop, Vice-Pres. R. L. Spangler, Pub.	David N. Schutz (eep-e) Otto Tallent (ce)	Paul McCarthy (ne) Ed Jacoubowski (sp) Jean Vallenga (we)	Eugene C. Bishop (gm) Winfield Whitney (bm) Robert Carl (cm)	Edwin Rice (mga-ram) Mary Ends (cam)	Lloyd McGovern (pm) Albert E. Forrest (ma)
*.18 in combination with weekly times-Gazette; total circulation 22,416.									
RICHMOND 99,545 147,133-ABC-CZ	Independent (e) ⊠ 32,926	.21 Flat	(I) (AP, UP, INS) (10¢, 40¢w, $1.50mo) (Story, Brooks & Finley)	Owens Publications, Inc. L. E. Owens, Pres. Warren Brown, Jr., Pub.	A. M. Richards, Jr. (e-me) Russell F. Whiting (ce)	Virginia Studley (ne) Ed Levitt (sp) Helen Williams (we)	Warren Brown, Jr. (gm) R. Allan Bean (bm) Roger Gordon (cm)	Harrison J. Colborne (am) Darrell Smith (ram) Wendell Sorensen (cam)	Jack Bates (ma)

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
RIVERSIDE 46,764 70,891 (Spec. U.S. '56 census) 69,206-ABC-CZ 88,265-ABC Par. 28	Enterprise (m) 14,761 Press (e) 23,833 Combined daily (me) 38,594 Enterprise Press (S) 38,430 Evening & Sunday (eS) 62,263	.... .19 .... .19	.... Flat .... Flat	(I) (NYHT, UP) (10¢d, 10¢S, 40¢w, $1.50 mo) (J) (Doyle & Hawley)	Riverside Daily Press Howard H. Hays, Sr., Pres.	Norman A. Cherniss (eep) Howard Hays, Jr. (e-me) Garland Griffin (ce-E) Al Perrin (ce-P)	Garland Griffin (Su) Garland Ross (sp-E) Joe Wimer (sp-P) Margaret Steen (we)	Arthur A. Culver (gm-bm) William Rich (cm) Fred Carr (com)	R. C. Marcus (ad) Ray Hammond, Jr. (mga-ram) Florence Tyler (cam)	R. C. Marcus (pm-apm) Fred Brower (ms)
ROSEVILLE 8,723 10,257 (U. S. Census, 1955) 9,476-ABC-CZ 10,257-ABC-Par. 28	Press-Tribune (e ex Sat.) 2,851	.07	Flat	(I) (UP) (.10, $1.25 mo.) Don R. Pickens Co.	F. E. Sevrens & A. C. Pierce, Co-Pubs.	A. C. Pierce (e) R. Duncan (me)	R. Duncan (ne) Chas. Couter (sp) Calla Petersen (we)	F. E. Sevrens (gm) C. McCaughan (cm)	F. Headley (mga) Lynn Allen (cam)	L. G. Iddings (ms) F. E. Sevrens (apm)
SACRAMENTO 135,572 157,182 (Spec. U. S. '55 Census) 255,278-ABC-CZ	Bee, 21st & Q Streets, Zone 4, Tel.: GIlbert 2-5011 (e) 144,810	.48	Flat	(I) (AP, UP) (J) (10¢, $1.50mo) (O'Mara & Ormsbee, Inc.)	McClatchy Newspapers Eleanor McClatchy, Pres.	Walter P. Jones (e) Myron V. Depew (me) George E. Helmer (ce)	Bill Collins (sp)	H. P. Walls (bm) Raymond H. Rhodes (asst. bm) V. P. Willett (cm) L. R. Matushak (com)	M. A. Tancock (adv. mgr.) Leighton Stephens (mga) L. W. Averill (cam)	O. J. Brightwell (rd) F. C. McPeak (public relations director) H. P. Skemp (promotion director) C. O. Lacure (ms)
	Union (m ex Sat.) 42,054 Sunday edition (S) 50,597	.17 .20	Flat Flat	(I) (AP) (5¢, 10¢S. $1.50mo-d&S) (West-Holliday Co., Inc.)	Sacramento Pub. Co., Ltd.	J. L. Rosenberg (eep) E. E. Nichols (me)	Bill Conlin (sp) Patti June (we)	C. E. Borom (gm) Frank V. Keeling Ed. Vollman (cm)	C. A. Moore (ad) Dave Brazil (cam)	.....
SALINAS 13,917 21,133 Sp. U. S. '55 Census 35,616-ABC-CZ 39,926-ABC Par. 15	Californian (e) 14,195	.13	Flat	(I) (UP) (mer) (10¢, $1.50 mo) (West-Holliday Co., Inc.)	Salinas Newspapers, Inc. Paul H. Caswell, Pres.-Pub.	Paul H. Caswell (e) Jack Patton (me)	Max Gordon (ne) Ernest Olson (sp) Donnie Nunes (we)	G. V. Baymiller (gm-bm) Robert Proctor (cm)	Francis Cislini (ad-mga) Robert L. Huttenhoff (ram) H. D. McKay, Jr. (cam)	G. V. Baymiller (pm) Merwyn Ballard (ms)
SAN BERNARDINO 63,058 83,145 (Spec. U.S. '56 Census) 114,264-ABC-CZ 125,338-ABC Par. 28	Sun, 399 "D" St., Tel.: 4-2121 (m) 40,143 Telegram (e) 15,603 Combined daily (me) 55,746 Sun-Telegram (S) 52,832	.... .21 .21	.... Flat Flat	(I) (AP, UP) (J) (5¢, 15¢S, Sun $1.95mo, m&S; Telegram $1.75mo, e&S) (West-Holliday Co., Inc.)	The Sun Company James A. Guthrie, Pres. James K. Guthrie, Exec. Vice-Pres.	James A. Guthrie (e) Robert L. Harbison (asst. e) G. David Ackley (me) Frederick Lawless (me) Wm. B. Adams (ce) Gordon Metz (ce) Charles D. Perlee (eep)	Jack Blue (ne-S) Lewis Rhyner (ne-T) Bob Walton (sp) Claude Anderson (sp) Meta Blackwell (we)	James K. Guthrie (bm-S) E. L. Fleming (bm-T) O. P. Balosso (cm) M. M. Sikes (com)	H. P. Graham (ad) William Bartlett (ram) J. J. Farrell (cam)	George W. Savage (pm) Richard W. Pelton (apm) R. O. Nicolay (ms)
SAN DIEGO 334,387 434,924 (Spec. U. S. '52 Census) 403,206-ABC-CZ 519,498-ABC Par. 28	Transcript (e)	.19	.14	(I) (UP) (15¢, $3.75 mo)	L. L. Grandier, Pub. A. G. Arbuckle, E. M. Morrison Co-Pubs.	Edw. Morrison (e)	.....	A. G. Arbuckle (cm)	.....	Ralph Kamb (ms)
	Union, 919 Second Ave., Zone 1, Tel.: BElmont 4-7111 (m) 77,065 Tribune (12) (e) 109,335 Combined daily (me) 186,400 Union (S) 165,330 Evening & Sunday (eS) 274,665	.... .68 .60 .78	.... Flat Flat Flat	(IR) (I) (AP, UP, DJ, Copley Press, Copley News Service, INS, NYT-CT-NYN-RN) (10¢ m, 10¢e, 15¢S, $1.80mo-e, $2.05 mo-m&S, $2.10 mo-e&S) (West-Holliday Co., Inc.)	Union-Tribune Publishing Co. James S. Copley, Pres.-Pub. Wm. Shea, Asso. Pub.	James S. Copley (chrmn. ed. brd.-U) Herbert G. Klein (eep-U) Newell Jones (eep-T) Richard F. Pourade (e-U) Eugene F. Williams (e-T) Kenneth L. Simms (me-T) Howard B. Taylor (me-U) Edward L. Thomas (ce-U) Guy Ryan (ce-T)	Milford Chipp (exec. ne-U) Larry Sisk (exec. ne-T) Carl Brucker (ne-T) Jack Murphy (sp-U) Geo. Herrick (sp-T) Hugh Thompson (we-U) Dorothy O'Toole (we-T)	Wm. Shea (gm) Alex DeBakcsy & E. R. Anderson (asst. to gm) Walter J. Schneider (bm) E. L. Schellenberg (cm) H. R. Morick (com)	Kenneth Flood (ad) John Mulkey (mga) Francis D. Ide (ram) Worth Wright (cam)	Paula Kent (pm) Bertram G. Burke (prod. mgr.)
SAN FERNANDO VALLEY (Part of Los Angeles) 249,401-ABC-CZ	(See North Hollywood)									
	NOTE: City Zone '56 Loc. Est. of San Fernando Valley communities (comprising North Hollywood; Pacoima; Panorama City; Sun Valley; Sepulveda; Sherman Oaks; Studio City; University City; Van Nuys in City of Los Angeles and the City of San Fernando) is 783,873.									
SAN FRANCISCO 775,357 790,548-ABC-CZ	Call-Bulletin, 860 Howard St., Zone 19, Tel.: YUkon 6-5151 (e ex Sat.) 139,013 Saturday edition (Sat.) 125,705	.55 .55	Flat Flat	(I) (AP, INS) (10¢, 35¢ w, $1.50mo-d) (Moloney, Regan & Schmitt, Inc.)	San Francisco Call-Bulletin Division Hearst Publishing Co., Inc. Lee Ettelson, Pub.	Andrew Curtin (eep) Jas. W. McLean (me) R. Cazenave (asst. me) Jack S. McDowell (ce)	Tom Eastham (ne) Jack McDonald (sp) Hazel Holly (we)	Wells B. Smith (bm) Frank E. Howard (cm)	R. L. Litchfield (ad) Wallace Brooks (asso. ad) O. L. Barker (mga) Max Wilcox (ram) I. G. Keller (cam)	John T. Callahan (pm) Harry Davidson (ms)
	Chronicle, 5th & Mission Sts., Zone 19, Tel.: GA 1-1112 (m) 183,755 Sunday edition (S) 245,400	.73 .80	Flat Flat	(I-R) (AP, CT-NYN, NANA, NYHT, NYT, RN, UP) (J) (10¢, 20¢S, $2mo) (Sawyer-Ferguson-Walker Co.)	Chronicle Pub. Co. Chas. de Young Thieriot, Pub.	Templeton Peck (eep) Chas. de Young Thieriot (e) Scott Newhall (exec. e) Gordon Pates (me) Abe Mellinkoff (ce)	Wm. German (ne) Stanleigh Arnold (Su) Wm. Leiser (sp) James Estes (we)	C. E. Gilroy (bm) Edwin H. Roberts (cd) L. A. Denny (com)	Lynn H. Gamble (ad) Robert E. Lee IV (mga) Jerome C. Kenney (ram) Wm. C. Pickett (cam)	Phelps Dewey (pm) Fred E. Gross (ms)
	Examiner, 3rd & Market, Zone 19, Tel.: SUtter 1-2424 (m) 246,186 Sunday edition (S) 496,449	.85 1.45	Flat Flat	(I) (AP, INS) (10¢, 20¢ S, $2mo-d&S) (Hearst Advertising Service)	Hearst Publishing Co. Inc., San Francisco Examiner Div. Randolph A. Hearst, Pres. Charles Mayer, Pub.	Dick Pearce (eep) Linton von Beroldingen (e-me) Josua Eppinger, Jr. (assoc. me)	Philip Hindley (ne) William R. Hall (Su) Vernon D. Grieve (sp) Kathleen Doyle (we)	Philip M. Knox (bm) J. B. Casaday (cm) G. B. Sharman (com)	Geo. S. Brumback (ad) Arthur L. Gilbert (ram) Guy R. Daniel (cl-ad-dir)	Gray Creveling (pm) Leo W. Shea (ms)
	News, 812 Mission St., Zone 1, Tel.: EX 2-6700 (e ex Sat.) 103,007 Saturday edition (Sat.) 91,885	.50 .50	Flat Flat	(I) (DJ) (SHNA, UP) (10¢, $1.50mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Daily News Co., Ltd. J. L. Cauthorn, Pres.	Robert W. Lee (eep) Albert M. Colegrove (ex.-e) Chas. Massey (me) Harry Press (ce)	Jack Castel (ne) Bud Spencer (sp) Dorothy Walker (we)	Earl D. Baker (bm) Arvey Drown (cm)	Robt. K. Stoltz (ad) Charles H. Holmes (cad) R. K. Hill (mga) Walter Barkdull (ram)	.....
	Wall Street Journal (Pacific Coast Edition), 415 Bush, Zone 8, Tel.: EXbrook 2-1271 (m ex Sat.) 61,815	.73	.58	(I) (AP, DJ, RN, UP) (10¢, $20 yr.) (Own Office)	Dow Jones & Co., Inc. Bernard Kilgore, Pres. Robt. M. Feemster, Chm. Ex. Com.	Wm. H. Grimes (e) Chas. N. Stabler (me)	.....	Buren H. McCormack (bm) T. F. Mowle (com)	George Dupee (mga)	W. E. Wert (prod. mgr.)
SAN GABRIEL VALLEY	(See West Covina)									
	Includes West Covina 21,097; Covina, 3,956; Azuza, 11,042; Glendora, 3,988, et al. ('54 Cen.) S. G. Valley 56,164; Par. 28 '56: 145,121.									
SAN JOSE 102,148 (1952; Spec. Gov't Census) 201,085-ABC-CZ 239,878-ABC Par. 28	Mercury, 211 W. Santa Clara, Zone 6, Tel.: CY 2-5252 (m) 53,100 News (e) 47,730 Combined daily (me) 100,830 Mercury-News (S) 87,061	.... .36 .32	.... Flat Flat	(I) (AP, UP, INS) (5¢, 15¢S, $2mo) (Ridder-Johns, Inc.)	Northwest Publications, Inc. B. H. Ridder, Sr., Pres. J. B. Ridder, Pub.	Kenneth S. Conn (e) Oscar Liden (me-M) Paul Conroy (me-N) Ben Hitt (ce-M) Arthur Stokes (ce-N)	Mark Wright (Su) Louis Duino (sp) Esther Walker (we)	Henry C. Page (gm) Ancel Turner (cm)	Louis E. Heindel (ad) C. J. De Lorenzo (cam) Carl Edwards (ram) D. R. Martin (mga) Har M. Henry (cam)	Daniel K. Stern (rd-prd) G. A. Bolman (ms)

SAN DIEGO— YOUNG GIANT MARKET

San Diego—Young Giant Market of the West—looms large on the national sales horizon.

And this sturdy, strapping Giant is still growing. The level of buying power and the level of *quality* are rising steadily in the San Diego Market.

It takes a Giant to *sell* a Giant. It takes an advertising medium of broad scope, strong influence, towering stature. It takes great newspapers like the San Diego Union and Evening Tribune.

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering San Diego, California — Northern Illinois — Springfield, Illinois — and Greater Los Angeles . . . Served by the COPLEY Washington Bureau and the COPLEY News Service.

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AND
EVENING TRIBUNE
SAN DIEGO, CALIFORNIA

THE MOST IMPORTANT CORNER IN THE U.S.A.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SAN LEANDRO 27,542 46,685 (Spec. U.S. '56 census)	Morning News, 13666 E. 14th St., Tel.: TRinidad 2-1900 (m) 9,512	.12 Flat	(I) (AP) (10¢d, $1.25 mo) (West-Holliday)	Congleton-Reed Co. Robert S. Reed, Pres. Tom G. Congleton, Sec.	Robert S. Reed (eep-e) Wallace Patterson (me) Frank Kiefer (ce)	Wallace Patterson (ne) Win Currier (sp) Dorothy Minton (we)	Tom G. Congleton (gm-bm) Ernest Lima (cm)	Dan Pitta (ad-ram) Clare H. Sprague (cam)	Granden R. Wallin (ma)
SAN LUIS OBISPO 14,180 17,229 (Spec. U.S. '55 census) 16,250-ABC-CZ 19,299-ABC Par. 28	Telegram-Tribune, 1240 Morro St., Tel.: Liberty 3-1901 (e) ⊛ 10,735	.09 Flat	(I) (UP) (10¢, $1.25mo) (West-Holliday Co., Inc.)	Telegram-Tribune Co. (a John P. Scripps newspaper) R. W. Goodell, Pres.	R. W. Goodell (eep-e) Elliot Curry (me)	John D. Nettleship (sp) Esther Mary Brannen (we)	Jas. L. McLain (bm) Edwin A. Brown (cm)	K. M. Murphy (ad) Ed Dahl (cam)	Raymond C. Mosberg (ma)
SAN MATEO 41,782 60,437 (Spec. U.S. '55 census) 65,220-ABC-CZ 85,548-ABC Par. 28	Times & News-Leader, 145 Second Ave., Tel.: DI 3-1831 (e) ⊛ 23,706	.16 Flat	(I-R) (AP, UP) (J) (5¢, $1.25mo) (Gilman, Nicoll & Ruthman)	Amphlett Ptg. Co. J. Hart Clinton, Pres.-Pub. Harold A. Schlotthauer, Adm. Asst.	Harold Turnblad (eep-e-me-ce)	Jack Bluth (sp) Jane Barber (we) Geoffrey Corrall (ne)	Richard G. Thrift (bm) E. L. Arney (cm)	Max Bales (ad-mga-ram) Margaret Buschini (cam)	Gerson Miller (pm) Clay B. Carley (ma)
SAN PEDRO (Part of Los Angeles City) 48,058-ABC-CZ 53,096-ABC Par. 28	News-Pilot (e) ⊛ 13,487	.11 Flat	(I-R) (AP, Copley News Service, UP) (5¢, $1.15mo) (West-Holliday Co., Inc.)	San Pedro Ptg. & Pub. Co. J. A. Waite, Pres. Bynner Martin, Pub.	Bynner Martin (e) Lewis Puryear (me) Benny R. Perez (ce)	Benny Perez (ne) Wm. Hollohan (sp) Marilyn Borst (we)	Bynner Martin (gm) Wm. R. Watson (cm)	Arnold Ecklund (mga-ram) Geo. Coverdale (cam)	Carl Johnson (ma)
SAN RAFAEL 13,848 16,526 (Spec. U.S. '56 Census) 37,872-ABC-CZ 42,108-ABC Par. 28	Independent-Journal, 1028 B St., Zone 1, Tel.: GLeenwood 4-3020 (e) ⊛ 21,594	.16 Flat	(I-R) (AP, UP) (7¢, $1.50mo) (Gilman, Nicoll & Ruthman)	California Newspapers, Inc. Roy A. Brown, Pres.-Pub.	Chapin Day (eep) Jack Craemer (me) John Minton	Beth Buchard (ne) Jim Gilmartin (sp) Florence Donnelly (we)	Roy A. Brown (gm) Wishard A. Brown (bm) Julian Leone (cm) Teckla Nelson (com)	Jack Weese (mga) Wishard A. Brown (cam)	Gordon Dixon (ma)
SANTA ANA 45,533 59,006 Sp. U. S. '54 Census 81,141-ABC-CZ 128,560-ABC Par. 28	Register (e) ⊛ 44,655 Sunday edition (S) ⊛ 44,333	.22 Flat .22 Flat	(I) (AP, UP) (5¢, 10¢s, $1.60mo) (John W. Cullen Co. and West-Holliday Co., Inc.)	Freedom Newspapers, Inc. R. C. Hoiles, Pres.-Pub.	R. C. Hoiles (e) Clennell Wilkenson (me) Ronald Hoge (ce)	Ronald Hoge (ne) Eddie West (sp) Louise West (we)	C. H. Hoiles (gm) R. R. Biles (bm) Fred Hansen (cm)	J. E. Lyons (ad) Kenneth Johnson (ram) Don Schneeveis (cam)	Wm. Lawrence (ma)
SANTA BARBARA 44,913 50,793 (Spec. U.S. '55 census) 57,204-ABC-CZ	News-Press (e) ⊛ 23,171 Sunday edition (S) ⊛ 24,711	.16 Flat .16 Flat	(I) (AP, UP) (10¢d, 15¢S, $1.75mo-d&S) (Cresmer & Woodward, Inc.)	News-Press Pub. Co. T. M. Storke, Pres.-Pub. C. A. Storke, Co-Pub.	T. M. Storke (e) C. A. Storke (me) Frank Clarvoe (Assoc. Editor) John Ball (ce)	Stanley Elliott (ne) Homer George (sp) Litti Paulding (we)	B. D. Lane (gm) Russell A. Barcroft (cm)	B. D. Lane (mga) C. O. Snyder (ram) C. T. Slater (cam)	Richard Smith (pm) V. G. Manning (ma)
SANTA CRUZ 21,970 22,794 (Spec. U.S. '55 census) 31,463-ABC-CZ	Sentinel, 125 Church St., Tel.: GArden 3-429 (e ex Sat.) ⊛ 12,836 Sunday edition (S) ⊛ 13,561	.09 Flat .09 Flat	(I-R) (AP) (J) (5¢, 5¢S, $1.25mo-d&S) (West-Holliday Co., Inc.)	Sentinel Pub. Co. Fred McPherson, Jr. Pub.	Fred McPherson, Jr. (eep) Gordon Sinclair (ce)	John Strothard (Su) Arnold Wechter (sp) Betty Bushman (we)	Fred McPherson, Jr. (gm) Lloyd Berlin (cm)	Norman L. Powell (ad) James Baker (mga) James O'Sullivan (ram)	Sewall March (ma)
SANTA MARIA 10,440 13,117 (Sp. U. S. 1954 Census)	Times, 201 W. Chapel, P. O. Box 400, Tel.: WAlnut 5-2693 (e) 5,442	.075 Flat	(I-R) (UP) (J) (5¢, $1mo) (West-Holliday Co., Inc.)	Earl J. Fenston, Pub.	Ed. Laubengayer (e-eep) James B. Garrett (ce-me)	James B. Garrett (ne) Russ Pyle (sp) Emma Brians (we)	Ed. Laubengayer (gm-bm) S. B. Stanford (cm)	C. E. Prosser (ad-mga)	F. E. McFall (ma)
SANTA MONICA 71,595 75,132 (Spec. U.S. '53 census) 92,407-ABC-CZ 100,534-ABC Par. 28	Outlook, 1540 3rd St., Tel.: EX 4-6731 (e) ⊛ 24,769	.15 Flat	(R) (AP, UP) (5¢, $1.50mo) (West-Holliday Co., Inc.)	Santa Monica Pub. Co. Robert E. McClure, Pres.	Robert E. McClure (e) R. A. Fahlstadt (me) Steven Kalagian (ce)	Steven Kalagian (ne) Carl T. White (sp) Dora May Prester (we)	J. D. Funk (gm) Ralph Kuhn (cm)	T. A. Alvord (mga-ram) Charles Eastwood (cam)	Charlotte Holzhanger (pm)
SANTA PAULA 11,049 12,186 (Spec. U.S. '56 census)	Daily Chronicle, 116 N. 10th St., Tel.: 790 (e ex Sat.) 2,718	.06 Flat	(I) (UP) (J) (5¢, $1mo) (West-Holliday Co., Inc.)	Daily Chronicle Pub. Co., Inc. Harry B. Averill, Pres.-Pub.	Harry B. Averill (e) Ray Adams (ce)	Wallace Smith (ne) Jeanette Blount (we)	Richard Kelly (bm) Fred Calvert (cm)	Richard Kelly (mga) R. S. Stapleton (ram)	Richard Kelly (pm) Don Homer (ma)
SANTA ROSA 17,902 28,104-ABC-CZ	Press-Democrat, 427 Mendocino Ave., Tel.: 1331 (e ex Sat.) ⊛ 30,445 Sunday edition (S) ⊛ 31,656	.18 Flat .18 Flat	(I) (UP) (10¢, 15¢S, $1.50mo) (Gilman, Nicoll & Ruthman)	Press Democrat Pub. Co. Mrs. E. L. Finley, Pres.-Pub. Evert B. Person, Asst. Pub.	Dan Bowerman (e) Art Volkerts (me)	Richard Torkelson (ne) William Duddelson (Su) Phil Esler (sp) Roby Gemmel (we)	Dan Bowerman (gm) Evert B. Person (bm) Lee Bollinger (cm)	Paul Johnson (ad-mga) Stanley Stewart (ram) Claude I. Poore (cam)	John Wagner (ma)
SONORA 2,448	Daily (e) 3,056	.09 .07	(I-D) (7¢d; 9¢Wed.) (none)	Peckham & Peckham O K Peckham, Pub	O. K Peckham (eep-e-me-ce)	O. K. Peckham (ne-sp)	O. K. Peckham (gm) Chas. Peckham (cm)	O. K. Peckham (ad-mga-ram)	O. K. Peckham (pm-apm-ms)
STOCKTON 70,853 75,157 (Spec. Census '54) 120,591-ABC-CZ 124,895-ABC Par. 28	Record, 530 E. Market, Tel.: HO 4-4771 (e) ⊛ 53,674	.22 Flat	(I-R) (AP),UP, INS) (mer) (10¢, $1.50 mo) Cresmer & Woodward, Inc.)	Stockton Daily Record I. L. Martin and Ross Williams, Co-Pubs.	Philip C. Beaton (exec. e) N. S. DeMotte (me) Melvin Bennett (ce)	John Peri (sp) Marcia Gray Doty (we)	Ross Williams (gm) Lon Hildebrand (cm)	Lloyd W. Drury (ad) Ken Taylor (mga) Leo C. d'Or (am) Evert Thompson (ram) Clarence Diffenderfer (cam)	Don Reid (pm) Herman Schaede (ms)
SUNNYVALE 9,829 26,064 (Spec. U.S. '55 census) 25,962-CZ	Standard, 115 S. Taaffe St., Tel.: REgent 6-3456 (e ex Sat. & Sun.) 4,430	.08* Flat	(I-D) (UP) (5¢d, $1.00 mo) (West-Holliday Co., Inc.)	Central California Newspaper Pub. Co. Joseph C. Houghteling, Pres.-Pub.	Frank Brown (eep-e)	Roger Beall (ne) Fred Downing (sp) Betty Gibson (we)	Ed. M. Bauer (gm) John C. Van Benthem (cm)	Ed. M. Bauer (ad) Larry Taylor (mga) H. J. Harrison (cam)	Harold Hybarger (ma)
	*.14 combined rates Shopping Guide. Comb. circulation 12,455.								
TAFT 3,707 3,862 (Spec. U. S. '53 Census)	Midway Driller, 4th & North Sts., Tel.: 5-3171 (e) 3,862	.07 Flat	(I) (UP) (J) (5¢, 75¢ mo) (none)	Midway Driller Pub. Co. Walter M. Keene, Pres.-Pub.	Walter M. Keene (eep-e-me) Charles McBride (ce)	Charles McBride (ne) Tom O'Brien (sp) Augusta Barnes (we)	J. D. Peterson (gm-bm) Ruth Cunningham (cm)	C. W. Teubner (ad-mga-ram) Edna Montgomery (cam)	J. D. Peterson (pm-apm) W. B. McQuown (ms)
TULARE 12,445 13,253 (Spec. U.S. '55 census) 3,459-ABC-CZ 13,945-ABC Par. 28	Advance-Register, 233 N. K St., Tel.: 6-3394 (e) ⊛ 4,759	.07 Flat	(I) (AP) (5¢, 30¢w, $1.25mo) (West-Holliday Co., Inc.)	Tulare Newspapers, Inc. Harry Green, Pres.	Tom R. Hennion (eep-e) Redford H. Dibble (me)	Robert M. Bohon (sp) Mattie Lichtenberger (we)	Vincent J. Miller (bm) William C. Farrell (cm)	Harry L. Gooss (ad-mga-ram)	Richard Henry (ms)
TURLOCK 6,235 7,195 (Spec. U.S. '55 census) 11,571-ABC-CZ 11,946-ABC Par. 28	Journal (e) ⊛ 5,415	.08 Flat	(R) (UP) (5¢, $1mo) (West-Holliday Co., Inc.)	Turlock Daily Journal Stanley T. Wilson, Pub.	Stanley T. Wilson (e) Jack Bililer (ce)	Hugh Donnelly, Jr (sp) Mrs. Helen Smith (we)	Stanley T. Wilson (gm) Don Rotermund (cm)	Ben Pettus (mga) Nancy Raynor Hall (cam)	H. G. Schaller (ma)
UKIAH 6,120 8,237 (Spec. U.S. '53 census)	Journal (e ex Sat.) 3,996	.075 Flat	(I) (UP) (7¢, $1.00mo) (none)	B. A. Cober, Pub.	Dan Halcomb (me)	H. M. Ivey (ne) Glen Erickson (sp) Gay Neep (we)	B. A. Cober (bm) Edith Higgs (cm)	Tom Banks (ad)	B. O. Foster (ms)
VALLEJO 26,038 34,913 (Spec. U.S. '52 census) 70,113-ABC-CZ 78,988-ABC Par. 28	Times-Herald, 516 Marin St., Tel.: 3-7611 (m) ⊛ 22,375 News-Chronicle (e ex Sat.) ⊛ 21,928 Combined daily (me) ⊛ 44,303 Times-Herald (S) ⊛ 22,144 Evening & Sunday (eS) ⊛ 44,072	.... .20 Flat .... .20 Flat	(I) (AP, UP, INS) (J) (7¢d, 15¢S, $1.75 mo) (Gilman, Nicoll & Ruthman)	Gibson Publications, Inc. Luther E. Gibson, Pres.-Pub. Orvin B. Gaston, Asst. Pub.	Luther E. Gibson (e) Wyman Riley (me) W. R. Buehrer (ce-TH) Jack Dailey (ce-NC)	Dave Beronio (sp) Marion Devlin (we)	Orvin B. Gaston (gm) Byron W. Warnock (bm) Lloyd M. Bullis (cm)	T. J. Millikin (ad) Elmer Gibson (mga) Willard Yates (ram) David Bous (cam)	Kenneth Wray (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
VENTURA 16,534 27,468-ABC-CZ	Star-Free Press, 587 Santa Clara St., Tel.: Miller 3-9901 (e) 19,925	.12 Flat	(I) (AP, UP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	John P. Scripps Newspapers	Roy Pinkerton (eep-e) Jack McHenry (me) Carl Greenfield (ce)	Robert McGraw (sp) Betty Wentworth (we)	Harry O. Bostwick, Jr. (bm) Dwight Holden (cm)	Gene Norman (ad) Clarence Hull (mga) Fred Rasmussen (cam)	Ben Smith (ms)
VISALIA 11,749 13,324 (Spec. U.S. '54 census) 15,557-ABC-CZ	Times-Delta, 214 West Acequia St., Tel.: REdwood 4-5821 (e) 8,361	.09 Flat	(I) (AP) (7¢, $1.50mo) (West-Holliday Co., Inc.)	Visalia Newspapers, Inc. Robt. M. Speidel, Pres.-Pub. Lester G. Lohmeyer, Vice-Pres.	John Brackett (eep-me) Robt. M. Speidel (e)	Leonard L. Rowell (ne) Sid Hosking (sp)	Stanley Parsons (cm)	Lester G. Lohmeyer (ad) Dean V. Round (ram) Robt. D. Gates (cam)	E. J. Quilla (ms)
WATSONVILLE 11,572 16,940-ABC-CZ	Register-Pajaronian, 18 E. Lake Ave., Tel.: 4-6311 (e) 7,443	.075 Flat	(I) (UP)(5¢, $1.15mo) (West-Holliday Co., Inc.)	Watsonville Newspapers, Inc. (a John P. Scripps newspaper) Harry Green, Pres.	Frank F. Orr (eep-e) Ward Bushee (me) Howard Sheerin (ce)	Jack Daugherty (sp)	Larry McKeown (bm) Winston Carter (cm)	Irving Smith (ad)	Henry Senini (ms)
WEST COVINA 25,986 (Spec. U.S. '56 census)	San Gabriel Valley Tribune, P. O. Box 31, Covina, Tel.: EDgewood 8-1118 (e ex Sat.) 21,475	.18* Flat	(I) (AP, City News Service, DJ, UP) (Western Dailies)	San Gabriel Valley Newspapers, Inc. Carl P. Miller, Pres.	Howard Seelye (eep-me) Thos F. Ratcliffe (e) Don Hanson (ce)	Maurice Compton (ne) Ed. Lukas (sp) Mary Jagger (we)	A. Q. Miller, Jr. (gm) Todd Keck (bm) Jack Brink (cm)	M. Robert Clark (ad) Lew Oliver (mga) George Randolph (ram) F. Al Totter (cam)	Leon Heredia (ms)
	Sunday edition (S) 21,523	.18* Flat							
	*.28 combination rate daily and Thursday Shopper. Comprises West Covina, Covina, Puente, Bassett, Azusa, Glendora, San Dimas, and Baldwin Park. See San Gabriel Valley population breakdown.								
WHITTIER 23,620 32,217 (Spec. U.S. '56 census) 34,244-ABC-CZ	News, 129 S. Comstock Ave., Tel.: OXford 4-4641 (e) 16,612	.14* Flat	(I) (UP, AP) (10¢, $1.25mo) (West-Holliday Co., Inc.)	Owens Whittier Pub. Co. L. E. Owens, Pres.-Pub. Mynatt Smith, Assoc. Pub.	Mynatt Smith (eep-e) Mel C. Rich (me)	James Woodworth (ne) Betty Shellburne (we)	Mynatt Smith (gm) J. Cowell Davis (bm) Burton C. Nelson (cm)	J. Cowell Davis (mga) W. M. Cathriner (ram) Bert Soderquist (cam)	.....
	*.24 in combination with Sun-Advertiser, circulation 41,612.								
WILLOWS 3,019 3,566 (Spec. U.S. '55 census)	Daily Journal, 236 W. Sycamore St., Tel.: 123 (e ex Sat.) 2,601	.07 Flat	(I-D) (UP) (7¢, $1.00 mo) (none)	Willows Publishing Company Edwin F. Davis, Pres.-Pub.	Edwin F. Davis (e) Harold Westlund (me)	Cecil Cramer (ne) Mary Scaramella (we)	Edwin F. Davis (bm) George Torres (cm)	Carter Kemp Van Ee (ad-mga-ram) Gladys Groves (cam)	E. R. Ekstrom (ms)
WILMINGTON (Part of Los Angeles City) 30,250 Local est.	Press-Journal (e) 3,851	.08 Flat	(D) (UP) (J) (5¢, $1mo)	Wilmington Press, Inc. W. J. Andersen, Owner-Pub.	Edsel Newton (ce)	Richard Roberts (sp)	.....	Kenneth Yarnell (ad-mga) Mildred Whaley (cam)	.....
WOODLAND 9,386 11,555 (Spec. U. S. '54 Census) 13,396-ABC-CZ	Democrat (e) 4,490	.08 Flat	(I-D) (AP) (J) (5¢, $1.15mo) (none)	Ed. E. Leake Pub. Co. Paul R. Leake, Pub.	Paul R. Leake (eep) Kenneth Leake (e-me) Guy Fowler (ce)	Joe Sheehan (ne) Ralph Olive (sp) Virginia Erickson (we)	Kenneth Leake (gm) Herbert Schlotthauer (bm) Warden Ellis (cm)	M. J. Vejraska (ad-mga-ram-cam)	Earl Orser (ms)
YREKA 3,327 3,800 (Sp. U. S. 1954 Census)	Siskiyou News, 310 S. Broadway, Tel.: 622 (e ex Sat.) 3,528	.06* Flat	(R) (UP) (5¢, $1.00mo) (West-Holliday Co., Inc.)	Siskiyou Pub. Co., Inc. Graham Dean, Pres.	Barney Barnett (e) Edgar J. Foss (eep-me)	.....	.....	Edgar J. Foss (ad)	Ace Moore (ms)
	*.07 in combination with Weekly Journal, combined circulation 3,793.								

COLORADO

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALAMOSA 5,594 6,671-ABC-CZ	San Luis Valley Courier, 715 Main St., Tel.: Alamosa 15 (e) 3,399	.07 Flat	(I-R) (UP) (5¢, 30¢w) (West-Holliday Co., Inc.)	Courier Pub. Co. Ray Barnes, Pres.-Pub.	Jack Wellenkotter (me) Gerald Crawford (ce)	Earl Dapp (ne) Leona Freeman (we)	Charles Barnes (gm) Charles Tucker (cm)	Charles Barnes (ad-ram)	Al Brady (ms)
BOULDER 11,880 20,711-ABC-CZ	Camera, 1048 Pearl, Tel.: Hilcrest 2-1202 (e) 8,749	.07 Flat	(I) (AP) (J) (5¢d, 25¢ w) (West-Holliday Co., Inc.)	Boulder Pub., Inc. A. A. Paddock, Pres.-Pub.	J. D. Corriell (eep) R. C. Looney (e)	A. A. Paddock (ne) Howard Baxter (sp)	L. P. Monroe (gm) C. A. Monroe (cm)	John E. Pulver (ad)	C. A. Monroe (ms)
CANON CITY 4,345	Record, 525 Main St., Tel.: 111 (e) 3,987	.06 Flat	(R) (UP) (J) (5¢d, 25¢ 25¢w, $1.10mo) (West-Holliday Co., Inc.)	Don Hardy, Owner-Pub.	W. A. Gillaspey (me)	Larry Williams (ne) Betty Short (we)	Don Hardy (gm) Glen Christiansen (cm)	James L. Sterling (ad) Lois Griffin (cam)	
COLORADO SPRINGS 45,472 60,448-ABC-CZ 79,408-ABC Par. 28	Free Press (m) 13,389	.11 Flat	(I) (AP, CDN, NYHT, UP) (5¢d, 10¢S, 30¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	Colorado Springs Free Press, Inc. Jack Mohler, Ed.-Pub.	Jack Mohler (e) W. T. Little (me) Art Branscombe (ce)	Art Branscombe (ne) K. S. Chang (sp) Hazel Bunker (we)	R. H. Wardwell (bm) Art Felok (cm) J. J. Kumba (com)	John B. Coutts (ad) John B. Coutts (mga) E. L. Kern (ram) G. Dallimore (cam)	.....
	Sunday edition (S) 12,606	.11 Flat							
	Gazette-Telegraph, 18 East Pikes Peak, Tel.: ME 2-4641 (e) 26,073	.18 Flat	(I) (AP, UP) (5¢, 10¢S, 30¢w-d&S, $1.30 mo) (The Katz Agency, Inc.)	Freedom Newspapers, Inc. R. C. Hoiles, Pres. Harry Hoiles, Pub.	Robert LeFevre (eep) Harry Hoiles (e) Bryon L. Akers (me) Glenn Hutchinson (ce)	Al Goldfarb (sp) Gladys Morath (we)	Harry Hoiles (gm) Ernest Grimes (bm) Clyde Bassett (cm)	Doug Neely (ad) Robt. H. Hiltbrand (mga) B. E. Le Vick (cam)	Cecil Wilkins (ms)
	Sunday edition (S) 26,294	.18 Flat							
DENVER 415,786 544,635-ABC-CZ 698,103-ABC Par. 28	Post, 650 - 15th St., Zone 1, Tel.: MA 3-2121 (e ex Sat.) 261,401	.62 .56	(I) (AP, CT-NYN, INS, NANA, NYHT, UP) (*S) (5¢d, 15¢S, 40¢w, $1.75mo-d&S) (Moloney, Regan & Schmitt, Inc.)	Denver Post, Inc. E. Ray Campbell, Pres. Palmer Hoyt, Pub.	Robert W. Lucas (eep) Palmer Hoyt (e) Mort Stern (me) Willard Haselbush (ce)	Walter D. Partner (ne) Bruce Hamby (Sa) George Franco (sp) Helen Messenger (we)	Chas. R. Buxton (bm) Helge Holm (cm) Warren Young (com)	Karl J. Shull (ad) Joe W. Sullivan (mga) Carl Hatcher (ram) John Michel (cam)	Alexis McKinney (pm) Edwin T. McClanahan (apm) Nicholas DeGeorge (ms)
	(Sat.) 206,140 Sunday edition (S) 352,861	.62 .56 .84 .76							
	Rocky Mt. News (1) (m) 162,133	.38 Flat	(I) (AP, SHNA, UP) (5¢, 10¢S, $1.50mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	The Denver Pub. Co. Jack Foster, Pres.	Jack Foster (e) Robt. L. Chase (eep) Vincent Dwyer (me) C. Henry Still (ce)	Max Greedy (ne) Chester Nelson (sp) Elizabeth Wyner (we)	B. W. Lewis (bm) Robt. W. Boyd (cm)	B. W. Lewis (ad) N. L. James (mga) Grosse Smith (ram) Bess Baglin (cam)	.....
	Sunday edition (S) 165,567	.38 Flat							
DURANGO 2,459 3,095-ABC-CZ 3,794-ABC Par. 28	Herald-News (e ex Sat.) 3,595	.07 Flat	(I-R) (AP) (J) (5¢d, 10¢S, 30¢w, $1.25 mo) (West-Holliday Co., Inc.)	Herald-News Co. Morley and Arthur Ballantine, Jr., Pubs.	Arthur Ballantine, Jr. (eep-e) Gene Perkin (me)	Bill Hemingway (ne) Nancy Elliott (we)	Myron Broomell (bm) Richard Beliveau (cm)	John Nilsen (ad) Ernest Kerr (ram) Bill Pearce (cam)	Bill Hemingway (rd) Rex Helmick (ms)
	Sunday edition (S) 3,832	.07 Flat							
FORT COLLINS 14,937 14,937-ABC-CZ	Coloradoan (e ex Sat.) 7,289	.08 Flat	(I) (AP) (5¢d, 10¢S, 30¢w) (West-Holliday Co., Inc.)	Ft. Collins Newspapers, Inc. Merritt C. Speidel, Pres. Clyde E. Moffitt, Pub.	Don Wilkins (e) David Watrous (ce)	Dick Smelser (sp) Betty Woodworth (we)	Forest C. Stonemets (cm)	Gordon R. Merrick (ad)	Angelo Varra (ms)
	Sunday edition (S) 7,284	.08 Flat							
FORT MORGAN 6,315	Times, 329 Main St., Tel.: UN 7-5651 (e) 3,279	.06 Flat	(R) (AP) (J) (5¢d, 65¢ mo) (West-Holliday Co., Inc.)	Times Pub. Co R. B. Spencer, Pres.	R. B. Spencer (eep-e) Robt. W. Spencer (me-ce)	Robt. W. Spencer (ne) Joe Boggs (sp) Anna Mary Brock (we)	R. W. Spencer (gm-bm) Fern H. Spencer (cm)	Joe Boggs (ad-mga-ram) Madge Huston (cam)	Joe Boggs (apm)
GRAND JUNCTION 14,504 17,030-ABC-CZ	Sentinel (e) 15,964	.12 Flat	(D) (AP) (*S) (J) (5¢d, 10¢S, 30¢w, $1.25 mo) (West-Holliday Co., Inc.)	The Sentinel Pub. & Ptg. Co. Walter Walker, Pres.-Pub.	Walter Walker (eep) William Nelson (me)	Spencer Richards (sp) Mary Louise Giblin (we)	Preston Walker (gm) E. L. Phillips (cm)	Al Look (ad) Gilbert Anderson (mga) Richard Blackledge (ram) Harold Paterson (cam)	.....
	Sunday edition (S) 15,820	.12 Flat							

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
GREELEY 20,354 20,354-ABC-CZ	Tribune, 714 - 8 St., Tel.: 3 (e) ⊠ 11,228 .09	Flat	(I) (AP) (J) (5¢, $1.20 mo) (Arthur H. Hagg & Associates)	Tribune-Republican Pub. Co. Mildred Hansen, Pub.	F. E. Merrill (eep-e-me) Paul H. Emery (night e)	Taylor Lewis (sp) Josephine Miller (we)	Mildred Hansen (gm) Leo G. Koenig (bm) Jake Estrick, Jr. (cm)	A. L. Petersen (ad-ram) Mary Jo Dempsey (mga) Mrs. Clemma Skold (cam)	A. L. Petersen (apm) Clark Page (ma) John N. Jones (pm)
LA JUNTA 7,712 10,064-CZ local est.	Tribune-Democrat, 422 Colorado Ave., Tel.: 22 (e ex Sat.) 3,580 .05	Flat	(I) (UP) (J) (5¢d, 75¢mo) (West-Holliday Co., Inc.)	LaJunta Democrat Pub. Co. Aleyn H. Burtis Pres.-Pub.	Aleyn H. Burtis (e) Mrs. Maxine Cash (me-ce)	Mrs. Maxine Cash (ne) G. Spencer Burtis (sp) Vivien Griffith (we)	Aleyn H. Burtis (gm-bm) Dick Pangborn (cm)	G. Spencer Burtis (ad-mga)	G. Spencer Burtis (pm-apm) George Hoover (ma)
LAMAR 6,829 6,829-ABC-CZ	News, 310 S. Fifth, Tel.: 65 (e) ⊠ 3,029 .06	Flat	(I-D) (UP) (J) (5¢d, 25¢w, 1.00mo) (West-Holliday Co., Inc.)	Betz Pub. Co., Inc. Fred M. Betz, Sr., Pres.	Fred M. Betz, Sr. (eep) Fred M. Betz, Jr. (ce)	Alfonso Martinez (sp) Virginia Downing (we)	Fred M. Betz, Jr. (gm) Francis Frazier (cm)	Al Robison (ad)	Robert Bressler (News Fore.) D. N. Morris (ma)
LEADVILLE 4,081	Herald-Democrat, 715-17 Harrison Ave., Tel.: 284 (e) 1,257 .05	Flat	(I) (AP) (J) (5¢, 25¢w) (West-Holliday Co., Inc.)	The Herald Democrat Joe McConnell, Pub.	Joe McConnell (me)	Joann Kern (we)	Joe McConnell (gm-bm) Mary F. McConnell (cm)	Joe McConnell (ad-cam)	Joe McConnell (apm) Louis Kern (ma)
LONGMONT 8,099	Times-Call, 655 Fourth Ave., Tel.: PR 6-2244 (e) 4,396 .05	Flat	(I) (AP) (J) (5¢, 65¢ mo) (West-Holliday Co., Inc.)	Times-Call Pub. Co. Ray Lanyon, J. F. Matlack, B. A. Faller, Co-Pubs.	B. A. Faller (eep) Ray Lanyon (e-me)	B. A. Faller (ne) Bud Pitchford (sp) Mary Creese (we)	Ray Lanyon (gm) J. F. Matlack (bm-cm)	J. F. Matlack (mga) Joe Mayfield (ram)	Claude Gallaher (ma)
LOVELAND 6,773	Reporter-Herald (e) 3,777 .05	Flat	(I-R) (AP) (5¢, 75¢mo) (West-Holliday Co., Inc.)	Loveland Pub. Co. H. E. Holden, Pres.-Pub.	H. E. Holden (eep-e) John E. Holden (me) Pat Brennan (ce)	Pat Brennan (ne) Helen Beaird (we)	H. E. Holden (gm-bm) Earl McColeman (cm)	John E. Holden (ad-mga-ram) Mrs. Jo Barber (cam)	John E. Holden (pm-apm) Glenn Meacham (ma)
MONTROSE 4,964	Press, 438 Main St., Tel.: 497 (e ex Sat.) 3,000 .055 (S) 3,000 .055	Flat Flat	(I) (UP) (J) (5¢, 10¢S, 85¢mo) (West-Holliday Co., Inc.)	Press Pub. Co., Inc. Wm. Prescott Allen, Jr., Pres.-Pub.	Horace H. Campbell (me)	Mrs. Lois Stakebake (we)	W. M. Salisbury (bm) Mrs. Mary Naff (cm)	Lloyd H. Metcalf (ad-mga) Mrs. Mary Naff (cam)	Wm. Prescott Allen, Sr. (pm) Mack E. Mason (ma)
PUEBLO 63,685 78,686-ABC-CZ 95,529-ABC Par. 28	Chieftain, 211 W. 5th St., Tel.: LIncoln 4-3520 (m) ⊠ 18,998 Star-Journal (e) ⊠ 19,950 Combined daily (me) ⊠ 38,948 .18 Star-Journal & Chieftain (S) ⊠ 37,229 .18	Flat Flat	(I-R) (AP, UP) (*S) (5¢d, 10¢S, $1.30 mo-d&S) (West-Holliday Co., Inc.)	Star-Journal Pub. Corp. Frank S. Hoag, Pres. Frank S. Hoag, Jr., Pub.	Frank S. Hoag, Jr. (e) Herbert Foster (ce-C) Ralph C. Taylor (ce-SJ)	Ralph C. Taylor (ne) Wm. L. McClatchey (sp-C) Ed. Orazem (sp-SJ) Helen Trent (we) Emmanuel Diel (Su)	Frank S. Hoag (gm) Wm. Barnwell (cm)	Fred C. Jones (ad) Eric G. Johanson (mga) Joe Neary (ram) George Borden (cam)	O. M. Hobbs (ma)
ROCKY FORD 4,087	Daily Gazette (e ex Sat.) 2,211 .05	Flat	(I) (UP) (J) (5¢, 75¢ mo) (Inland Newspaper Representatives)	Rocky Ford Publishing Co. Ross & Anne Thompson (co-Pubs)					
SALIDA 4,553	Mountain Mail, 125-131 E. 2nd, Tel.: 1 or 128 (e) 1,983 .05	Flat	(I) (UP) (J) (5¢, 75¢ (West-Holliday Co., Inc.)	George E. Oyler, Pub.	Mary Eleanor Fry (e-ce)	Mrs. Ethel Purdom (we)	George E. Oyler (gm)	Christian Scherling (ad) William Gowan (cam)	John Dennis (ma)
STERLING 7,534 9,278-ABC-CZ 11,278-ABC-CZ Par. 28	Journal-Advocate, 117 S. Third St., Tel.: LAwrence 2-1990 (e) ⊠ 6,090 .07	Flat	(I) (AP) (15¢d, $1.00 mo) (West-Holliday Co., Inc.)	Advocate Pub. Co., Inc. Anna C. Petteys, Pres.	Robt. Petteys (me)	Jack Fought (ne) Donald Miles (sp) Margaret Martin (we)	Robert Petteys (gm) Everett H. Dawson (cm)	C. E. Wood (ad-mga)	Eunice Campbell (ma)
TRINIDAD 12,204	Chronicle-News, Tel.: Victor 6-3311 (e) ⊠ 4,554 .07	Flat	(I) (AP) (5¢d, 25¢w, $1.10mo) (Inland Newspaper Representatives)	Chronicle-News Pub. Co. F. E. Winsor, Pub.	F. E. Winsor (eep-e-me-ce)	Elisia Montez (we)	Dominic Ozzello (gm) Andy Kile (cm)	Dominic Ozzello (ad-mga)	
WALSENBURG 5,596	World-Independent (e ex Sat.) 1,602 .05	Flat	(I) (UP) (5¢, 90¢mo) (West-Holliday Co., Inc.)	Consolidated Pub. Co. Jas. H. Skewes, Pres. John Dinise & George Zanon, Co-Pubs.	John Dinise (e-me-ce)	John Dinise (ne) Tom Solomon (sp) Lucille Crisp (we)	John Dinese (gm-bm) Ben Rizzi (cm)	George Zanon (ad-mga-cam)	John Dinise (pm) Joe Rodosevich (ms)

CONNECTICUT

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ANSONIA 18,706 49,491-ABC-CZ 54,584-ABC Par. 28	Sentinel (e) ⊠ 13,446 .10	Flat	(I-R) (AP) (J) (7¢, 36¢w) (The Katz Agency, Inc.)	The Emerson Bros., Inc. Mrs. E. H. Emerson, Pres.-Pub.	Chas. H. Flynn (eep-e-me-ce)	Chas. H. Flynn (ne) H. A. Stocking (sp)	M. V. Ward (gm-bm) H. L. Somers (cm)	M. V. Ward (ad-mga-ram-cam)	H. L. Somers (apm) A. E. Coley (ms)
BRIDGEPORT 158,709 222,626-ABC-CZ 256,337-ABC Par. 28	Herald, 299 Lafayette St., Zone 1, Tel.: FO 6-3211; N.Y.C. WAlker 5-2321 (S) ⊠ 90,281 .17*	Flat	(I) (UP) (20¢) (Gallagher-DeLisser, Inc. and The Kennedy Co.)	Bridgeport Herald Corp. Leigh Danenberg, Pres.-Pub. Fred M. Hechinger, Assoc. Pub.	Leigh Danenberg (e) John P. Kelly (me) Harvey Katz (asst. me)	Eric Sandahl (ne) Sam Cohen (sp) Anne Bridge (we)	Leigh Danenberg (gm) Harold Rubin (bm-cm)	A. J. Miller (ad) R. W. Miller (ram) R. A. Monsky (cam)	Harold Rubin (pm) A. J. Miller (apm) Keith Kenyon (ms)
	*Rate for City-County edition. State edition rate is .29 Flat.								
	Telegram (m) ⊠ 13,472 Post (e) ⊠ 78,029 Combined daily (me) ⊠ 91,501 .29 Post (S) ⊠ 65,580 .19	 Flat Flat	(I) (AP, UP, INS) (5¢d, 15¢S) (Moloney, Regan & Schmitt, Inc.)	Post Pub. Co. George C. Waldo, Pres.	Andrew H. Lyon (me) Leonard E. Gilbert (ce-P) Carlton D. Briggs (ce-T)	Taylor F. Glenn (Su) Fred A. Vercini (sp-T) Edward J. Shugrue (sp-P) Winifred Nicholas (we)	Ray Flicker (gm) T. A. D. Weaver (bm) S. N. Rosoff (cm)	R. T. Gould (mga) D. F. Leonard (ram) A. J. Carrano (cam)	
BRISTOL 35,961 35,961-ABC-CZ	Press (e) ⊠ 13,042 .09	Flat	(I-R) (AP) (5¢, 30¢w, $1.25mo) (DeLisser, Inc.)	Bristol Press Pub. Co.	Clarkson S. Barnes (me) Louis F. Bachman (ce)	Esmonde J. Phelan (ne) Charles M. McCarthy (sp) Elsie M. Bochus (we)	E. Bartlett Barnes (bm) Charles A. Poole (cm)	Virgil I. Conopask (ad-ram) E. Bartlett Barnes (mga) John M. Hahn (cam)	E. Bartlett Barnes (pm) E. Gordon Stocks (ms)
DANBURY 22,067 30,337-ABC-CZ	News-Times, 288 Main St., Tel.: Pioneer 3-5591 (e) ⊠ 17,237 .12	Flat	(I) (AP) (5¢d, 30¢w, $1.30mo) (Ottaway-Newspapers-Radio, Inc.)	Danbury Publishing Co., Inc. James H. Ottaway, Pres.-Pub. Eugene J. Brown, Asst. Pub.	Marshall Rogers (eep) Stephen A. Collins (e)	Stephen A. Collins (ne) William O. Johnson (sp) Robina C. Clark (we)	Frank S. Stevens (gm) Richard S. Rice (bm) George W. Stevenson (cm)	Philip G. Daniels (mga) Leroy E. Paltrowitz (ad-nam-ram-cam)	Leroy E. Paltrowitz (apm) Thomas E. Purcell (Comp. Rm. S) Ernest G. Birch (Press & Str. S)
GREENWICH 40,835 (Town) 40,835-ABC-CZ 50,035-ABC Par. 28	Time, East Elm, Tel.: GR 8-8300 (e ex Sat.) ⊠ 9,327 .11 .09		(I-R) (AP) (7¢d, 35¢w, $1.50mo) (Ward-Griffith Co., Inc.)	The Greenwich Pub. Co.	Theodore Yudain (eep-e) Charles Pirro Jr. (ce)	Hank Katten (sp) Helen Flynn (we)	Ellis A. Rietzel (gm) John V. Connor (cm)	J. B. Chamberlain (ad) Helen Winkler (cam)	Jas. F. Hundemark (ms)
HARTFORD 177,397 276,098-ABC-CZ	Courant, 285 Broad St., Zone 1, Tel.: CH 9-6411 (m) ⊠ 99,812 .24 Sunday edition (S) ⊠ 143,272 .33	Flat Flat	(R) (AP, INS, UP) (5¢, 20¢S, 50¢w-d&S, $1.30mo-d, 90¢mo-S) (Gilman, Nicoll & Ruthman)	The Hartford Courant Co. John R. Reitemeyer, Pres.-Pub.	Herbert Brucker (eep) William J. Foote (me) Chas. L. Towne (ce)	R. Philip Rose (ne) H. Viggo Andersen (Su) Wm. J. Lee (sp) Harriet Eldredge (we)	John Sudarsky (bm) George F. Clark (cm) Edmund W. Downes (com)	John L. Coughlin (ad) Arthur F. Smith (mga) Howard E. Palmer (ram) C. Kenneth Ward (cam)	Belden Morgan (pm) Stewart Beckett (prod. mgr.) Wm. McKee (apm)

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
HARTFORD —Continued	Times, 10 Prospect St., Zone 1, Tel.: CHapel 9-8211 (e) 116,012 .29 Flat		(I-D) (AP, CDN, UP, INS) (5¢, 30¢w, $1.30mo) (J. P. McKinney & Son)	The Hartford Times, Inc. Frank E. Gannett, Pres. David R. Daniel, Pub.	Ward Duffy (e) Carl E. Lindstrom (exec. e) Francis T. Ahearn (ce) Max I. Farber (me)	Arthur B. McGinley (sp) Eleanor Adams (we)	Norman C. Johnson (cir-dir) Wm. G. Hinman (cm) Latham B. Howard (comp)	John R. Callahan (ad) James J. Stewart, Jr. (mga) Elliott J. Barnett (ram) Paul T. Fitchner (cam)	Richard Benderson (pm) Jos. L. Woods (prod. mgr.)
MANCHASTER 34,116 (Town) 34,116-ABC-CZ	Herald, 13 Bissell St., Tel.: MI 3-5121 (e) 11,559 .09 Flat		(I-R) (AP) (5¢d, 30¢w, $1.30mo) (Julius Mathews Special Agency)	Herald Ptg. Co., Inc. Thomas F. Ferguson, Walter Ferguson, Co-Pubs.	Alan H. Olmstead (eep) Thomas F. Ferguson (me) Harold E. Turkington (ce)	Louis Mandell (ne) Earl Yost (sp) Mrs. Mary Taylor (we)	Thomas F. Ferguson (gm-bm) William Anderson (cm)	Leon A. Thorp (ad) W. F. Dalton (ram) Nancy Vancanti (cam)	Walter Ferguson (mn)
MERIDEN-WALLINGFORD 44,088—Meriden 16,976—Wallingford (town) 57,204-ABC-CZ	Record, 11 Crown St., Tel.: BE 5-1661 (m) 16,758		(I-R) (AP, UP) (5¢, 30¢w) (Gilman, Nicoll & Ruthman)	The Meriden Record Co. Wayne C. Smith, Pres.-Pub.	Warren F. Gardner (e-eep-me-R) Herman H. Angel (ce-R)	Warren F. Gardner (ne-R) Clifford F. Burton (sp-R) Joan Kingsford (we-R)	Carter H. White (gm) E. E. Eisenheimer (com) Geo. J. Jagolinzer (cm-R)	Charles G. Iwanicki (ad-mga) Clarence A. Hubbard (ram)	Carter H. White (pm) Charles G. Iwanicki (apm)
	Journal (e) 9,328		(I) (AP, UP) (5¢, 30¢ w) (Gilman, Nicoll & Ruthman)	Blanche Hixson Smith, Exec. Ed.	S. H. Wendover (eep-e-me-J) Lew Allen (ce-J)	S. H. Wendover (ne-J) Al Goldstein (sp-J) Dorothea Lewis (we-J)	Geo. J. Jagolinzer (cm-J)		
	Combined daily (me) 26,086 .13 Flat								
MIDDLETOWN 29,711 39,183-ABC-CZ 46,340-ABC Par. 28	Press, 472 Main St., Tel.: Diamond 7-3331 (e) 15,750 .10 Flat		(I-R) (UP) (5¢d, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	The Middletown Press Pub. Co. Elmer S. Hubbell, Pres.-Pub.	Fred N. Smith (e) Einar A. V. Gustafson (me) Philip Gildersleeve (ce)	Fred Post (sp) Caroline M. Scory (we)	Edward J. McNulty (bm) Earl J. Alquist (cm)	Nelson A. Demers (ad) Ruth Hoerman (cam)	
NAUGATUCK 17,455	News (e) 5,187 .06 Flat		(I) (UP) (J) (6¢d, 36¢ w, $1.50mo) (De Lisser, Inc.)	The Naugatuck Daily News Rudolph M. Hennick, Pres.-Pub.	Jos. P. Donahue (me) William C. Simmons (ce)	D. Anderson (sp) Delia Scheithe (we)	F. E. Hennick (bm) R. Hayes (cm)	F. E. Hennick (mga) Earl Cotter (ram) Wm. Coleman (cam)	Harold Wilson (mn)
NEW BRITAIN 73,726 88,527-ABC-CZ 101,161-ABC Par. 28	Herald, Herald Square, Tel.: BAldwin 5-4601 (e) 28,614 .16 Flat		(I) (AP, UP) (5¢, 30¢ w) (Story, Brooks & Finley, Inc.)	Herald Pub. Co. Robert C. Vance, Pres.-Pub. Agnes Vance Weld, Assoc. Pub.	Robt. C. Vance (e) Richard F. Conway (me) Charles Sikora (ce)	Gerald P. Crean (sp) Mrs. Grace C. Lee (we)	H. M. Peterson (gm) Joseph F. Crowley (cm)	William Mill (ad) John T. Heath (mga) John E. Bergeron (ram) Felix Scapellati (cam)	Gardner C. Weld (pm)
NEW HAVEN 164,443 246,128-ABC-CZ	Journal-Courier, 88 Crown St., Tel.: LO 2-3131 (m) 22,656 .13 Flat		(I) (AP, ONA) (5¢, 30¢ w, $1.30mo) (Julius Mathews Special Agency, Inc.)	Carrington Pub. Co., Inc.	Robert Leeney (eep) G. Harrington (me) Wm. J. Ahern (ce)	Frank Birmingham (sp) Carol Miller Chalfant (we)	Donald A. Spargo (bm) John M. Boni (cm)	A. V. Warmingham (ad)	Michael H. Wren (pm)
	Register, 367 Orange, Zone 3, Tel.: LOcust 2-1121 (e) 95,656 .28 Flat Sunday edition (S) 101,553 .29 Flat		(I) (AP, NANA) (5¢d, 15¢S, 45¢w-d&S) ($2.00mo-d&S) (Julius Mathews Special Agency, Inc.)	John Day Jackson, Owner-Pub. R. S. Jackson (asst. pub.) L. S. Jackson (asst. pub.)	Robert J. Leeney (eep) John Day Jackson (e) C. T. McQueeney (me) E. P. Barthelmes (ce)	W. E. Lush (Su) Chas. W. Kellogg (sp) Ruth Quint (we)	W. H. Cullum (bm) W. B. Mills (cm)	George Bazin (mga) John F. Hine (ram) L. B. Robinson (cam) Donald A. Spargo (nam)	Richard A. Baxter (rd) Walter B. Mills (prod. mgr.)

New England's 2 Biggest Markets are Boston and HARTFORD

Based on Total Retail Sales by Counties, Sales Management May 10, 1956

COUNTY	PRINCIPAL CITIES and TOWNS	RETAIL SALES
SUFFOLK, MASS.	Includes Boston, Chelsea, Revere	$1,496,057,000
HARTFORD, CONN.	Hartford, East Hartford, West Hartford, New Britain, Bristol, Manchester	$ 803,377,000
FAIRFIELD, CONN.	Bridgeport, Stamford, Norwalk, Greenwich, Danbury	$ 766,094,000
NEW HAVEN, CONN.	New Haven, Waterbury, Meriden, Wallingford, West Haven	$ 763,846,000
PROVIDENCE, R. I.	Providence, East Providence, Pawtucket, Woonsocket, Cranston	$ 692,020,000
WORCESTER, MASS.	Worcester, Southbridge, Fitchburg, Gardner, Athol	$ 624,927,000
HAMPDEN, MASS.	Springfield, West Springfield, Holyoke, Chicopee, Westfield, Palmer	$ 482,174,000

TO COVER THE ENTIRE HARTFORD MARKET, USE THE COURANT
NEW ENGLAND'S FASTEST GROWING NEWSPAPER

OVER 102,000 DAILY
OVER 148,000 SUNDAY

THE HARTFORD COURANT

Represented Nationally by Gilman, Nicoll and Rothman

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
NEW LONDON 30,551 61,547-ABC-CZ	Day (e) ⊗ 24,693	.12	Flat	(I-R) (AP) (5¢d, 30¢w) (Gilman, Nicoll & Ruthman)	The Day Pub. Co.	George E. Clapp (me) James S. Watterson (ce)	J. J. DeGange (sp)	Orvin G. Andrews (gm) Barnard L. Colby (asst. gm) Wilfrid H. Cruise (cm)	Chas. J. O'Connor (ad-mga) Lars E. Gustafson (ram) C. J. O'Connor (cam)	
NORWALK 61,460 61,460-ABC-CZ 61,435-ABC Par. 28	Hour (e) ⊗ 16,883	.11	Flat	(I) (AP) (5¢, 30¢w, $1.50mo) (Julius Mathews Special Agency, Inc.)	Hour Pub. Co. Nellie M. Thomas, Pres.-Pub. Sidney A. Bedient, Secy.	Richard W. Sweeney (me) William A. Walden, Jr. Jr. (ce)	W. W. Williams (sp) Alma M. Lycett (we)	Sidney A. Bedient (gm) A. W. Frock (cm) Anna H. Backus (bm)	Wm. B. Clark (ram)	
NORWICH 37,933* *City and town consolidated July 18, 1951.	Bulletin (m) 24,038	.14	Flat	(R) (AP) (J) (5¢, 30¢w, $1.30mo) (The Julius Mathews Special Agency)	The Bulletin Co. Harrison C. Noyes, Pres.-Co-Pub. Clifford C. Oat, Secy.-Treas.-Pub.	Harvey M. Briggs (eep-e-me-B&SR) T. F. Winters (ce-B) James V. Pedace (ce-SR)	Wm. H. Cruickshank (sp) Alice Higgins (we)	Clifford C. Oat (gm-bm) Robert Sampson (cm)	Clifford C. Oat (mga) Donald L. Oat and Harrison C. Noyes, Jr. (ad-ram-cam)	Raymond D. Love (ms)
	Record (S) 20,403	.14	Flat	(I) (10¢S)						
STAMFORD 74,293 91,497-ABC-CZ 91,535-ABC Par. 28	Advocate, 258 Atlantic St., Tel.: Davis 3-2132 (e) ⊗ 24,674	.14	Flat	(I-R) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	The Gillespie Bros., Inc. Kingsley Gillespie, Pres.-Pub.	Kingsley Gillespie (e) E. R. McCullough (me) Rockwell Hollands (ce)	John Redigan (ne) Maurice Magliola (sp) Clara P. Gildemeister (we)	Kingsley Gillespie (gm) E. W. Davis (bm) Richard H. Gillespie, Jr. (cm)	James H. Wilson (ad-mga) Verne T. Coxen (cam)	
TORRINGTON 27,030	Register, 190 Water St., Tel.: HU 9-3121 (e) 10,578	.08	Flat	(I-R) (AP) (J) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	The Torrington Printing Co. John H. Brooks, Pres.-Pub.	Walter Gisselbrecht (e) Matthew W. Beary (ce)	Howard Holcomb (sp)	Walter G. Gisselbrecht (bm)	Walter G. Gisselbrecht (mga)	John E. Potter (ms)
WATERBURY 104,477 131,707-ABC-CZ	Republican (m) ⊗ 21,025	.....	.....	(I-R) (AP, INS, UP) (7¢, 15¢S, 30¢w-d, 45¢w-d&S) (Gilman, Nicoll & Ruthman)	American-Republican Inc. William J. Pape, Pres.-Pub. Wm. B. Pape, Asst. Pub.	W. W. Vosburgh, Jr. (eep) Raymond J. Fanning (exec. ed.) Cornelius F. Maloney (me-A) Wm. J. Baxter (me-R) Gerald M. Monaghan (ce-A) James Carter (ce-R)	Neil J. Bulger (Su-R) John C. Kelley (sp-A) Wm. P. O'Donnell (sp-R) Marie D. Hart (we)	Jas. H. Darcey (gm) Edwin L. Pierce (bm) Jos. C. Rowett (cm)	Kenneth M. Carter (mga) F. P. Buckley (ad. mgr) Wm. F. Ryan (cam)	Eric Pape (ms)
	American (e) ⊗ 40,017	.....	.....							
	Combined daily (me) ⊗ 61,042	.21	Flat							
	Republican (S) ⊗ 45,854	.....	.....							
	Evening & Sunday (eS) ⊗ 85,871	.23	Flat							
WILLIMANTIC 13,586 18,000-CZ local est. '56	Chronicle, 22-26 Church, Tel.: HA 3-4501 (e) 5,800	.06	Flat	(I) (UP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Chronicle Ptg. Co. Mrs. Lucy Bartlett Crosbie, Pub-Pres.	Roy W. Downer (eep-e-me-ce)	James Malone (sp)	Arthur W. Crosbie (gm-bm)	John R. Reynolds, III (ad) Irene C. Brassill (mga)	John W. Keeffe (ms)
WINSTED 8,701	Citizen, 448 Main St., Tel.: FRontier 9-3333 (e) 3,526	.05	Flat	(I-R) (UP) (J) (5¢, 30¢w, $1.25mo) (Ralph R. Mulligan)	The Citizen Ptg. Co. Theodore Vaill, Pres.-Pub.	Thomas A. Haggerty (eep-e-me-ce)	Thomas A. Haggerty (ne) Robert J. McCarthy (sp)	Theodore Vaill (gm-bm-cm-com)	Theodore Vaill (ad-mga-ram-cam)	Theodore Vaill (pm-apm) W. W. Jarvis (ms)

$ $ $ GILT-EDGE NAMES $ $ $

Check the names on the map and you'll realize how completely Norwalk is surrounded by top-income communities of rich Fairfield County.

31,800 families live . . . and we mean *live* . . . in the Norwalk market—with $259,113,000 income . . . averaging $8,148 per family.

Whether you're selling soup or sports cars, catsup or cabin cruisers, families in the Norwalk area are a rich market for your product. If you're one of the thousands of sales and advertising executives familiar with the area, you'll know we're not exaggerating . . . for you've seen the evidence at every turn—a scale of living that absorbs $155,468,000 of retail goods.

The Norwalk Hour alone enables you to tap this market in proportion to its high potential . . . miles ahead of any incoming paper in coverage, readership advertising response.

Population	107,118	Furn.-Hshld.	$8,272,000
Families	31,800	Apparel	7,476,000
Total Income	$259,113,000	Automotive	33,018,000
Inc. Per Family	8,148	Gas.-Serv. Sta.	6,706,000
Retail Sales	155,468,000	Eating-Drinking	8,136,000
Food	39,556,000	Lum.-Bldg.-Hdwe.	10,376,000
Genl. Mdse.	6,655,000	Drug	3,018,000

96% Coverage of A.B.C. City Zone (60,425)

57% of the Trading Area

Represented by the Julius Mathews Special Agency, Inc.

Norwalk Hour

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
DELAWARE									
DOVER 6,223 32,250-CZ Loc. Est.	State News, 10 North St., Tel.: 4784 (e) 8,520 .09 Flat		(I) (AP) (J) (5¢, 30¢w) (Julius Mathew Spec. Agency)	Delaware State News Corp. Jack Smyth, Pres.	Jack Smyth (e-eep) Jim Miller (me)	Pat Knight (sp) Kay Taylor (we)	Fred W. Dewey (cm) John W. Beach (com)	Terry Pickwick (ad) Edna Vaughn (cam)	John W. Beach (pm-apm) George L. Bender (ms)
WILMINGTON 110,356 184,018-ABC-CZ	News, 831 Orange St., Zone 99, Tel.: Olympia 4-5351 (m) (E) 29,562 ..... Journal-Every Evening (e) (E) 73,380 ..... Combined daily (me) (E) 102,942 .38 Flat		(I) (AP, UP, INS) (5¢, 30¢w, $1.30mo) Story, Brooks & Finley, Inc. and Hal Winter Co. (Southern Resort Advert.)	The News-Journal Co. Chas. L. Reese, Jr., Pres.	Martin A. Klaver (eep) Fendall Yerxa (exec. e) S. H. Caufman, Jr. (me-MN) Elmer F. Cunningham (me-J) W. Emerson Wilson (ce-MN) Richard I. Rinard (ce-J)	Albert T. Cartwright (sp-J) Martin H. Levin (ap-MN) Eleanor N. Parrish (we)	Frederick Walter (gm) Daniel L. Martin (cm) Eugene Christmann (com)	Harry C. Harbison (mga) Wm. J. Black (ram) Margaret R. Cadwell (cam)	W. Murray Metten (pm) H. C. Harbison (apm) Nicholas M. Fellman (ms)
DISTRICT OF COLUMBIA									
WASHINGTON 802,178 1,286,618-ABC-CZ	News, 1013 - 13th St., N.W., Zone 5, Tel.: District 7-7777 (e ex Sat.) (E) 174,567 .55 Flat Saturday edition (Sat.) (E) 142,065 .55 Flat		(I) (SHNA, UP) (5¢d, 25¢w, $1.10mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Washington Daily News Co. Matt Meyer, Pres.	John Thos. O'Rourke (eep-e) Richard Hollander (me) Nicholas Blatchford (ce)	Ev Gardner (sp) Carol LeVarn (we)	Matt Meyer (bm) Raymond F. Mack (cm)	Howard Grothe (ad) John Panagos (ram) Myron Glaser (mga) Albert L. Kinsey (cam)	John Waits (pm)
	Post and Times Herald, 1515 L St., N.W., Zone 5, Tel.: REpublic 7-1234 (m ex Sat.) (E) 385,517 .93 Flat Saturday edition (Sat.) (E) 364,710 .93 Flat Sunday edition (S) (E) 414,700 .93 Flat Morning and Sunday (mS) (E) 800,217 1.81 Flat		(I) (AP, NYHT, UP, INS, CT-NYN, RN, CDN) (5¢, 20¢S, 30¢w-d, 45¢w-d&S, $1.95mo) (Sawyer-Ferguson-Walker Co., Hal Winter Co. (Fla.) and Joshua B. Powers, Ltd. (London)	Washington Post Co. Eugene Meyer, Chairman of Bd. Philip L. Graham, Pres.-Pub. Floyd R. Harrison, Treas. C. C. Boysen, Secty. A. S. Fisher, Counsel	James R. Wiggins (exec. e) Robert H. Estabrook (eep) Alfred Friendly (me) James Cutlip (night asst. me) Ben Gilbert (ce)	Kenneth Harter (ne) Harold Kneeland (Su) Luther D. Ham (sp) Marie Sauer (we)	John W. Sweeterman (gm) Raoul Blumberg (asst. gm) Jack F. Patterson (cm) G. S. Phillips (com)	Donald M. Bernard (ad) Jack M. B. Sacks (asst. ad) W. F. Gatewood (asst. ad) R. E. Baker (mga) R. A. Bowerman (ram) James J. Daly (cam)	Jos. P. Lynch, Jr. (pm) Harry Eybers (prod. mgr.)
	Star, 11th & Pa. Ave., Zone 4, Tel.: St. 3-5000 (e ex Sat.) (E) 254,033 .72 Flat Saturday edition (Sat.) (E) 233,847 .72 Flat Sunday edition (S) (E) 289,763 .72 Flat		(I) (AP, CDN, NANA) (*S) (5¢, 20¢S, 45¢ w-d&S, $1.95mo-d&S) (62) (O'Mara & Ormsbee, Inc. (New York, Detroit, Chicago, Los Angeles, San Francisco) The Leonard Co. (Florida travel & resort)	The Evening Star Newspaper Co. Samuel H. Kauffmann, Pres.	Benj. M. McKelway (e) John H. Cline (asso.e) Newbold Noyes, Jr. (asst. e) Herbert F. Corn (me) I. William Hill (asst. me) John W. Thompson Jr. (asst. me) Edwin Tribble (ce)	Belmont Faries (ne) Charles Seib (Su) Chas. M. Egan (sp) Lee Walsh (we)	C. N. Boyd (bm) John H. Kauffman (asst. bm) C. W. Welch (asst. bm) E. J. DeVore (cm) W. R. Little (com)	G. W. Kauffmann (ad) W. G. Hanford (mga) Frank V. Aiello (ram) Jack Schoo (cam)	George Grinnell (pm) Jack Smith (rd) Willmott Lewis (ms)
FLORIDA									
SPECIAL NOTE: Florida circulation figures are a year's average—Sept. '55 to Sept. '56.									
BRADENTON 13,604 25,092-ABC-CZ	Herald, 401 13th St., W., Tel.: 30-411 (e ex Sat.) (E) 11,119 .11 Flat Sunday edition (S) (E) 11,240 .11 Flat		(I-D) (AP) (J) (5¢d, 15¢S, 40¢w-d&S, $1.75mo) (Theis & Simpson, Inc. and Publisher's Reps. of Florida	Bradenton Herald Co. A. H. Chapman, Pres. W. E. Page, Pub.	John T. Hamner (e) J. B. Cheshire (me)	Emory N. Smith (ne) Polly Henry (we) Norman Birchall (sp)	Marvin Cantrell (cm)	R. P. Richardson, Jr. (ad) Bill Strickland (cam)	.....
CLEARWATER 15,581 21,291-ABC-CZ 33,365-ABC Par. 28	Sun, 530 Jones St., Tel.: 3-4091 (e ex Sat.) (E) 12,578 .10 Flat Sunday edition (S) (E) 13,306 .10 Flat		(I-D) (AP) (5¢d, 10¢S, 35¢w-d&S, $1.55 mo)(General Advertising Service, Inc.)	Clearwater Sun, Inc. W. S. Zschach, Pres. John E. Marsh, Pub.	James L. Beardsley (eep-e-me) Reinhold Rogers (ce)	Vince Smith (sp) Charlotte Pickering (we)	W. S. Zschach (gm) Robert Brady (cm)	W. Paul Harris (mga) Dorothy Congdon (cam)	Oren Owen (ms)
DAYTONA BEACH 30,187 43,458-ABC-CZ 54,481-ABC Par. 28	Journal (m) (E) 21,071 ..... News (e) (E) 20,877 ..... Combined daily (me) (E) 41,948 .21 Flat News-Journal (S) (E) 29,421 .21 Flat		(D) (AP) (5¢d, 10¢S, 55¢w-me&S, $2.50 mo) (Ward-Griffith Co., Inc. and Publishers Reps. of Florida)	News-Journal Corp. Julius Davidson, Pres.-Pub.	Herbert M. Davidson (eep-e) Tippen Davidson (exec ed) Steven Pappas (me-J) Annie Hicks (ce-J) William Finney (ce-N)	Robert Hunter (Su) Bernard L. Kahn (sp) Elizabeth Eastman (we-J) Dorothy Scoville (we-N)	Julius Davidson (gm) Milford V. Clifton (cm)	George R. Schmidt (ad-mga-ram) Julia Rosenthal (cam)	George R. Schmidt (apm) Fred C. Braiser (ms)
DE LAND 8,652 8,652-ABC-CZ	Sun News (e ex Sat.) (E) 4,978 .07 Flat Sunday edition (S) (E) 5,096 .07 Flat		(I) (UP) (5¢d, 10¢S, 30¢w, $1.30mo) (John H. Perry Associates)	DeLand Pub. Co. John H. Perry, Jr., (Pres.) John Morgan Welch, Pub.	May G. Horner (eep-e-me) Robert Gutting (ce)	May G. Horner (Su) Larry Vershel (sp) Mrs. Ruby Strawn (we)	John Morgan Welch (gm-bm) Ralph Michael (cm)	James J. Jordan (ad) Morgan Welch (mga) Muriel Brown (cam)	Ralph Michael (pm) J. B. Wells (ms)
FT. LAUDERDALE 36,328 62,907 Sp. U. S. Census '55 52,046-ABC-CZ 77,238-ABC Par. 28	News, 320 S.E. 1st Ave., Tel.: JAckson 2-3711 (e) (E) 37,539 .18 Flat (S) (E) 36,771 .18 Flat		(I-D) (AP) (5¢d, 10¢S, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	Gore Pub. Co. R. H. Gore, (Chm. of Bd.) J. W. Dickey, Pres.-Pub. J. W. Gore, Co-Pub. T. T. Gore, V.P.	Orville Revelle (eep) Jack W. Gore (e) F. P. Pettijohn (me) Milton Kelly (ce)	Orville Revelle (ne) Frances Laslie (we) Joe Kolb (sp)	J. W. Dickey (gm) J. M. Cain (cm)	W. W. Starr (ad-ram) J. D. Hunter (mga) Jack Dixon (cam)	T. T. Gore (pm) Floyd Pyles (ms)
FT. MYERS 13,195 17,416-ABC-CZ	News-Press (m) 11,975 .11 Flat Sunday edition (S) 12,390 .11 Flat		(I-D) (AP) (J) (5¢d, 10¢S, 35¢w, $1.50 mo) (Theis & Simpson Co., Inc. and V. J. Obenauer, Jr. (Florida)	News-Press Pub. Co.	Wm. R. Spear (e-me)	Len Harsh (sp) Geraldine B. Vesper (we)	Chesley F. Perry (gm-bm) Tom Matheson (cm)	Dewey M. Murphy (ad-ram) Betty Fischer (mga) Manley Welsh (cam)	Dewey M. Murphy (pm-apm)
FT. PIERCE 13,502	News-Tribune, 121 Atlantic Ave., Tel.: 2050 (e ex Sat.) 6,941 .08 Flat Sunday edition (S) 7,214 .08 Flat		(I) (AP) (J) (5¢, 10¢S, 30¢w, $1.25mo) (General Advertising Service, Inc.)	Fort Pierce Newspapers, Inc. W. S. Zschach, Pres. H. T. Enns, Jr., Pub.	H. T. Enns, Jr. (me) C. S. Miley (e) Robert N. Enns (ce)	Robert N. Enns (sp) T. L. Perry (ne) Mrs. Meryl Scott (we)	Paul G. Enns (gm-bm) Sidney L. Grace (cm)	David E. Harrison (ad) Mrs. Jessie C. McIntosh (cam)	David E. Harrison (pm) Joe Summerlin (ms)
GAINESVILLE 26,861 32,314-ABC-CZ	Sun (e ex Sat.) (E) 11,256 .10 Flat Sunday edition (S) (E) 11,672 .10 Flat		(I-D) (AP) (J) (*S) (5¢d, 10¢S, 35¢w-d&S) (Shannon & Associates, Inc.)	Pepper Ptg. Co. Mrs. W. M. Pepper, Pres.	W. M. Pepper, Jr. (eep-e) R. B. Beard (me) W. M. Pepper, III (ce)	R. B. Beard (Su) Eleanor Crom (we)	L. C. Pepper (gm) L. M. Shannon (bm) W. M. Torlay (cm)	W. G. Ebersole (ad) T. J. Hutson (ram)	L. C. Pepper (pm) R. B. Beard (ms)
JACKSONVILLE 204,517 288,916-ABC-CZ	Florida Times-Union, 400 West Adams St., Zone 1, Tel.: EL 6-1212 (m) (E) 141,871 .42 Flat Sunday edition (S) (E) 151,980 .44 Flat		(I-D) (AP, NYT, CT-NYN, NANA, UP) (5¢, 15¢S, 45¢w, $1.95mo) (Reynolds-Fitzgerald, Inc.)	Florida Pub. Co. Robert C. Millar, Pres.	C. J. King, Jr. (eep) J. S. C. Butz (me) John S. Walters (ce)	William L. Kastelz (sp)	Robert C. Millar (gm) F. P. Turner (cm) J. L. Smith (com)	Sam.P. Calloway (mga) W. B. Goodloe (ram) J. H. Ward (cam)	Walter Liddell (Prod. Mgr.) H. R. Capps, Sr. (ms)

Today... no schedule is complete without America's fastest growing national market... Miami

Shriners Charity Football Game And Pageantry—Tonight In Orange Bowl

MIAMI DAILY NEWS

FINAL EDITION

U.S. Promises A-Guns To Armies Of NATO

Gina Lopo NBC Fete Spotlight

Kilmper Scatered To Death

Warlands Are Not Included

Curb Is Proposed On Luxury Hotels

Hungarians Defy Tanks Strike Again

The Art Of REAL HAPPINESS

Dr. Nehru Clash Is Expected

2 Lebanese Plead Guilty In Gun Case

Wife Killed By Explosion, Husband Held

INSIDE THE NEWS

LATE BULLETINS

In Miami's billion dollar market you can make money with The Miami News

If you want to reach the able-to-buy Miamians—you can do it with less waste and less money in The Miami News. If you want figures to prove it, here are some to remember.

91% of the circulation of The Miami News is read by the Miami families living in the billion-dollar Miami Retail Trading Zone. Miami News readers spend more for food, clothing, cars, drugs, entertainment, and living than do all other Miamians.

The Miami News readers earn more and spend more per family than do the readers of the other Miami paper.
70% of The Miami News readers have incomes of better than $5,356 per year.
The Miami News readers have more cars per family than newspaper readers in any other market.

The Miami News is the only Miami evening paper, and in Miami where there are no subways, commuter trains, or streetcars; where nearly everyone drives to work — the evening Miami News is the only paper that Miamians have time to read.

Be smart, place 3 out of 4 of your advertising dollars in The Miami News, for among the able-to-buy Miamians, 3 out of 4 read The Miami News.

Among the well-informed and able-to-buy more than

3 out of 4 read The Miami News

Nationally Represented by SAWYER-FERGUSON-WALKER COMPANY Atlanta, Chicago Detroit, Los Angeles, New York, Philadelphia, San Francisco.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
JACKSONVILLE —Continued	Journal (2) (e) 60,053	.24	Flat	(I) (AP, UP) (5¢) (John H. Perry Associates)	Jacksonville Journal Co. John H. Perry, Pres. Norvin S. Veal, Pub.	Robt. N. Dow, Jr. (me) Thomas B. Logue (ce)	Joe Livingston (sp) Charlene Cranford (we)	Norvin S. Veal (gm) Geo. B. Tobi (bm) W. A. Woolington (cm)	Geo. B. Tobi (ad) Millard P. White (mga) R. M. Busey (ram) C. W. Yeager (cam)	Clarence W. Wagner (pm) R. M. Busey (apm) R. N. Dow (ms)
KEY WEST 26,433	Citizen, Greene At Ann Sts., Tel.: CYpress 6-5661 (e) 7,280*	.07	Flat	(I-D) (AP) (J) (5¢, 25¢ w, $1.00mo) (Theis & Simpson Co. Inc.)	Citizen Pub. Co.	Sam Harris (eep) N. D. Artman (e) N. D. Artman (me) Margaret Foresman (ce)	Margaret Foresman (ne) Hank Day (sp) Dorothy Raymer Farmer (we)	N. D. Artman (gm) Norman D. Artman (bm) Rayford Roberts (cm)	H. Clay Riley (ad-mga-ram) Elizabeth Russel (cam)	H. Clay Riley (pm-apm) Percy Curry (ms)
	*Mar. 31, 1956.									
LAKELAND 30,851 33,699-ABC-CZ 40,354-ABC Par. 28	Ledger (e ex Sat.) 16,784 Sunday edition (S) 17,596	.11 .11	Flat Flat	(D) (AP) (5¢d, 10¢S, 35¢w-d&S, $1.50 mo) (Burke, Kuipers & Mahoney and Publisher's Reps. of Florida)	Ledger Pub. Co., Inc. Jay C. Smith, Pres. A. W. Smith, Pub.	Harris G. Sims (eep-e) T. O. Thackrey (me)	Jack W. Slayton (sp) Mrs. Olive Sykes (we)	A. W. Smith (gm-bm) W. J. Abram (cm)	W. J. Porter (ad) Solon Southerland (mga) N. E. Bennett (cam)	Wm. J. Porter (pm) Clifford Alves (ms)
LAKE WALES 6,821 7,500 Loc. Est. '56	Highlander, 37 W. Orange Ave., Tel.: 2-6111 (e ex Sat.) 1,756	.06	.06	(I) (AP) (J) (5¢, 25¢w) (Newspapers South, Inc.)	Highlander Pub. Co., Inc. Robt. O. Lodmell, Pub.	Robt. O. Lodmell (e)	Sarah Adams (we)		Louie Joiner (cm)	Randolph Brannen (ms)
LAKE WORTH 11,777	Leader (m) .....*	.06	Flat	(INS) (J) (5¢, 25¢w) Shannon & Associates, Inc.	The Leader Pub. Corp. Randolph S. Romana, M.D.	Mark C. Green (e-eep-me) Fenwick Cole (ce)	Fenwick Cole (ne) Al Starita (sp) Dottie Mason (we)	Charles B. Guthridge (gm) John W. Harris (bm) Charles Gruber (cm) Mabel Sartoris (com)	John W. Hargis (ad-mga) Henrietta Fink (cam)	Kenneth Smith (ms)
	*New paper; circulation figures not yet available.									
LEESBURG 7,395	Commercial (e ex Sat.) 2,004 Sunday edition (S) 2,028	.06 .06	Flat Flat	(I) (AP, INS, UP, DJ) (John H. Perry Associates)	John H. Perry, Jr., Pres. Lee G. Sanders, Pub.		Emmett Peter (ne) Mrs. Jean Sneed (we)			
MARIANNA	Jackson County Floridian, Tel.: HU 2-2330 (d ex Mon.) 2,500*	.06	Flat		Woodrow Wilson, Pub. John H. Perry, Jr. Pres. John H. Perry, Associates	H. C. McFarlin (e) Mrs. Retilla Miller (se)		Woodrow Wilson (gm) John Kent (em)	Woodrow Wilson (ad)	Robert L. Thompson (ms)
	Sunday edition (S) 2,500	.06	Flat							
	*Daily since Nov. 30, 1936.									
MELBOURNE 4,223 7,814-ABC-CZ	Times (e) 3,379 (S) 3,378	.06 .06	Flat Flat	(I-D) (AP) (J) (5¢d, 25¢w) (John H. Perry Associates)	News-Journal Co. John H. Perry, Jr. Pres. Frederick L. McFarlin Pub.	Pearl Leech (eep-e)	Pearl Leech (ne) Ethel Fish (we)	Frederick L. McFarlin (gm) Ellis Knowles (cm)	Sam Rowell (ad)	Ralph Bixby (ms)
MIAMI 249,276 632,637-ABC-CZ	Herald, 200 S. Miami Ave., Zone 30, Tel.: FR 3-4411 (m) 256,502 Sunday edition (S) 305,194	.65 .70	Flat Flat	(I) (AP, CDN, DJ, INS, UP) (5¢, 15¢S; 45¢w, $1.95mo by carrier; $2.17mo by mail) (Story, Brooks & Finley, Inc.)	Miami Herald Pub. Co. John S. Knight, Pres.-Pub.	John D. Pennekamp (eep) John S. Knight (e) Lee Hills (ex-e) George Beebe (me) William Townes (Day me) Al Neuharth (ex-ce)	Charles Ward (ne) Wm. M. Phillips (Su) Jimmy Burns (sp) Mrs. Dorothy Jurney (we)	James L. Knight (gm) John T. Watters (asst. gm) Arthur J. Gucker (bm) Henry Troetschel (cm)	Wm. A. Canady (ram) N. N. Songer (mga) M. F. Self (cam)	Vernon R. Spitaleri (rd) L. R. Barnhill (pm-apm) Richard M. Fitzgerald (ms)
	News (36) (e) 134,205 Sunday edition (S) 112,391	.55 .50	.45 .40	(D) (AP, DJ, INS, NANA, UP) (5¢, 15¢S, 45¢w-d&S, $1.95mo) (Sawyer-Ferguson-Walker)	Miami Daily News, Inc. James M. Cox, Pres. D. J. Mahoney, Pub.	Thos. W. Hagan (e) Hoke S. Welch (me) John McMullan (ce)	Keith Ball (ne) Howard Smith (Su) Morris McLemore (sp) Jack Kassewitz (we)	J. R. Brumby (gm) John L. Foy (bm) L. B. Dillard (cm) John Booth (com)	Robt. F. Buggeln (ad) R. H. Kingston, Jr. (mga) Roger Coryell (ram) R. C. O'Donnell (cam)	Virginia Griffin (pm) Julian Eberle (ms) J. M. Dwyer (rd)
MIAMI BEACH 46,282 50,981 (Spec. U.S. '56 census)	Miami Beach Sun, 1753 Alton Rd., Zone 39, Tel.: JEfferson 4-2181 (e ex Sat.) 11,715 Sunday edition (S) 11,784	.18 .18	Flat Flat	(I-D) (UP) (5¢, 10¢S, 30¢w, $1.30mo) (The Katz Agency)	Miami Beach Sun Pub. Co. Geo. B. Storer, Pres. Parks Rusk, Pub.	Parks Rusk (me) Joe Edwards (ce)	Art Rhodes (ne) Mert Weitstein (sp) Maude Massengale (we)	Parks Rusk (gm) Henry Q. Stevens (cm) Wm. McKitterick (com)	Earl J. Mason (ad) Hugh Booher (mga)	John R. Ninekirk (ms)
OCALA 11,741 15,480-ABC-CZ	Star-Banner, 15 North Main St., Tel.: MA 2-7251 (e ex Sat.) 7,306 Sunday edition (S) 7,505	.07 .07	Flat Flat	(AP) (J) (5¢d, 10¢S, 30¢w-d&S, $1.30 mo) (John H. Perry Associates)	Ocala Star-Banner, Inc. John H. Perry, Jr., Pres. H. D. Leavengood, Pub.	R. N. Dosh (eep) Bernard Watts (ce)	R. N. Dosh (ne) Norman Froscher (Su) F. Sheppard (we)	Victor Leavengood (bm) E. M. Gentry (cm)	Helen Newsom (ad) Elvin Grubbs (cam)	Homer Shaffer (ms)
ORLANDO 52,367 102,733-ABC-CZ	Sentinel, 633 N. Orange Ave., Tel.: 3-4411 (m) 53,862 Evening Star (e) 22,385 Combined daily (me) 76,247 Sentinel-Star (S) 69,470	.... .35 .35	.... Flat Flat	(I) (D) (AP, INS, UP, CT-NYN) (5¢, 15¢S, 45¢w-m or e&S, 75¢ w-m&e&S, $1.95mo-m or e&S, $3.25mo-m&e&S) (Burke, Kuipers & Mahoney, Inc. and Publisher's Reps. of Florida)	Orlando Daily Newspapers, Inc. Martin Andersen, Pres.-Pub.	Charles Wadsworth (me-Star) Wm. Conomos (ex. e) Henry Balch (asso. e-S-ES) Rolland Dean (asso. e-S) Ben Field (e-S) J. C. Brossier (e-emeritus) Chas. Wadsworth (me-S) Jack Trim (ce)	Emily Bavar (Su-we) Robert Howard (sp)	Charles Medlin (bm) Harold Hamilton (cm)	M. J. Austin (ad) Robert MacLeish (mga) Thomas Kline (ram) Gene Pratt (cam)	Ed Mullen (apm) Howard Cornwell (ms)
PALATKA 9,176 9,176-ABC-CZ	News, P. O. Box 271, Tel.: EA 5-4533 (e ex Sat.) 3,949	.08	Flat	(I-P) (AP) (J) (5¢, 25¢w, $1.10mo) (none)	Palatka Pub. Co.		Fred P. Green (sp) Memrie James (we)	Charles A. Tarver (gm) Jean E. Baker (bm)	Lizette L. Tarver (ad) Lucille Steckley (cam)	Chas. A. Tarver (ms)
PALM BEACH 3,886	News, Brazilian Ave. & County Rd., Tel.: TEmple 3-2444 (m) 2,899† Sunday edition (S) 3,061†	.17 .17	.14 .14	(I) (INS) (10¢d&S, 70¢ w) (Donald S. Greenlief)	P. B. News & Life, Inc. John H. Perry, Jr., Pres. George W. Archer, Pub.	Tom Penick (eep-e)		G. W. Archer (mgr) Howard M. Wheeler, Jr. (cm)	Don Greenlief (ad)	L. S. Vaughan (ms)
	†Mar. 31, 1956 (Published in Winter season only, Dec. to April)									
PANAMA CITY 25,814 29,975-ABC-CZ	News (m) 4,572 Herald (e ex Sat.) 13,096 Combined daily (me) 17,658 News-Herald (S) 15,293	.08 .13 .16 .15	Flat Flat Flat Flat	(I) (AP) (5¢, 30¢w, $1.30mo.) (5¢, 10¢S, 35¢w, $1.52 mo) (John H. Perry Associates)	Bay County Publishers, Inc. John H. Perry, Jr., Pres. Cecil B. Kelley, Pub.	Toni Veverka (me N-H) Wm. Maxwell (ce-H) John Bosworth (ce-N)	John Bosworth (ne-N) Wm. Johnson (ne-H) Wm. Penrose (sp-N-H) Jean Bosworth (we-N-H)	Cecil B. Kelley (gm-bm) Thomas J. Pippin (cm)	W. Paul Brooks (ad) R. D. Veverka (mga) R. A. Renner (ram) Estelle Cunningham (cam)	W. Paul Brooks (rd) H. G. Hodge (ms)
PENSACOLA 43,479 93,229-ABC-CZ 108,237-ABC Par. 28	Journal, 103 E. Romano, Tel.: HE 3-8321 (m) 46,205 News (e) 31,968 Combined daily (me) 78,173 Journal (S) 51,547 Evening and Sunday (eS) 83,515	.... .33	.... Flat .... Flat	(I) (AP, CT-NYN, UP) (5¢, 15¢S, 40¢w-m, 60¢ comb., 30¢w-e) (John H. Perry Associates)	The News-Journal Co., Inc. John H. Perry, Jr. Pres. Braden Ball, Pub.	Marion T. Gaines (eep-e) Don Hogan (me-N) C. Harold Stokes (me-J)	Vernon McCrory (sp-N) Earl Bowden (sp-J) Hortensia Sublette (we)	Braden Ball (gm) Wm. H. White (bm) Wm. R. Cummins (cm)	Robert A. Rainey (ad) Dorothy Thomas (mga) Earl Bowman (cam)	W. D. Lovelace (ms)

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ST. AUGUSTINE 13,555 16,125-ABC-CZ	Record (e ex Sat.) 6,464 Sunday edition (S) 6,359	.06 .06	Flat Flat	(I) (AP) (5¢d, 10¢S, 30¢w-d&S, $1.30) (Theis & Simpson Co. and Publisher's Rep. of Florida)	The St. Augustine Record A. H. Tebault, Pub. W. W. Wilson, Asst. Pub.	Harvey Lopez (e) Tom King (ce)	J. S. Carroll (sp) Dorothy A. Jameson (we)	A. H. Tebault (gm) W. W. Wilson (bm) S. L. Floyd (cm)	W. W. Wilson (ad) F. K. Sturges (mga) Bernice Nachtmann, (ram) Alice Smith (cam)	Stewart Maxey (pm) E. C. Creech (ms)
ST. PETERSBURG 96,738 114,596-ABC-CZ 153,949-ABC Par. 28	Independent (1) (e) 29,376	.16	Flat	(I) (AP) (5¢, 30¢w $1.30mo) (Johnson, Kent, Gavin & Sinding)	The Independent, Inc. K. R. Thomson, Pres. Loyal Phillips, Pub.	Loyal Phillips (e) W. G. Wiley (eep) Harold Ballew (me) Chas. Lang (ce)	Jeff Moshier (sp) Cecelia Fickling (we)	D. Bradford (asst. bm) Robert C. Burns (cm)	Jack Whetstone (ad) R. D. Peterson (mga) Albert E. Drier (ram) R. E. Goodale (cam)	Cecil Weaver (ms)
	Times, 440 1st Ave. South, Zone 1, Tel.: 5-1111 (m) 77,588 Sunday edition (S) 82,359	.28 .30	Flat Flat	(I) (AP, UP, INS) (5¢d, 15¢S, 45¢w) (The Branham Co.)	Times Pub. Co. Nelson Poynter, Pres.	Nelson Poynter (e) Tom C. Harris (me) Bob Fowler (ce)	Stan Witwer (ne) Sandy Stiles (Su) Bill Beck (sp) Ruth Gorrell (we)	A. H. Chapman, Jr. (gm) Jos. F. Yauch (cm) John Olson (com)	Irwin A. Simpson (ad) Harold M. Canning (nam) Robt. L. Lueckel (cam)	Chas. Robinson (rd) Lloyd Eder (apm) Donnell Shortell (ms)
SANFORD 11,935	Herald (e ex Sat.) 2,878	.07	Flat	(I) (AP) (5¢, 25¢w, $1 mo) (General Advertising Service, Inc.)	The Sanford Herald Fred Perkins Pres-Pub.	Fred Perkins (e) Marion Harmon (me)	Patricia Walker (ne) Patricia Wood (we)	Fred Perkins (gm) Wm. Holley (cm)	Evelyn Cushing (ad) Lew Luster (cam)	John Cullum (ms)
SARASOTA 18,896 25,638-ABC-CZ 34,575-ABC Par. 28	Herald-Tribune, 801 South Tamiami Trail, Tel.: RI 7-2121 (m) Journal 11,822 (e ex Sat.) 3,694 Combined daily (me) 15,516 Herald-Tribune (S) 13,708	.12 .09 .13 .13	Flat Flat Flat Flat	(I) (UP, AP) (5¢, 15¢S, 40¢w) (Burke, Kuipers & Mahoney, Inc. & Publishers Reps. of Florida	Lindsay Newspapers, Inc. David B. Lindsay, Jr., Pres.-Pub.	David B. Lindsay, Jr. (e-HT) Harris Powers (e-J) Roy J. Cook (me-H-T) Norman Yost (me-J)	Nick Robertson (sp-HT) Paul Price (sp-J) Florence Swift Schneider (we-HT) Monica Steiner (we-J)	Geo. Bauer (bm) John Arn (cm) Donald Evans (com)	Geo. Bauer (ad) J. H. Ricker (mga) Jack Miller (ram) Howard Hoff (cam)	Warren P. Kemp (pm)
	News (e) 6,513 (S) 6,431	.09 .09	Flat Flat	(I) (AP, INS) (5¢d, 30¢w, $1.30mo) Ralph R. Mulligan	Kenmar, Ltd. Kent S. McKinley, Pub.	Kent S. McKinley (eep-e) Furman Arthur, Phil Harris, Ray Mills, Russ Olsen, A. J. Ruttenber (all asso-e)	Lou Durkin (sp) Betty Vance (we)	Kent S. McKinley (gm) E. L. Cartlidge (bm) Gordon L. Holdam (cm) Robert Kidahl (com)	Bruce Thurber (ad-mga-ram)	E. L. Cartlidge (pm) Harold Shorman (ms)
TALLAHASSEE 27,237 38,100-ABC-CZ	Democrat, 100 East Call St., Tel.: 2-4650 (e) 14,737 Sunday edition (S) 14,730	.13 .13	Flat Flat	(I) (AP) (J) (5¢d, 15¢S, 40¢w-d&S, $1.70mo) (Theis & Simpson Co., Inc.)	Capital Printers Inc. John M. Tapers, Pres.	John M. Tapers (e) Malcom Johnson (exec. ed.) Mike Beaudoin (ce)	Bill McGrotha (sp) Ruth Chapman (we)	Mrs. G. R. Gudenrath (bm) W. M. Whitmire (cm)	Richard E. Day (ad) Heidt S. Swearingen (cam)	W. A. Perkins (ms)
TAMPA 124,681 204,393-ABC-CZ 218,714-ABC Par. 28	Times, Franklin & Washington Sts., Zone 2, Tel.: 2-2911 (e) 42,426	.25	Flat	(I) (AP) (5¢, 30¢w, $1.30mo) (The Katz Agency, Inc.)	Tampa Times Co. David E. Smiley, Pres.-Pub. Joseph F. Smiley, Asst. Pub.-V. P.	David E. Smiley (e) Joseph F. Smiley (asst. e) Hampton Dunn (me) Robt. W. Taliaferro (ce)	Carl Cannon (ne) Wilbur Kinley (sp) Mrs. Ida Belle Kinley (we)	E. W. Sisson (bm) C. A. Gentry (cm)	L. S. Mitchell (ad) Donald E. McIntosh (mga) Mrs. Leon Weisberg (cam)	Donald E. McIntosh (pm-apm) Joel Brooker (ms)

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

IF ORLANDO WAS IN NEW JERSEY

Rich Market Area In the Sunny South

If Orlando, Florida were in New Jersey the entire state would be covered by the Orlando Sentinel-Star.

New Jersey is just about the size of the rich Central Florida area covered by the Orlando Sentinel-Star. Central Florida is a fast growing market with Orlando leading the entire nation in retail sales rate of growth.

Other papers claim to serve Central Florida, but the facts are that the Sentinel-Star's circulation is four times the combined circulation of the Jacksonville, Tampa and Miami papers in the five counties surrounding Orlando. These five rich counties [$500 million spendable income] spend money on merchandise.

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ORLANDO, FLORIDA

MARTIN ANDERSEN Editor, Sole Owner, & No. 1 Galley Boy

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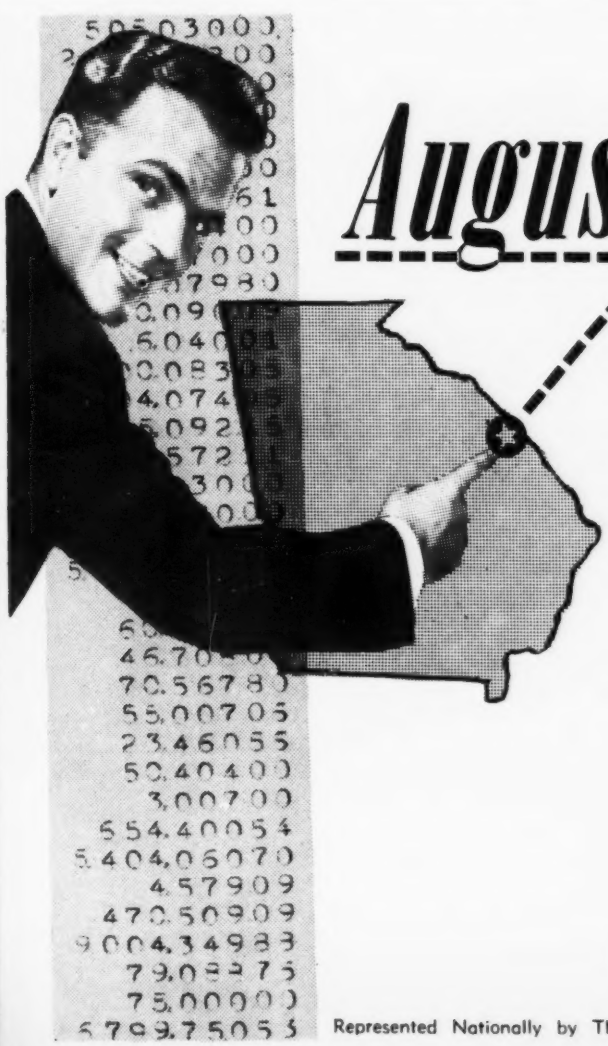
PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
TAMPA —Continued	Tribune (m) 124,812 .36 Sunday edition (S) 141,972 .39	Flat	Flat	(I-D) (AP, INS) (5¢ 15¢S, 45¢w, $1.95 mo) (Sawyer-Ferguson-Walker Co.)	The Tribune Co. J. C. Council, Pres.-Pub.	E. D. Lambright (eep-e) V. M. Newton, Jr. (me) J. A. Murray (ce)	Paul Wilder (Su) Bob Hudson (sp)	Clark Farber (cm)	Truman Green (ad) P. J. Gordon (mga) Leon Braddock (ram) M. T. Christian (cam)	Robt. K. Sloan (pm-apm)
WEST PALM BEACH 43,162 75,695-ABC-CZ 100,377-ABC Par. 28	Palm Beach Post, 328 Datura St., Tel.: TE 3-7541 Palm Beach Times (e) 18,922 Combined daily (me) 45,603 .22† Palm Beach Post-Times (S) 35,546 .22		Flat	(I) (AP, UP) (5¢, 15¢S, 65¢w-comb., $3.20 mo. comb.) (45¢w, $2.20mo. MS or ES) (John H. Perry Associates)	Jacksonville Journal Co. John H. Perry, Jr., Pres. George W. Archer, Pub.	Ed. F. Stumpf (eep) Herbert V. Sites (assoc. e) G. Hathaway (me-AM) M. Meade (me-E)	Merrill C. Meade (ne-T) Geo. Hathaway (ne-P) Robert C. Baife (sp) Earnestine Pernell (we)	George W. Archer (gm) Howard M. Wheeler, Jr. (cm)	Mary E. Bourne (mga) Gene Moore (ram) Walton Bryan (cam)	L. S. Vaughan (ms)
	†One paper (either morning or evening) may be purchased at 10% discount from the combination rate.									
WINTER HAVEN 8,605	News Chief, 124 3rd, N.W., Tel.: Cy 3-2191 (e ex Sat.) 5,170 .07 Sunday edition (S) 5,170 .07	Flat	Flat	(I-D) (UP) (J) (5¢, 10¢ S, 30¢w, $1.30 mo) (Newspapers South Inc.)	Winter Haven Pub. Co. Inc. W. E. Ryerson Pres.-Pub.	Mike Zotti (ne-ce)	Bob Feist (sp) Mrs. Billie Ellis (we)	Charles Goshorn (gm) L. J. Shaw (cm)	Jane Marable (ram) Floyd Alderman (cam)	Pete Sullivan (apm)

GEORGIA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
ALBANY 31,155 34,224-ABC-CZ 47,100-ABC Par. 28	Herald, 138 Pine Ave., Tel.: HE 5-4511 (e) 22,352 .13 Sunday edition (S) 22,090 .13	Flat	Flat	(I-D) (AP, UP) (5¢d, 10¢S, 35¢w-d&S, $1.55mo) (Ward-Griffith Co., Inc.)	Herald Pub. Co. James H. Gray, Pres.-Pub.	James H. Gray (eep-e) J. M. Robinson (me) Don Kimsey (ce)	Harley Bowers (sp) Mrs. Louise Whiting (we)	Barbara Jones (bm) Jack D. Chambers (cm)	B. Frank Cook (ad-mga-ram) Hazel Hughes (cam)	B. Frank Cook (pm-apm) W. A. Rachals (ms)
AMERICUS 11,389	Times-Recorder (e) 5,530† .06	Flat		(D) (AP) (5¢, 25¢w, $1.10mo) (Burke, Kuipers & Mahoney, Inc.)	The Times-Recorder Co., Inc. James R. Blair, Pres.-Pub.	James R. Blair (eep-e) Rudy Hayes (me-ce)	Ruby Hayes (ne) Clarence Graddick (sp) Mrs. Ann W. Sheffield (we)	James R. Blair (gm-bm) C. E. Pilcher (cm)	James R. Blair (mga) W. E. Blair (ram) Mrs. Alice Pilcher (cam)	W. E. Blair (apm) J. M. Brown (ms)
	†Mar. 31, 1956.									
ATHENS 38,180 38,180-ABC-CZ	Banner-Herald, 375 E. Hancock, Business: Liberty 3-4336; News: Liberty 3-4331 (e ex Sat.) 6,102 .07 Sunday edition (S) 6,845 .07	Flat	Flat	(D) (AP) (5¢d, 5¢S) (Ward-Griffith Co., Inc.	Athens Pub. Co. E. B. Braswell, Pres.-Pub.	E. B. Braswell (e) Bryan Lumpkin (Assoc. ed.) Ernie Hynds (ce)	Ernie Hynds (ne) Merritt Pound, Jr. (se) Bunnie Cox (we)	E. B. Braswell (gm-bm) John B. Davis (cm)	J. I. Groover (ad-mga-ram-cam)	Roy Wilson (ms)
ATLANTA 331,314 563,192-ABC-CZ 671,646-ABC Par. 28	Constitution, Box 4689, Zone 2, Tel.: Walnut 5050 (m) 192,520			(D) (AP, UP, NYT) (5¢, 15¢S, 45¢w-m&S, $1.95mo) (Kelly-Smith Co.)	Atlanta Newspapers, Inc. George C. Biggers, Pres. Clark Howell, Pub.-C Horace Powell (exec. V.P.)	Jack Spaulding (e-J) Eugene Patterson (exec. e-JC) Ralph McGill (e-C) William H. Fields (me-C) Tom McRae (Asst. me-C) William I. Ray, Jr. (me-J) Howell Jones (ce-C) Don Carter (ce-J)	James Bellows (ne-J) Du Pont Smith (ne-C) Joel Huff (Su) Ed Danforth (sp-J) Furman Bisher (sp-C) Sue Brown Sterne (we-J) Annie Lou Hardy (we-C)	Jack Tarver (gm) Arthur Daniel (cm)	Geo. C. Biggers, Jr. (ad) William F. Sykes (mga) J. C. Murray (ram) Searcy G. Garvin (cam)	Pat LaHatte (pm) Chapman Turner (ms)
	Journal (e) 260,147 Combined daily (me) 452,667 1.05 Journal-Constitution (S) 504,759 1.10 Sunday & Evening (eS) 764,906 1.50 Sunday & Morning (mS) 697,279 1.40			(D) (AP, UP) (*S) (5¢, 15¢S, 45¢w-e&S) (Kelly-Smith Co.)						



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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ATLANTA —Continued	World (Negro), 210 Auburn Ave., N.E., Zone 3, Tel.: JA 1-1459 (m ex Mon.) 18,500*	.18	.15	(I) (INS) (J) (5¢, 10¢S, 30¢w, $1.30mo) (Interstate United Newspapers & Associated Publishers, Inc.)	Estate of W. A. Scott... C. A. Scott (administrator)	C. A. Scott (e) Wm. Gordon (me) George Coleman (ce)	Marion Jackson (sp) Oziel Woolcock (we)	C. A. Scott (gm) Wm. Scott (cm)	Russell Simmons (mga)	E. J. Scott (ms)
	*Publisher's est. excl. National, totaling 10,000 outside Atlanta.									
AUGUSTA 71,508 117,675-ABC-CZ 153,960-ABC Par. 28	Chronicle (m) (⊠) 44,282 Herald (e) (⊠) 20,470 Combined daily (me) (⊠) 64,752 Chronicle (S) (⊠) 58,893	.... .29 .29	.... Flat Flat	(I-D) (AP, INS, UP) (5¢, 15¢S, 35¢w-d&S, $1.55mo) (The Branham Co.)	Southeastern Newspapers, Inc. W. S. Morris, Pub.-Pres. J. W. West, V.P. & Gen. Mgr. W. S. Fox, Treas.	R. L. M. Parks (eep-C) Randy Russell (eep-H) Louis Harris (exec.-E) Chris Brady (me-H) Wm. S. Morris (e-H) John Harper (me-C)	Louis C. Harris (exec. ne) Speir Collins (Su) John Hendrix (sp-C) Elvin Hinson (sp-H) Marguerite Stelling (we-C) Courtney Willard (we-H)	J. W. West (gm) William King (cm) W. S. Fox (com)	Harry Shearer (mga) Milo McGahee (ram) Paul Peterson (cam)	Leonard Hudson (food Adv.) Wm. Elliott (pm) Fred Morris (ms)
BRUNSWICK 17,954	News (e) 8,398	.07	Flat	(D) (AP) (5¢, 25¢w, $1.10mo) (Thos. F. Clark Co., Inc.)	News Pub. Co. Mrs. Sarah L. Leavy, Pres.	L. J. Leavy and C. H. Leavy, Jr. (e) L. J. Leavy (me)	Lavelle Strickland (sp) Mrs. John W. Jenkins (we)	C. H. Leavy, Jr. (gm-bm) J. Troy Bledsoe (cm)	E. T. Thompson (mga-ram-cam)	S. B. Bruand (ms)
CARTERSVILLE 7,270	Tribune-News (e ex Sat.) 3,765	.06	Flat	(I) (AP) (J) (5¢, 25¢w, $1.00mo)	Tribune Pub. Co. M. L. Fleetwood, Pres.-Pub.	M. L. Fleetwood (eep-e) George Evans (me)	Mrs. George Woodrow, Jr. (we)	John T. Fleetwood (gm-cam)	John T. Fleetwood (ad)	.....
CEDARTOWN 9,470	Standard, 112 Herbert St., Tel.: 800 (e ex Sat.) 3,892	.07	Flat	(I) (UP) (J) (7¢, 25¢w, $1.03mo) (General Advertising Service, Inc.)	Standard Pub. Co., Inc. Joseph C. Haire, Pres.-Pub.	Joseph C. Haire (eep-e) J. W. Stuff, Ex. ed.) Mrs. Chester Garman (ce)	J. W. Stuff (ne-sp)	Joseph C. Haire (gm) Jack Stuff (bm)	Jack Stuff (ad) J. R. Rainwater (ram) Mrs. Josephine DeArman (cam)	Joseph C. Haire (pm) Jack Stuff (apm)
COLUMBUS 79,611 125,402-ABC-CZ 134,479-ABC Par. 28	Enquirer (m) (⊠) 25,130 Ledger (e) (⊠) 28,834 Combined daily (me) (⊠) 53,964 Ledger-Enquirer (S) (⊠) 48,916	.... .24 .24	.... Flat Flat	(I-D) (AP, INS, UP) (5¢d, 15¢S, 45¢w, $1.95mo) (The Branham Co.)	The Ledger-Enquirer Co. A. H. Chapman, Sr. Pres. M. R. Ashworth, Sr., Pub.	Edge R. Reid (eep-e-L) W. C. Tucker (eep-e-E) Carlton M. Johnson (me-L) David G. Miller (me-E) Marvin D. Wall (ce-L) Richard F. Beckman (ce-E)	Albert H. Boyle (ne-E) Don F. Wasson (ne-L) Edge R. Reid (Su) Thomas Kinney (sp-L) Robert Pruitt (sp-E) Katherine McDuffie (we-E) Lattmer Watson (we-L)	Louis W. Eidt (bm) E. E. Mullis (cm) D. L. Chapman (asst. bm) Joseph P. Meyer (com)	Sam Behar (ram) Robert G. Turner (mga) Wallace L. Kitchen (cam)	Mrs. W. C. Tucker (rd) Robert G. Turner (pm) Louis W. Eidt (ms)
CORDELE 9,462	Dispatch (e ex Sat.) 3,962	.07	Flat	(I) (UP) (INS) (5¢d, 20¢w, 85¢mo) (Newspapers South Inc.)	Cordele Pub. Co., Inc. E. W. Mathews, Pres.-Pub. Jack C. Mathews, Co. Pub. Vira L. Mathews, Treas.	E. W. Mathews (e) O. P. Wilson (exec. e) G. R. Hunter (me)	O. P. Wilson (ne) Peter Calabro (sp) Frances Lasseter (we)	Jack C. Mathews (gm) Stanley King (bm) Edwin Cribb (cm)	E. W. Mathews (mga) Stanley King (ram) Vira L. Mathews (cam)	Jack C. Mathews (pm) Glenn Orwick (ms)
DUBLIN 10,232	Courier-Herald, Dispatch & Press, Jackson St., Tel.: 1190-115-63 (e) 6,289	.06	Flat	(I) (INS) (5¢, 25¢w, $1.00mo) (Burke, Kuipers & Mahoney, Inc.)	Courier-Herald Pub. Co. Inc. W. H. Lovett, Pres. W. H. Champion, Pub.	W. H. Champion (e)	.....	W. H. Champion (gm)	D. T. Cowart (ad)	.....
GAINESVILLE 11,936 18,410-ABC-CZ	Times, Press-Radio Center, Tel.: LEnox 2-6211 (e ex Sat.) 7,377 Sunday edition (S) (⊠) 7,266	.08 .08	Flat Flat	(I) (INS) (5¢d, 10¢S, 35¢w-d&S)	Southland Pub. Co. Louis R. Fockele, Pub. Charles Smithgall, Pres.	Sylvan H. Meyer (eep-e) George Porter (me)	Phil Jackson (sp) June Woodruff (we)	Louis R. Fockele (gm) Michael J. Brissett (bm) W. B. McLemore (cm)	Michael J. Brissett (ad) Charles Duke (ram)	A. B. Carter (ms)
GRIFFIN 13,982	News, 323 E. Solomon St., Tel.: 3276 (e) 6,924	.07	Flat	(I-D) (INS, UP) (5¢d, 25¢w, $1.10mo) (Thos. F. Clark Co., Inc.)	Quimby Melton, Sr., Quimby Melton, Jr., Partnership Quimby Melton, Sr., Pub.	Quimby Melton, Jr. (eep-e) Bill Knight (me-ce)	Billy Knight (ne) Roger Dix (sp) Jackie Wright (we)	Cary Reeves (gm-bm) Harry Reeves (cm)	Cary Reeves (ad) Russell Smith (mga-ram) Leon Woodie (cam)	Russell Smith (apm) Joe H. Cox (ms)
LA GRANGE 25,025	News (e) 5,892	.06	Flat	(I) (UP) (5¢, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	Roy C. Swank, Helen P. Swank & Jean Swank Partnership R. C. Swank, Pub.	Phil Harrison (eep-e-ce)	Jim Asher (ne) Clyde Bolton (sp) Miss Eleanor H. Orr (we)	Wm. A. Coker (gm) James T. Bassett (cm)	Wm. A. Coker (ad-mga) J. C. Prather (ram) L. A. Stietenroth (cam)	Ralph McDaniel (ms)
MACON 70,252 106,581-ABC-CZ 129,202-ABC Par. 28	Telegraph, 456 Cherry St., Tel.: 3-2621 (m) (⊠) 40,041 News (e) (⊠) 19,154 Combined daily (me) (⊠) 59,195 Telegraph News (S) (⊠) 53,834	.... .26 .26	.... Flat Flat	(D) (AP, UP) (5¢, 15¢S, 30¢w, 45¢w-d&S, $1.30mo-d, $1.95mo-d&S) (The Branham Co.)	Macon Telegraph Pub. Co. Peyton Anderson, Pres.-Pub.	Joe Parham (eep-e-N) Bert Struby (e-T) William A. Ott (me-T) Jay Trawick (me-N)	Donald McDonald (ne-T) Luther Thigpen (ne-N) Sam Glassman (sp-T) Wallace Reid (sp-N) Blythe McKay (we-T) Grace Crawford (we-N)	Lamar Parker (bm) H. P. Smith (cm)	Tommie Haden (mga) Lane Williams (ram) Al Waldorf (cam)	Hugh Harper (apm)
MARIETTA 20,687	Journal (e ex Sat.) 9,734 Sunday edition (S) 9,734	.08 .08	Flat Flat	(I-D) (UP) (5¢, 5¢S, 30¢w, $1.10mo) (Theis & Simpson Co., Inc.)	Times-Journal, Inc. Brooks P. Smith, Pres.-Pub.	Wm. Kinney (e) Mark Waits (ce)	.....	James Rasco (cm)	Werner Wortsman (ad) Ann Clark (cam)	W. R. Wilkins (ms)
MOULTRIE 11,639 16,196-ABC-CZ	Observer (e) (⊠) 6,694	.07*	Flat	(D) (AP) (5¢, 30¢w, $1.30mo) (none)	Observer Pub. Co. M. E. Nussbaum, Pres. Mrs. Frances A. Nussbaum, Pub.	W. D. Avera (e-me) J. O. Paine (ce)	Frank Dunn (ne) J. O. Paine (sp) Annie Mae Adams (we)	M. E. Nussbaum (gm) E. A. Taylor (cm)	Don Collier (mga) E. A. Taylor (cam)	Billy G. Treadway (pm) Andrew Leverette (ms)
	*.11 in combination with weekly (Fri.). circulation 3,376.									
ROME 29,615 31,560-ABC-CZ	News-Tribune (e ex Sat.) (⊠) 11,919 Sunday edition (S) (⊠) 12,844	.10 .10	Flat Flat	(I-D) (AP, INS) (5¢, 10¢S, 35¢w, $1.52 mo) (Newspapers South, Inc.)	News Pub. Co. Mrs. Jane F. Mooney, Pres. James F. Mann, Pub.	Edward I. Bernd (e)	Bob Hanson (sp) Isabell Gammon (we)	James F. Mann (gm) B. H. Mooney, Jr. (bm) Roland Pierce (cm)	Max Milhollin (ad) G. C. Allen (cam)	W. B. J. Floyd (ms)
SAVANNAH 119,628 141,716-ABC-CZ 158,141-ABC Par. 28	News (m) (⊠) 53,178 Press (e) (⊠) 23,724 Combined daily (me) (⊠) 76,902 News (S) (⊠) 63,621 Evening & Sunday (eS) (⊠) 87,345	.... .30 ..... .30	.... Flat ..... Flat	(I) (AP, UP, INS) (5¢ 10¢S, 40¢w-d&S, $1.75mo, Press 5¢, 30¢w, $1.30mo) (Ward-Griffith Co., Inc.)	The Morning News, Inc. H. V. Jenkins, Ch. of Bd. & Pub. J. J. Cubbedge, Pres.	Wm. J. Fielder, Jr. (assoc. eep-N) J. E. Lambright (e-N-me-N) Frank Rossiter (asst. me-ce-N) John L. Sullive (e-me-P) J. J. Cook (ce-asst. me-P)	Harley Cabaniss (ne-P) H. Lee Banks (night ce-N) Walt Campbell (sp-N) Richard Conley (sp-P) Mary Keating (we)	J. J. Cubbedge (gm) Lewis R. Woods (cm)	W. T. Rogers (ad) M. L. Purvis (cam)	Anne Jones (apm) J. J. Bentley (gen mech & bldg supt)
THOMASVILLE 14,424	Times-Enterprise, P.O. Box 111, Tel.: 12, 1513, 66 (e) 7,835	.08	Flat	(D) (AP) (J) (5¢, 30¢w, $1.30mo) (none)	Times-Enterprise Co., Inc. L. E. Kelly Jr., Pres. Pub.	E. R. Jerger (e) L. E. Kelly, Jr. (me) Emily R. Jerger (ce)	L. E. Kelly, Jr. (ne) Sam Glassman, Jr. (sp) Esther Shane (we)	L. E. Kelly (gm) W. D. Hargrave (bm) Daniel L. Kelly, (cm) L. R. Davis (com)	L. E. Kelly (ad) W. D. Hargrave (mga) J. D. Kelly (ram) D. B. Lessard (cam)	Lee E. Kelly, Sr. (pm) R. E. Dickey (ms)
TIFTON 6,831	Gazette, 211 North Tift Ave., Zone 1, Tel.: 1900 (e) 8,069	.07*	Flat	(I) (AP) (5¢, 25¢w) (Newspapers South, Inc.)	Gazette Pub. Co. Homer M. Rankin, Pres. & Pub.	Homer M. Rankin (e) Julian Clark (me) Julian Clark (ce)	Julian Clark (ne) L. T. Rankin (we)	Homer M. Rankin (gm) Paul Henderson (cm)	Carl Wendell (ad)	J. A. Walker (ms)
	*.09 in combination with Weekly Gazette.									

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
VALDOSTA 20,046 33,600 C of C '56 est.	Times, 109-11 W. Hill Ave., Tel.: 5 & 388 (e) 10,021 .08	Flat	(D) (AP) (5¢, 30¢w) (Inland Newspaper Representatives)	The Valdosta Press, Inc. F. D. Rose Pres. E. L. Turner, Pub.	Turner Rockwell (e) Joe Davis (me) Chris Trizonis (ce)	Vic Dunaway (sp) Mrs. Elizabeth Ashley (we)	E. L. Turner (gm-bm) George E. Smith (cm)	E. M. Turner (ad-mga) C. S. Buckaby (ram)	John Platt (ms)
WAYCROSS 18,000	Journal-Herald, 402 Isabella St., P.O. Box 685, Tel.: 86 or 87 (e) 9,844 .08	Flat	(D) (AP) (J) (5¢, 25¢w, $1.05mo) (none)	Waycross Journal-Herald Co. Jack Williams, Pres.-Pub.	Jack Williams (eep-e) Jack Williams, Jr. (me) James Wynn (ce)	James Wynn (ne-sp)	J. M. Markey, Jr. (gm-bm) Jack D. Jennings (cm)	J. M. Markey, Jr. (ad-ram) Louise Breen (mga)	J. M. Markey, Jr. (pm-apm) Leon Thornton (ms)
WEST POINT (GA.)-LANETT (ALA.) 4,076—West Point 7,434—Lanett	Valley Times-News, Tel.: 3,3761 (e) 4,400 .08	Flat	(D) (UP) (5¢d, 25¢w) (General Advertising Service)	Valley Times-News, Inc. Davis Haines, Pres.-Pub.	Davis Haines (e)	Ann Vison Campbell (we)	Davis Haines (gm) L. Yarbrough (cm)	Doward Jones (ad)	W. G. Beddingfield (pm) Frank Cohen (ms)

HAWAIIAN ISLANDS

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
HILO 27,198 27,198-ABC-CZ	Tribune-Herald, 355 Kinoole, Tel.: 4621 (e) ⊠ 10,153 .10 Sunday edition (S) ⊠ 10,099 .10	Flat Flat	(I-R) (AP) (J) (5¢, 5¢S, $1.25mo-d&S) (O'Mara & Ormsbee)	Hilo Tribune-Herald, Ltd.	Harry M. Blickhahn (eep-e-me) Raymond R. H. Yuen (ce)	Harry M. Blickhahn (ne) Gene Wilhelm (Su) Bert Nakaji (sp) Thelma Olival (we)	Lester A. Carpenter (bm) David Mendonca (cm)	Lester A. Carpenter (ad) D. W. Rose (mga-ram-cam)	Lester A. Carpenter (pm) D. W. Rose (apm) Albert Coulson (ms)
HONOLULU 248,034 248,034-ABC-CZ	Advertiser (2), P.O. Box 3110, Zone 2, Tel.: 52977 (m ex. Sat.) ⊠ 45,611 .24 Saturday edition (Sat.) ⊠ 44,883 .24 Sunday edition (S) ⊠ 68,363 .27	Flat Flat	(I) (UP) (J) (10¢d, 15¢S, $1.75mo-d&S) (The Katz Agency, Inc.)	Advertiser Pub. Co. Ltd. Lorrin P. Thurston, Pres.-Pub.	Raymond Coll (e) Thurston Twigg-Smith (me) Buck Buchwach (ce)	Howard Case (Su) Vernon McQueen (sp) Druzella Lytle (we)	Lorrin P. Thurston (gm) Allan McGuire (bm) Lyle F. Helander (cm)	Frank C. Addleman (ad) Mildred Kinney (mga) S. A. Weintraub (ram) Delphia Cupp (cam)	Gerald Burtnett (pm) Wm. Hoffman (ms)
	Hawaii Hochi (English-Japanese) Central Press, Kyodo News Service (Japan), 917 Kokea St., P.O. Box 1290, Zone 17, Tel.: 82255 (e) 11,234 .115	Flat	(I) (UP) (J) (6¢) (none) (S. S. Koppe Co., Inc.)	The Hawaii Hochi, Ltd. Michiye Makino, Pres. Mrs. Michiye Makino, Pub.	Kengi Hamada (e-English section) Ichiji Goto (e-Japanese section) Takeshi Fujikawa (me) Kenji Hamada (ce)	Kenneth Tanaka (sp)	Kumaichi Kumasaki (cm) Tsuneichi Yamamoto (gm)	Hideo Tanaka (mga)	Kazuo Asao (ms)
	Hawaii Times (English-Japanese), 916 Nuuanu Ave., P.O. Box 1230, Zone 7, Tel.: 61091 (e) 11,544 .115	Flat	(I) (AP) (7¢, $1.50 mo) (Thos. F. Clark Co., Inc. and Don R. Pickens Co.)	The Hawaii Times, Ltd. Shigeo Soga, Pres.	Shigeo Soga (e) Ryokin Toyohira (me) Ryuso Hirai (ce)	Keith Kawamura (ne) Takeo Yamamoto (sp)	K. Kawamoto (gm) Katsuichi Kawamoto (bm) K. Yujiri (cm) T. Takehara (com)	Harry S. Tomita (ad) Benjamin T. Murakami (mga) Harry S. Tomita (nam) T. Murakami (ram)	S. Kunihiro (ms)
	Star-Bulletin (2), 125 Merchant St., P.O. Box 3080, Zone 2, Tel.: 5-7911 (e ex. Sat.) ⊠ 91,532 .34 Saturday edition (Sat.) ⊠ 96,774 .34	Flat	(I-R) (AP, CDN, UP) (J) (10¢, 15¢ Sat., $1.50mo) (O'Mara & Ormsbee, Inc.)	Honolulu Star-Bulletin Ltd.	Riley H. Allen (e) Wm. H. Ewing (me) James J. Mullen (ame) A. A. Smyser (ce)	Harry Whitten (ne) Walter Christie (Sat.e) Tom Hopkins (sp) Betty Wilder (we)	Paul L. McIlree (gm) Porter Dickinson (asst-gm) Joseph C. Gomes (cm)	Porter Dickinson (ad) Dennis McCarthy (mga) Marshall P. Tate (ram) Philip G. Dooley (cam)	Donald H. Burum (pm-apm) Edward L. Larson (ms)

IDAHO

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
BLACKFOOT 5,180	Bulletin (e ex Sat.) ⊠ 2,275 .06	Flat	(I) (UP) (6¢, 25¢w) (Inland Newspaper Representatives)	Bulletin Pub. Corp. Harold H. Smith, Pub.	Harold H. Smith (e)		Della Werth (cm)	Robert W. Martin (mga) Marjorie Flint (cam)	
BOISE 34,393 50,555-ABC-CZ	Statesman (m) ⊠ 33,331 Statesman (e) ⊠ 10,482 Combined edition (me) ⊠ 43,813 .22 Sunday edition (S) ⊠ 38,547 .19	.... Flat Flat	(I-R) (AP, UP) (5¢, 15¢S, 25¢w-e, 35¢w-m&S) (Reynolds-Fitzgerald, Inc.)	The Statesman Ptg. Co. Margaret Cobb Ailshie, Pres.-Pub.	John Harvey (me-m) Ernie Hood (me-e)	Rob't. Johnson (ne-m) Ernie Hood (ne-e) Betty Penson (we)	James L. Brown (gm) H. M. Ballif (bm) S. E. Abbott (cm)	Taylor C. Robertson (ram-mga) Chas. T. Glenn (cam)	W. E. Culver, Prod. M.
CALDWELL 10,487 10,487-CZ 12,207-ABC Par. 28	News-Tribune (e) 5,326 .14* *In combination with The Idaho Free Press. (See Nampa, Idaho). Automotive optional .07.	Flat	(I) (AP) (J) (5¢d, $1.25mo) (Gilman, Nicoll & Ruthman)	Caldwell Pub. Co., Adam J. Kalb, Pres.-Pub. (Scripps League)	Adam J. Kalb (eep) R. E. Hackworth (e-me-ce)	R. E. Hackworth (ne) Dick Nafsinger (sp) Alice Ballantyne (we)	Adam J. Kalb (gm) Albert Oglevie (cm)	C. Robert Bull (ad) Joe Parker (ram) Larue Grey (cam)	Virgil Grey (ms)
COEUR d'ALENE 12,198 13,517-ABC-CZ 14,338-ABC Par. 28	Press, 201 Second St., Tel.: MOhawk 4-2168 (e) ⊠ 5,925 .08	Flat	(I) (AP) (7¢, $1.50mo) (Gilman, Nicoll & Ruthman)	Coeur d'Alene Press Co. Burl C. Hagadone, Pres.-Pub. (Scripps League)	Burl C. Hagadone (e) R. J. Brunning (g ne) Charles Sowder, Jr. (ce)	Frances Cope (ne) Mary Minster (we)	Todd Hagen (cm)	Patrick King (ad-mgr) Claude Turner (ram) Duane Hagadone (cam)	Duane B. Hagadone (apm) F. H. Neuman (ms)
IDAHO FALLS 10,218 24,154-ABC-CZ 25,783-ABC Par. 28	Post-Register (m ex Mon.) ⊠ 4,872 Post-Register (e ex Sat.) ⊠ 11,656 Combined daily (me) ⊠ 16,528 .12 Sunday edition (S) ⊠ 16,487 .12	.... Flat Flat	(R) (AP) (5¢, 10¢S, 35¢w-d&S) (Ward-Griffith Co., Inc.)	The Post Co. Edwin F. McDermott, Pres.-Pub.	Edwin F. McDermott (e) J. Robb Brady (me) Ben J. Piastino (ce)	Robert Mycue (ne) John McDermott (sp) Virginia Rider (we)	E. F. McDermott (gm) E. H. Huffman (cm)	Jack Couch (ad)	Wm. Beard (ms)
KELLOGG 4,913	News (e)	.05	Flat	(R) (AP) (J) (5¢, $1.00 mo) (none)	Kellogg Evening News William Penney, Pub.	W. R. Brainard (e)	Dora Mohr (we)	Wm. Penney and John Penney (gm-bm-cm)	Wm. Penney (ad)
LEWISTON-CLARKSTON 12,985 Lewiston 5,017 Clarkston	Tribune, 0313 4th St., Tel.: SHerwood 3-2521 (m) 15,790 .12 Sunday edition (S) 15,774 .12	Flat Flat	(I-D) (AP) (J) (6¢ 10¢S-$1.75mo-d&S) (West-Holliday Co., Inc.)	Tribune Pub. Co. A. L. Alford, Pres.-Pub.	Wm. F. Johnston (eep-me) A. L. Alford (e) Claude E. Baskett (ce)	Jeff Grigsby (Su) Melvin C. Snow (sp) Lora Campbell (we)	A. L. Alford (gm) J. H. Ferris (bm) H. L. Hollenbeck (cm)	Mary Lee Allen (ad-mga-ram) Mary Willmore (cam)	E. R. Flickinger (ms)
MOSCOW 10,503 10,503-ABC-CZ	Idahonian, 409 S. Jackson, Tel.: 2437 (e) ⊠ 4,182 .07	Flat	(I-R) (AP) (J) (5¢, $1.25mo) (West-Holliday Co., Inc.)	News-Review Pub. Co. Inc. W. T. Marineau, Pres.-Pub.	L. A. Boas (eep-e) W. T. Marineau (me) A. F. Barackman (ce)	L. A. Boas (ne) A. F. Barackman (sp) Sarah Hutchinson (we)	W. T. Marineau (gm-bm) D. F. Sanders (cm)	A. B. Robinson (ad-ram-cam)	P. W. Schammel (pm-apm) A. F. Hofmann (ms)
NAMPA 10,185 17,974-ABC-CZ 20,332-ABC Par. 28	Free Press (e) ⊠ 6,478 .14* *In combination with The Caldwell News-Tribune. (See Caldwell) Automotive optional 9¢.	Flat	(I-R) (AP) (5¢, $1.25 mo) (Gilman, Nicoll & Ruthman)	Canyon Pub. Co. Adam J. Kalb, Pres.-Pub. (Scripps League)	Jack H. Scudder (e-me-ce) Adam J. Kalb (eep)	Doug Wachs (ne) Ed. Baker (sp) Bernice Crofton (we)	Adam J. Kalb (gm) Gene Carpenter (cm)	C. Robert Bull (ad-mga) Gerald Green (ram) Jean Scott (cam)	Gordon McDonald (ms)
POCATELLO 36,131 39,825-ABC-CZ	Idaho State Journal (e ex Sat.) ⊠ 12,392 .12 Sunday edition (S) ⊠ 12,253 .12	Flat Flat	(I) (UP) (10¢, 15¢S $1.75mo) (Gilman, Nicoll & Ruthman)	Tribune-Journal Co. Inc. Hugh Wagnon, Pub. (Scripps League)	G. Nicholas Iffit (e) David R. Bowers (me) Gene Klare (ce)	Lyle Olsen (sp) Jay Morrison (we)	Hugh Wagnon (gm) Ralph R. Beers (bm) Ford Willey (cm)	Floyd J. Eckert (ad) Alvin H. Ricken (ram) Paul W. Croney (cam)	Gene Botterbusch (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mach. Supt.
TWIN FALLS 17,600 17,600-ABC-CZ	Times-News, 130 2nd St., W., Tel.: 38 (d ex Sat.) 19,616 Sunday edition (S) 19,711	.12 .12	Flat Flat	(I) (AP, UP) (J) (5¢, 5¢S, $1.25mo-d&S) (West-Holliday Co., Inc.)	Times-News Pub. Co., partnership R. S. Tofflemire and Emil Bordewick, Co-owners	R. S. Tofflemire (eep-e) Lowell Dick (me) Fay Laley (ce)	Marvin Kebschull (sp) Peggy Wray (we)	Al Westergren (off mgr) Emil Bordewick (bm) Al Westergren (cm)	C. E. Ebdy (ad) Stanley Miracle (cam)	Cecil R. Cox (ms)
WALLACE 3,140 10,873-ABC-CZ	North Idaho Press (e) 3,235	.06	Flat	(I) (AP, UP) (J) (7¢, $1.40mo) (Gilman, Nicoll & Ruthman)	North Idaho Pub. Co. W. S. Grant, Pub.	G. Miller (ce)	Jane Cantrell (we)	George Grant (bm) Dolores Grant (cm)	Chuck Warren (ram) E. Wilhelm (cam)	Virgil Evans (ms)

ILLINOIS

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mach. Supt.
ALTON 32,550 77,456-ABC-CZ	Telegraph (e) 30,214	.16	Flat	(I-R) (AP) (5¢, 30¢w) (West-Holliday Co., Inc.)	Alton Telegraph Ptg. Co. Paul B. Cousley, Pres.-Pub.	Paul B. Cousley (e-me) J. J. Dromgoole (eep-ce)	F. C. Norton (ne) S. Filippone (sp) Margaret Visioni (we)	Paul B. Cousley (gm) Henry McAdams (bm) C. F. Norton (cm)	William H. Bierbaum (ram) L. J. Payne (mga) R. A. Cousley (cam)	Ellsworth Bailey (prod. supt.)
AURORA 50,576 56,742 (Spec. '56 Census) 61,603-ABC-CZ	Beacon-News (e) 29,589 Sunday edition (S) 30,893	.18* .18*	Flat Flat	(R) (AP, Copley News Service) (5¢, 10¢S, 40¢w-d&S) (West-Holliday Co., Inc.)	Copley Press, Inc., Aurora B-N Div. A. W. Shipton, Pres. Wm. M. Hart, Pub.		John A. Corkery (Su) R. Dale Lancaster (sp) Ednah E. Baker (we)	William M. Hart (gm) Wm. C. Buckberg (cm) Wm. B. Chawgo (com)	Frank L. Lee (cam) Al Gerbin (ad)	John N. Rausch (ms)
	*.435 in combination with Elgin Courier-News and Joliet Herald-News.									
BEARDSTOWN 6,080	Illinoian-Star, 112-114 E. Main, Tel.: 9 & 10 (e) 2,806	.045	Flat	(I) (UP) (J) (5¢, 25¢w) (Inland Newspaper Representatives)	L. G. Schaeffer Pub. Co.	Mrs. Vivian Rodgers (eep-ce) Helen M. Schaeffer (me)	Mrs. Vivian Rodgers (ne) Wm. H. Rodgers (sp) Helen M. Schaeffer (we)	Mrs. L. G. Schaeffer (gm) Helen M. Schaeffer (bm) Mrs. Vivian Rodgers (cm)	Mrs. L. G. Schaeffer (ad-mga-ram-cam)	Mrs. L. G. Schaeffer (pm-apm) J. O. Adkinson (ms)
BELLEVILLE 32,721 36,375-ABC-CZ 40,926-ABC Par. 28	Advocate (e) 12,336	.08	Flat	(I-R) (AP) (5¢, 30¢w) (Allen-Klapp Co.)	Advocate Ptg. Co. Cyril A. Arnold, Pres.	Al. R. Schmidt (eep-ce) Cyril A. Arnold (me)	Leslie S. Crow (ne) G. W. Killinger (sp) Yvonne T. Arnold (we)	Anna L. Stolle (gm) Cyril A. Arnold (bm) Erwin Werner (cm)	Cyril A. Arnold (ad) Alfred G. Henninger (mga) Phil Fornoff (ram) Mrs. Mildred Voelkel (cam)	Emil A. Schaab (ms)
	News-Democrat, 120 South Illinois St., Tel.: Ad 4-1000 (e) 12,964	.08	Flat	(I-D) (UP) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Belleville News-Democrat Robert L. Kern, Pub.	Richard P. Kern (eep) Robt. L. Kern (me) Joseph W. Adam (ce)	Roland Sax (sp) Mrs. Robert L. Kern (we)	Robert L. Kern (gm) Mrs. Elsie A. Kern (bm) F. L. Etling (cm)	Walter Merz (mga)	
BELVIDERE 9,422 10,000-CZ loc. est.	Republican, 112 Pleasant, Tel.: 2101 (e) 4,509	.065	Flat	(R) (AP) (J) (5¢, 30¢w) (Inland Newspaper Representatives)	Frank T. Moran & Co. Fred W. Shappert, Jr., Pub.	James Marchewka (eep-e-me) James Marchewka (ce)	David Manthey (ne) James Marchewka (sp) Dorothy Coombes (we)	Fred W. Shapper, Jr. (gm) Burt A. Ashens (bm)	Burt A. Ashens (ad-ram-mga) Edna Wilcox (cam)	Burt A. Ashens (pm) Burt Ashens (ms)
BENTON 7,848	News, 113 E. Church St., Tel.: 8-5611 or 8-3211 (e) 5,023	.06	Flat	(I) (AP) (J) (5¢, 20¢w, 85¢mo) (Inland Newspaper Representatives, Inc.)	Benton Eve. News Co., Emma Choisser, Pres.	James Choisser (eep-e-me-ce)	James Choisser (ne-sp) Edna Choisser (we)	Steve Choisser (gm-bm) Steve Choisser (cm)	Dan Malkovich (ad-mga) Edna Choisser (cam) Elizabeth Heinemeier (com)	Steve Choisser (pm) Dan Malkovich (apm) Arnold Frier (ms)
BLOOMINGTON-NORMAL 34,163 Bloomington 11,528 Normal 47,770-ABC-CZ 51,932-ABC Par. 28	Pantagraph, 301 West Washington St., Tel.: 4-3041 (e) 38,586 Sunday edition (S) 34,293	.19 .19	Flat Flat	(I) (AP, UP) (6¢, 12¢S, 40¢w-d&S) (Gilman, Nicoll & Ruthman)	Daily Pantagraph, Inc. Loring C. Merwin, Pres.-Pub.	H. C. Tate (eep-e) Chas. J. Driver (me) Gene Smedley (ce)	William Diesel (ne) Charles J. Driver (Su) Fred Young (sp) Lolita Driver (we)	Joe M. Bunting (gm) Emmet V. Gunn (bm) Willard P. Horsman (cm)	Arthur D. Feicke (mga) Theron L. Stoik (ram) Fred Larey (cam)	Dale Laskowski (pm) Russell B. Miller (ms)
CAIRO 12,123 12,123-ABC-CZ	Citizen (e) 7,782	.075	Flat	(I-R) (AP) (5¢, 30¢w) (West-Holliday Co., Inc.)	The Citizen Co. Mrs. John C. Fisher, Pres.	Mrs. John C. Fisher (e) Victor Honey (asst. to mgr)	Hank Hankla (sp) Pruden Malone (we)	Mrs. John C. Fisher (gm-bm) Robt. Layton and Lloyd Reed (cm)	Earl L. Jewell (ad-mga) Lucy Champion (cam) Arthur Azar (ram)	Earl L. Jewell (apm) Roy White (ms)
CANTON 11,927 13,248-ABC-CZ	Ledger (e) 9,768	.08	Flat	(I-R) (AP) (J) (5¢, 30¢w) (West-Holliday Co., Inc.)	Canton Daily Ledger Co. H. B. Winsor, Pres.-Pub.	C. L. Fetterer (e) James A. Murphy (me) Dave Watters (ce)	James A. Murphy (sp) Norma Reith (we)	C. L. Fetterer (gm) Lucile Mills (cm)	John Dewey (ad-mga) Billy Sepich (cam)	John Dewey (apm) Harold Reed (ms)
CARBONDALE-HERRIN-MURPHYSBORO 12,483 Carbondale-ABC-CZ 10,590 Herrin-ABC-CZ 10,471 Murphysboro-ABC-CZ	Southern Illinoisan, 227 W. Main, Tel.: 1600 (e ex Sat.) 19,671 (S) 19,778	.12 .12	Flat Flat	(I) (AP) (J) (5¢, 10¢S, 30¢w) (Allen-Klapp Co.	Southern Illinois Publications, Inc. F. M. Lindsay, Pres. Edward Lindsay, Pub.	Wm. Boyne (me) Dan Halloran (Herrin-ce) Tony Stevens (Murphysboro-ce)	Merle Jones (sp)	W. A. Dougherty (gm) Lynn Lawwill (Herrin-bm) Jack Brundage (Murphysboro-bm) Paul Freischlag (cm)	Marie Franklin (mga)	
CARMI 5,574 6,325 (Sp. census)	Times, 323 East Main, Tel.: 476-7 (e ex Sat.) 5,691	.07	Flat	(I) (UP) (J) (5¢, 25¢w) (none)	Carmi Times Publishing Co., Inc. Roy Clippinger, Pres.	Roy Clippinger (e)	Roy O'Neal (sp) Marie Bassimer (we)	Roy Clippinger (gm)	Robert L. Summar (mga) Velda T. Clippinger (cam)	Leroy Montgomery (ms) John O. Hancock (ms)
CASEY 2,734 2,734	Reporter (e ex Sat.) 1,695	.035	Flat	(I) (J) (3¢, 15¢w) (none	H. L. Hamilton, Pub.					
CENTRALIA-CENTRAL CITY—WAMAC 13,863 Centralia 1,231 Central City 1,429 Wamac 18,994-ABC-CZ	Sentinel, 242 E. Broadway, Tel.: 7533 (e) 12,659	.08	Flat	(I-R) (AP) (J) (5¢ 30¢w) (none)	Joy Publishing Co. Verne E. Joy, Pres.-Pub.	Verne E. Joy (e) C. A. Frazer (me) Thomas Cole (ce)	Alden J. Perrine (ne-sp) Opal Loucks (we)	Verne E. Joy (gm) H. B. Mapes (bm) Orval Boswell (cm) James Fettgatter (com)	Niel Puffer (cam) W. Joy (mga)	John Price (ms)
CHAMPAIGN-URBANA 39,563 Champaign 22,834 Urbana 69,546-ABC-CZ	Courier, 110 W. University, Tel.: 7-5461 (e) 28,610 Sunday edition (S) 29,174	.12 .12	Flat Flat	(I) (AP) (5¢, 5¢S, 20¢w) (Jann & Kelley)	Lindsay-Schaub Newspapers, Inc. F. M. Lindsay, Pres.-Pub.	R. W. Sink (e) Stanley Slusher (ce)	Scott Tyler (ne) Bert Bertine (sp) Bernice Cross (we)	Byron C. Vedder (gm) R. J. Tibbetts (cm)	R. C. Baker (ram) Anne Wagoner (cam)	
	News-Gazette (e) 28,470 Sunday edition (S) 29,316	.12 .12	Flat Flat	(I-R) (AP, UP, INS) (5¢, 10¢S, 30¢w-d&S) (Texas Daily Press League, Inc.)	The Champaign News-Gazette, Inc. Helen M. Stevick, Pres. Marajen S. Chinigo, V.P.	W. S. Hansen (e) W. J. Schmetzle (ce)	Ed Borman (ne) T. O. White (se) Grace Underwood (we)	S. P. Hundley (gm) G. J. Evans (cm)	L. J. Bullock (ad) Phylis Pusso (cam)	
CHARLESTON 9,164	Courier (e) 3,656	.05	Flat	(I-D) (UP) (J) (7¢, 30¢w) (Johnson, Kent, Gavin & Sinding)	Courier Publishing Co. Benjamin Weir, Pub.	Harry Read (ce)	Mrs. Florence Lacey (we)		Benj. Weir (ad)	
	News, 500 Monroe, Tel.: 407 (m ex Mon.) 1,018	.04	Flat	(I D) (J) (UP)	John B. Rardin Pub. & Gen. Mgr.	Jack A. Rardin (e-me)				

GROWING WITH THE NEW CHICAGO

. . . with over 21¾ million lines of advertising in 1956

. . . a GAIN of 1¾ million lines over 1955, the previous all-time high

. . . with 24 straight months of retail advertising gains*

. . . a record equaled by no other Chicago paper

. . . with a move UP to NO. 2 SPOT in total retail advertising

. . . printing 13½ million lines in 1956—MORE than either afternoon paper!

MAKE YOUR BUSINESS GROW IN 1957 WITH CHICAGO'S FASTEST-GROWING NEWSPAPER! ADVERTISE IN THE

Growing with Chicago . . . the new Sun-Times building now under construction

CHICAGO **SUN-TIMES**

THE NEWSPAPER OF THE NEW CHICAGO

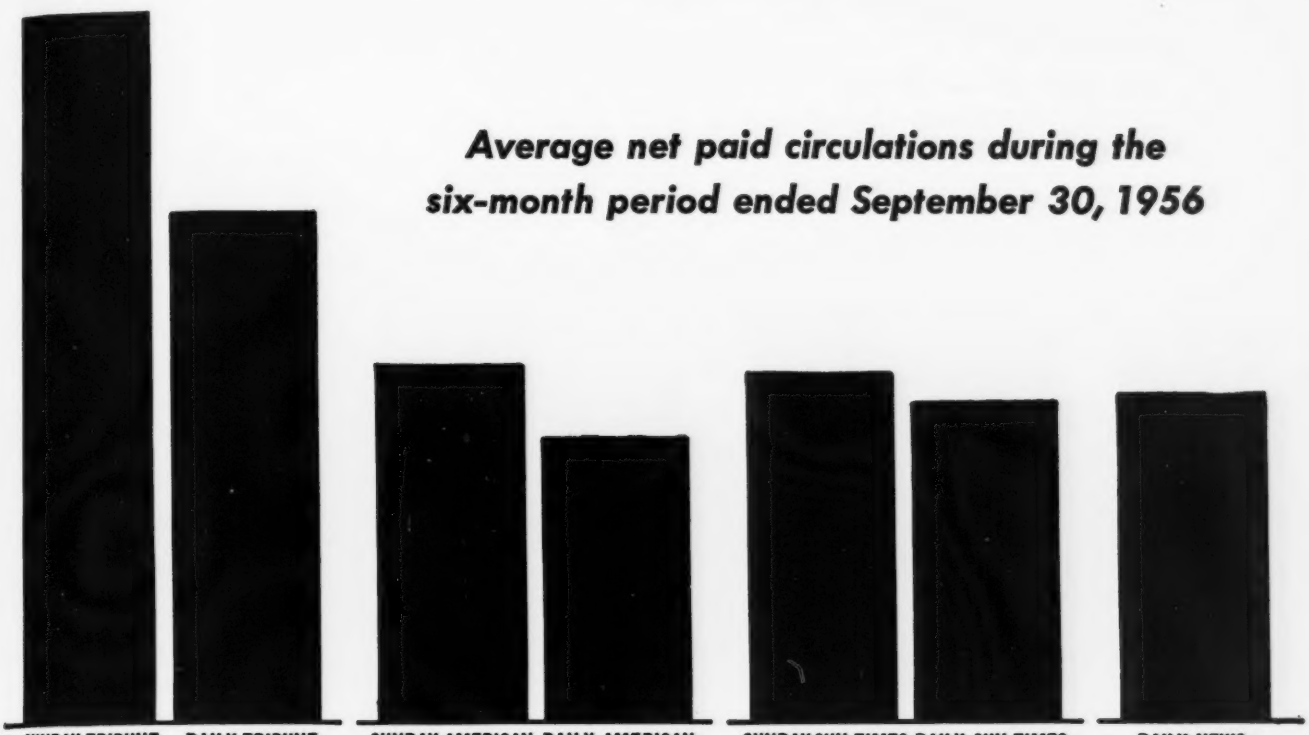
*From Jan. 1955 through Dec. 1956

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Mgr. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
CHICAGO 3,620,962 3,684,491-ABC-CZ	American, 326 W. Madison, Zone 6, Tel.: ANdover 3-1234 (e ex Sat.) 519,372 Saturday edition (Sat.) 459,650 Sunday edition (S) 650,553 *1.75 and 1.55 including predate circulation.	1.40 1.20 1.40 1.20 1.65*1.45*	(I) (AP, INS, NANA) (5¢, 5¢Sat., 20¢S, 55¢w-d&S, 35¢w-d) (Hearst-Advertising Service)	Hearst Publishing Co., Inc. Stuart List, Pub.	Edward P. Doyle (ex-e) H. F. Reutinger (me) Wesley Hartzel (ce) Raymond Knotts (eep)	P. I. Evenstad (ne) Jere Hagen (Su) Leo Fischer (sp) Robert Kipp (we)	J. La Favre (asst. gm) Donald J. Walsh (bm) George Howell (cm)	P. J. Morrison (ad) John W. Andrews, Jr. (mga) W. L. Amann (ram) Karl Nations (cam)	R. L. Seidner (rd) G. B. Frank (apm) Emil Garber (cpm) T. L. Merrill (ms)
	Calumet (17), 3120 S. Baltimore Ave., Tel.: Essex 5-2000 (e ex Sat.) 10,702 (Sat.) 10,180	.14 Flat .14 Flat	(I) (J) (4¢, 25¢c, $1.10mo) (none)	Calumet Pub. Co. E. T. Butler, Pub.	Lewis G. Hansen (e) Robert L. Nelson (me) A. M. Crowe (ce)	C. Door (sp) Pat Salberg (we)	E. T. Butler (gm) Leon Mendelsohn (cm)	Ben Siegel (ad)	Robt. Arcus (ms)
	Defender (Negro), 3435 Indiana, Zone 16, Tel.: Calumet 5-5656 (New daily) 22,000 Weekend edition (Fri.) 77,682	.25 Flat .35 Flat	(I) (ANP, INS) (Defender Publications)	R. S. Abbot Pub. Co. J. H. Sengstacke, Pres.-Pub.	L. E. Martin (e) E. P. Waters (eep-ce)	E. P. Waters (ne) R. J. Cowans (sp) Marion Campfield (we)	W. W. Scott (bm) Fred P. Wall (cm)	Whittier Sengstacke (ad)	William Sutton (pm) Alice Ottley (rd) F. D. Sengstacke (ms)
	News, Zone 6, Tel.: DEarborn 2-1111 (e ex Sat.) 588,576 Saturday edition (Sat.) 581,258	1.45 1.20 1.45 1.20	(I) (AP, CDN, UP, DJ) (*Sat.) (5¢, 10¢Sat., 40¢w, $1.70mo) Wilbur L. Arthur (N. Y.), John H. Baker, Jr. (Detroit), Story, Brooks & Finley, Inc. (Pacific Coast Southern States)	The Chicago Daily News, Inc. John S. Knight, Pres.-Pub.	John S. Knight (e) Basil L. Walters (exec. ed) A. T. Burch (asso. ed) E. C. Norlander (me) Clem Lane (ce)	Edw. D. Akers (ne) John P. Carmichael (sp) Marriott S. Taylor (we)	Arthur E. Hall (gm) Kenneth Johnston (cm) Carl Sanderson (com)	L. F. Biedermann (mga) Budd Gore (ram) Leroy Tabbert (cam)	Arthur C. Youngberg (pm) W. R. Coddington (ms)
	Sun-Times, 211 W. Wacker, Zone 6, Tel.: AN 3-4800 (d ex Sat.) 586,137 Saturday edition (Sat.) 494,021 Sunday edition (S) 637,348 500 line contract rate $1.25 daily & Sunday. *Full Page Rate $1,350.00.	1.40* 1.25 1.40* 1.25 1.40* 1.25	(I) (AP, DJ, UP, NYHT) (5¢d, 15¢S, 35¢w-d, 52¢w-d&S, $1.50mo-d, $2.25 mo-d&S) (Own Office (New York) Sawyer-Ferguson-Walker Co. (Atlanta, Detroit, Philadelphia, San Francisco, Los Angeles), Hal Winter Co. (Florida).	Field Enterprises, Inc. Newspaper Div. Marshall Field, Jr., Pres.-Pub.	Robert E. Kennedy (eep) Marshall Field, Jr. (e) Milburn P. Akers (exec. ed.) Thomas F. Reynolds (me) Karin Walsh (ce)	Leo Zalucha, Lawrence Buttenwieser, Wm. Mueller, & Cliff Harris (ne) Richard Hackenberg (sp) Helen Wells (we) Paul Ferris (Su)	Russ Stewart (gm) W. C. Munnecke (bm) Louis L. Spear (cir. dir.) J. M. Lorrigan (cm) Leo R. Newcombe (com)	Laurence T. Knott (ad) Gabe Joseph (adv.mgr.) D. A. Preston (mga) Paul J. Hassett (ram) Leland F. Forrest (cam)	M. G. Barker (pm) Hy Shannon (ms)
	Tribune, 435 N. Michigan Ave., Zone 11, Tel.: Sup 7-0100 (m) 935,943 Sunday edition (S) 1,303,615	2.10 1.68 2.85 2.28	(I-R) (AP, RN, CT-NYN, NYT) (*S) (5¢, 7¢Sat., 20¢S, $1.60 mo-d) W. H. Hattendorf. (Western) E. P. Struhsacker (New York), W. E. Bates (Detroit), Fitzpatrick Assoc. (San Francisco and Los Angeles).	The Tribune Co. Chesser M. Campbell, Pres.-Pub. Frederick A. Nichols, Asst. to the Pub.	Leon Stolz (eep) W. D. Maxwell (e-me) Thomas R. Furlong (ce) Stewart D. Owen (Asst. me)	W. Abbey (ne) A. M. Kennedy (Su) Wilfrid Smith (sp)	J. Howard Wood (gm) C. E. McKittrick (bm) Chas. A. Corcoran (cm) J. A. Cotey (com)	Walter C. Kurz (ad) A. W. Drier (mga) Paul Fulton (ram) A. E. Rozene (cam) A. B. Olsen (cdam)	P. Martineau (rd) W. J. Byrnes (pm) Harold F. Grumhaus (ms)
	Wall Street Journal, 711 W. Monroe St., Zone 6, Tel.: State 2-9400 Midwest Edition (m ex Sat.) 134,218	1.30 1.05	(I) (AP, UP, RN, DJ) (10¢, $20yr.) (Own Office)	Dow Jones & Co., Inc. Bernard Kilgore, Pres. Robt. M. Feemster, Chm. Ex. Com.	Wm. H. Grimes (e) Warren Phillips (me)		Buren H. McCormack (bm) T. F. Mowle (com)	Frank Griswold (mga) A. D. Hanley (cam)	Alexis R. Shuman (prod. mgr.)
CLINTON 5,945	Journal-Public, Tel.: 123 (e) 3,002	.045 Flat	(I) (UP) (J) (5¢, 20¢w, (Inland Newspaper Representatives, Inc.)	Journal Ptg. Co. Margaret Peltz, Pub.	Margaret Peltz (eep-e) Helen Craven (me)		Ralph Karr (gm-bm)	Ralph Karr (ad)	
DANVILLE 37,864 53,427-ABC-CZ	Commercial-News (e ex Sat.) 34,509 Saturday edition (Sat.) 28,703 Sunday edition (S) 34,780	.16 Flat .16 Flat .16 Flat	(I-R) (AP (*S) (5¢, 10¢S, 40¢w-d&S) (J. P. McKinney & Son)	Northwestern Pub. Co. F. E. Gannett, Pres.	Martin Gagie (e) George Burow (me) Robert B. Wright (ce)	Joe Townsley (ne) Frank M. Williams (Su) Marie Hutton (we)	Robert J. Burow (gm) John A. Funk (cm)	James Graham (mga) John Pittman (ram-cam)	
DECATUR 66,269 80,458-ABC-CZ	Herald, 365 N. Main, Tel.: 5151 (m) 35,194 Review (e) 30,715 Combined daily (me) 65,909 Herald-Review (S) 55,164	.... .27 Flat .27 Flat	(I) (AP) (5¢, 10¢S, 30¢w, 40¢w-d&S, 70¢w-me&S) (Jann & Kelley, Inc.)	Lindsay-Schaub Newspapers, Inc. F. M. Lindsay, Pres.-Pub.	R. C. Schaub (e) O. R. Kyle (eep-R) David Felts (eep-H) B. F. Engleman (exec e-H-R) R. C. O'Neal (me-H-R) E. F. Cole (ce-H) A. W. Hinds (ce-R)	Howard V. Millard (sp-R) F. R. Kyle (sp-H) Mildred Sutherd (we)	R. C. Schaub (gm) B. E. Wright (bm) C. E. Hundley (cm)	E. T. Crawford (ad) H. W. Barth (mga) E. O. McCann(cam)	
DE KALB 11,708 14,965 (Spec. U.S. '55 Census) 14,645 ABC-CZ	Chronicle (e). 10,771	.085 Flat	(R) (UP) (5¢, 30¢w, $1.20mo) (none)	DeKalb Chronicle Pub. Co. C. Edward Raymond, Pres.	Robert F. Greenaway (e)	C. Edw. Raymond (ne)	Charles F. Raymond (bm) Jack W. Wilson (cm)	G. E. Dellinger (mga)	
DIXON 11,523 12,777-ABC-CZ	Telegraph (e) 8,940	.08 Flat	(R) (AP) (J) (6¢, 35¢w)	B. F. Shaw Ptg. Co. Geo. B. Shaw, Co-pub. & Pres. Ben T. Shaw, Co-pub. Robt. E. Shaw, Co-pub.	George B. Shaw (e) Clifford Coughlin (ce)	Dave Nightingale (sp) Beverly Strouss (we)	Robert E. Shaw (gm) Arnold V. Lund (bm) Gordon Holmes (cm) James Donnellan (com)	Roy H. Morton (ad) Roy H. Morton (cam)	
DU QUOIN - PINCKNEYVILLE 10,446 7,147—Du Quoin 3,229—Pinckneyville	Call, 9 N. Division St., Tel.: Linden 2-2133 (e) 5,978	.06 Flat	(I-R) (UP, INS) (J) (5¢, 25¢w) (Julius Matthews Special Agency Inc.)	Call Pub. Co.	Virgil Bishop (ce)		E. E. Weinberg (bm)	Herman Yehling (ad)	
EAST ST. LOUIS 82,295 116,225-ABC-CZ	Journal, 425-35 Missouri Ave., Tel.: UPton 4-2500 (e ex Sat.) 31,472 Sunday edition (S) 33,888	.17 Flat .17 Flat	(I) (AP) (5¢, 10¢S, 35¢w-d&S) (Jann & Kelley, Inc.)	East Shore Newspapers, Inc. F. M. Lindsay, Pres.	G. Thomas Duffy (e) R. W. Gisinger (ne) Ruben Yelvington (ce)	Ellis Veech (sp) Charlotte Edmonds (we)	P. H. Wire (gm) E. Kenneth Woods (bm) Glen Claussen (cm)	Edwin Backs (ad) Mel Stonecipher (cam)	
EDWARDSVILLE 8,776	Intelligencer (e) 6,187	.07 Flat	(I-R) (UP) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Intelligencer Pub. Co. Gilbert S. Giese, Pres.-Pub.	Everett L. Myers (e)		Oscar Ochs (gm)	Joseph F. Rotter (mga)	
EFFINGHAM 10,000	News, 108 N. Banker, Tel.: 307 (e) 7,486	.07 Flat	(I) (UP) (J) (5¢, 30¢w)	The Effingham Daily News Co. Joseph E. McNaughton, Pres.	F. F. McNaughton (eep)	Franklin Dooling (ne-sp) Gladys Halterman (we)	Don R. Hancock (gm-bm)	Don R. Hancock (ad-mga) Carl Thoele (ram) Barbara Smith (cam)	Wm. D. McNaughton (pm) Albert Paugh (ms)

The Chicago Story!

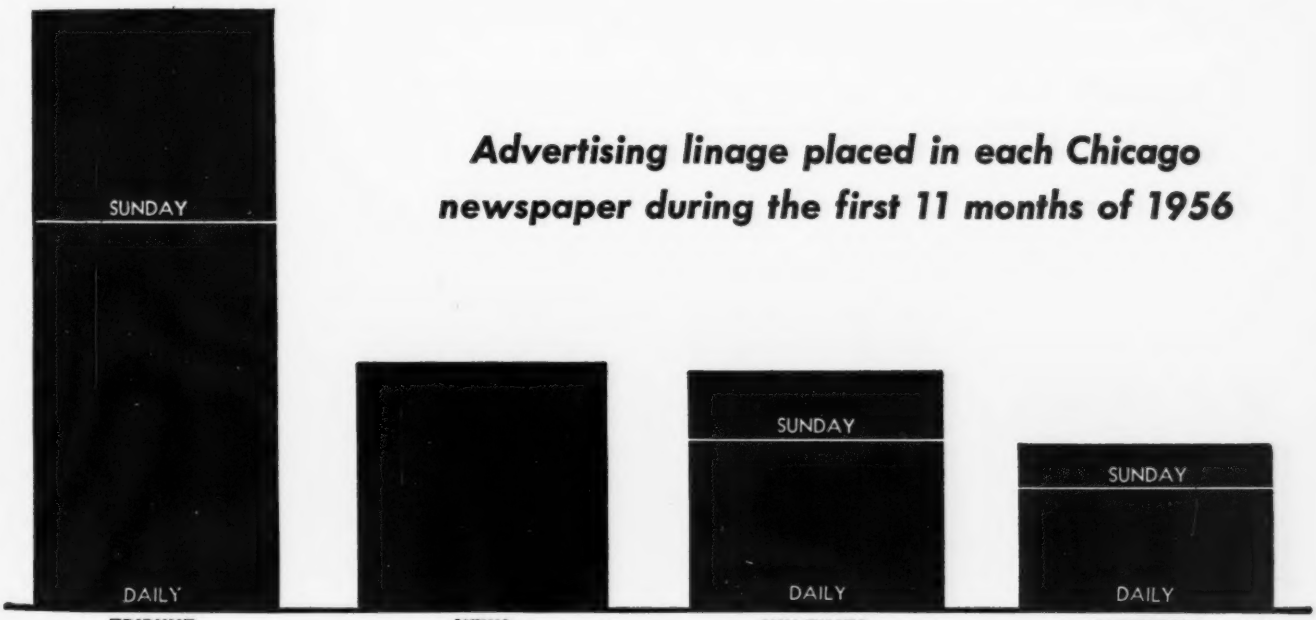
Average net paid circulations during the six-month period ended September 30, 1956



SUNDAY TRIBUNE	DAILY TRIBUNE	SUNDAY AMERICAN	DAILY AMERICAN	SUNDAY SUN-TIMES	DAILY SUN-TIMES	DAILY NEWS
1,303,615	935,943	650,553	519,372*	637,348	586,137*	588,576*

*five-day average

Advertising linage placed in each Chicago newspaper during the first 11 months of 1956



TRIBUNE	NEWS	SUN-TIMES	AMERICAN
50,856,599	20,701,925	20,023,296	13,746,162

Chicago Tribune

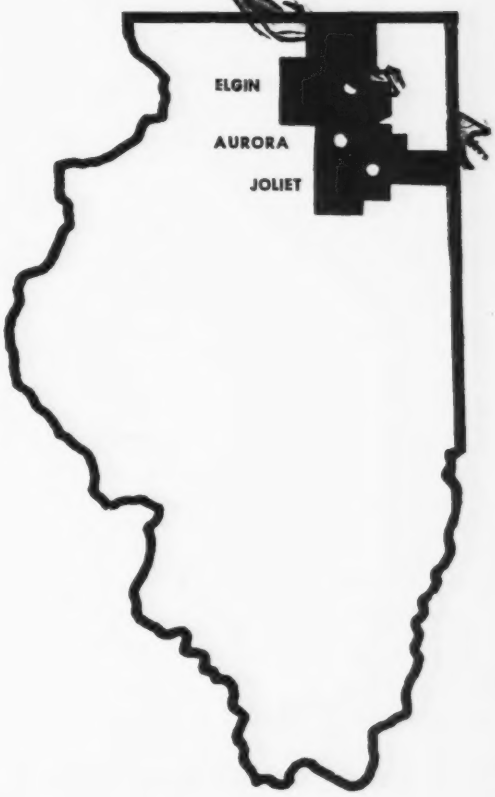
THE WORLD'S GREATEST NEWSPAPER

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ELDORADO 4,500	Journal, 1200 Locust, Tel.: BR 7606 (e) 3,450	.05 Flat	(I) (INS) (3¢, 15¢w) (Inland Newspaper Representatives)	Eldorado Daily Journal K. R. Trigg, Pres.-Pub.	K. R. Trigg (e-me) Wm. Sirles (ce)	Wm. Sirles (ne-sp) Mary Lou Dodd (we)	K. R. Trigg (gm-bm-cm)	K. R. Trigg (ad-mga-ram-cam)	R. N. Mathis (ms)
ELGIN 44,223 47,472-ABC-CZ	Courier-News, 300 Lake St., Tel.: SHerwood 1-1800 (e) (AC) 22,299	.16* Flat	(R) (AP) (6¢, 35¢w) (West Holliday Co., Inc.)	Copley Press, Inc. C. Raymond Long, Pub.	C. Raymond Long (e) John Thompson (me) John Eshelman (ce)	Harold Lagerstrom (sp)	C. Raymond Long (gm) Howard Jones (cm)	S. G. Chambers (ad) Kendall White (mga)	Alex Clark (ms)
	*.435 in combination with Aurora Beacon-News and Joliet Herald-News.								
FLORA 5,255	News-Record, Box 30, Tel.: 125 and 245 (e ex Sat.) 3,458	.045 Flat	(I-R) (UP) (J) (5¢, 60¢mo) (Inland Newspaper Representatives)	Record Pub. Co., Inc. G. Earl Wood, Pres.	G. Earl Wood (me) Pauline Colborn (ce)	G. Earl Wood (sp) Jean Tolliver (we)	Pauline Colborn (cm)	Clyde Johnson (mga) G. Earl Wood (ram) Pauline Colborn (cam)	G. Earl Wood (ms)
FREEPORT 22,467 25,192-ABC-CZ	Journal Standard (e) (AC) 17,418	.10 Flat	(I) (AP) (6¢, 35¢w) (Allen-Klapp Co.)	Freeport Journal-Standard Pub. Company Donald L. Breed, Pres.-Pub.	Donald L. Breed (eep-e) Ford Fuller (me-ce)	Ford N. Fuller (ne) M. Douglas Grant (sp) Olga G. Carlile (we)	Francis I. Heinen (bm) M. D. Gravenstein (cm)	Charles W. Taylor (ad-mga) Frank Krehl (ram) Ralph O. Morrow (cam)	Frank Krehl (apm) Don Benedict (ms)
GALESBURG 31,425 33,041-ABC-CZ	Register-Mail, 154 E. Simmons St., Tel.: 4455 (e) (AC) 23,481	.12 Flat	(R) (AP, UP) (J) (5¢, 30¢w) (Ward-Griffith Co., Inc.)	Galesburg P. & P. Co. Wm. C. Pritchard, Pub.	Richard F. Jelliff (e) Charles M. Morrow (me)	James Swickard (sp) Mrs. Adeline Kerr (we)	Mrs. O. N. Custer (gm) Wm. C. Pritchard (bm) H. E. Young (cm)	F. S. Hinman (ad-mga) Phil Gustafson (ram) Frank B. Harris (cam)	H. J. Lowe (ms)
HARRISBURG 10,999 11,475-ABC-CZ	Register, 35 South Vine, Tel.: 146 (e) (AC) 6,488	.06 Flat	(I) (UP) (J) (6¢, 30¢w) (none)	Register Pub. Co. Mrs. Roy L. Seright, Pres.	Curtis G. Small (e)	Arthur M. Debes (ne)	Curtis G. Small (gm) Herman Barnett, Jr., (cm)	Joe M. Jackson (ad-ram) John R. Small (mga) Alta Porter (cam)	Wm. S. Epperheimer (ms)
HERRIN	Southern Illinoisan. See Carbondale for newspaper listing.								
HOOPESTON 5,992	Chronicle-Herald (e ex Sat.) 3,058	.06 Flat	(I) (INS) (J) (5¢, 25¢w) Bogner & Martin	Mills Publications, Inc. Frank R. Mills, Pres.-Pub.	James Sedgwick (eep-e-me-ce)	James Sedgwick (me) Hazel Stewart (we)	Thomas E. Mills (gm) Gloria Reynolds (cm)	Wayne Gossett (ad) (mga-ram)	Frank R. Mills (pm) Wayne Gossett (apm) Dall Milburn (ms)
JACKSONVILLE 20,387 21,552-ABC-CZ	Journal (m ex Mon.) (AC) 7,095	....	(I) (AP) (J) (5¢, 5¢S, 30¢w) (none)	Journal Courier Co. W. A. Fay, Pres.-Pub.	W. L. Fay (eep) B. B. Ridgway (e)	C. Tendick (Su) Stan Spotts (sp) D. Maes (we)	R. A. Fay (bm) C. E. Eighinger (cm)	R. A. Fay (ad-mga) M. L. Hempel (ram) F. Sparger (cam)	Carl Newport (ms)
	Courier (e ex Sat.) (AC) 6,038	....							
	Combined daily (me) (AC) 13,133	.08 Flat							
	Journal & Courier (S) (AC) 12,987	.08 Flat							
JOLIET 51,601 85,086-ABC-CZ	Herald-News, 78 N. Scott Street, Tel.: 6-6161 (e) (AC) 33,971	.19* Flat	(I-R) (AP) (5¢, 10¢S, 35¢w-d&S) (West-Holliday Co., Inc.)	The Copley Press, Inc. A. W. Shipton, Pres. John F. Lux, Pub.	John F. Lux (eep-e) C. D. Albrecht (me) Glenn D. Whitney (ce)	Donald P. Merwin (sp) Ann Nelson (we)	John F. Lux (gm) J. Raymond Hennessy (cm) Hugh M. Kleckner (com)	Wilfred P. Burns (ad) Ray M. Howk (mga) W. F. Blackburn (cam)	John P. Hancock (apm)
	Sunday edition (S) (AC) 34,710	.19* Flat							
	*.435 in combination with Aurora Beacon-News and Elgin Courier-News.								
KANKAKEE 25,856 42,649-ABC-CZ	Journal (e) (AC) 24,676	.14 Flat	(I-R) (AP, UP, INS) (5¢, 10¢S) (West-Holliday Co., Inc.)	Kankakee Daily Journal Co. Leslie C. Small, Pres.-Pub.	Len Small (asso.e) Leslie C. Small (e) Bruce Brown (eep) Burrell Small (me) Maynard Beushansen (ce)	Ed. Shipley (ne) Herbert Jannusch (sp)	Burrell L. Small (gen) Len H. Small (bm) Lee Messinger (cm)	Oliver Johnson (ram) James Greenwood (cam)	Vern Bradley (ms)
	Sunday edition (S) (AC) 24,992	.14 Flat							
KEWANEE 16,821 16,821-ABC-CZ	Star-Courier (e) (AC) 12,754	.10 Flat	(R) (AP) (J) (5¢, 35¢w) (Jann & Kelley, Inc.)	Star-Courier Co. P. D. Adler, Pres. H. L. Nelson, Pub. E. F. Anson, Assoc. Pub.	Chris R. Ketridge (e) G. G. Moriarity (me) James M. Rawlings (ce)	Charles F. Keefer (sp) Miss Norma Blewett (we)	E. F. Anson (bm) K. L. Buckley (cm)	Joseph T. Miller (ad-mga-ram) Lillian Berlin (cam)	E. P. Fuller (mech. foreman)
LA SALLE-PERU-OGLESBY 12,083 La Salle 8,653 Peru 3,922 Oglesby 25,130-ABC-CZ	News Tribune (e) (AC) 15,037	.11 Flat	(R) (AP, UP) (7¢, 35¢w) (West-Holliday Co., Inc.)	Daily Post Co. Peter Miller, Pres.-Pub.	F. C. Miller (e) Floyd Esche (me) Ralph Schmarsow (ce)	Frank Metzinger (sp) Ethel Knauf (we-LaSalle) Clara Morrow (we-Peru)	F. C. Miller (gm) Roy F. Vecchio (cm)	R. L. McAllister (ad-mga-ram) Leonard Dooley (cam)	John Barron (ms)
LAWRENCEVILLE 6,328	Record (e) 3,876	.05 Flat	(I-R) (UP) (J) (5¢, 20¢w) (none)	Lawrenceville Pub. Co. George C. Armstrong, Estate	Winifred Keen Armstrong (me) H. D. DuFloth (ce)	Sharon Borden (sp) Marilyn Wagner (we)	Winifred K. Armstrong (bm) Betty Grundon (cm)	Dallas W. Blacker (am) Betty Grundon (cam)	Dallas W. Blacker (pm) C. L. Reynolds (ms)
LEWISTON 2,630	News, 285 S. Main St., Tel.: 63 (e) 1,286	.04* Flat	(I) (INS) (J) (5¢, 20¢w) (Bottinelli-Kimball, Inc.)	Dennis Glaser, Pub.	.....	Cecile Ford (ne)	Naomi Glaser (bm)	Dennis Glaser (bm)	.....
	*Combination rate .045; Spoon River Farm Market 2,200 (free) distribution.								
LINCOLN 14,362 14,362-ABC-CZ	Courier, McLean & Polaski Sts., Tel.: 200 (e) (AC) 7,430	.07 Flat	(I) (AP) (J) (5¢, 30¢w) (none)	Courier-Herald Co., Inc. Mrs. Allyne V. Nugent Pres.-Co-Pub. John L. Nugent, Treas.-Co-Pub.	Allyne V. Nugent (e) Ken Goodrich (me) Bob Liter (ce)	Dick Huston (sp) Mabel Musick (we)	John L. Nugent (gm) Orville E. Werth (cm)	L. M. Wertheim (mga) Delber D. Geskey (ram) David Emery (cam)	Allyne V. Nugent (pm)
LITCHFIELD 7,208	News-Herald, 112 E. Ryder, Tel.: 670 (e) 4,975	.055 Flat	(I-D) (UP) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	News-Herald Co. Frank P. Hanafin, Pub.	John P. Hanafin (e-me-ce)	John P. Hanafin (ne) David Sawyer (sp) Maisie E. O'Brien (we)	David Sawyer (cm)	J. Marvin Larkin (ad-mga-ram) David Jackson (cam)	David Jackson (apm) William Beer (ms)
MACOMB 10,592 10,592-ABC-CZ	Journal (e) (AC) 10,270	.075 Flat	(R) (AP) (J) (5¢, 30¢w) (Allen-Klapp Co.)	Journal Ptg. Co. William H. Rudolph Pub.	Lewis A. Randolph (e-me) Paul Carson (ce)	Delbert Roberts (sp) Irene Burner (we)	William H. Rudolph (gm-bm) Mabel Frazier (cm)	James Pumo (mga)	William Ward (ms)
MARION 10,459	Republican (e) 4,358	.06 Flat	(I-R) (UP) (J) (5¢, 30¢w, $1.05mo.) (Inland Newspaper Representatives, Inc.)	The Republican-Leader, Inc. Oldham Paisley, Pres.-Pub.	Oldham Paisley (eep-e) Homer M. Butler (me-ce)	Donald Kenyon (sp) Mrs. Wanda Hood (we)	Oldham Paisley (gm-bm) Calvin Wilson (cm) Floyd Cornwell (cam)	Mrs Audrey Lockhart (ram)	Edwin Soldner (ms)
MARSEILLES 4,514	Press, Main & Lincoln, Tel.: BLack 338 (e) 1,716	.03 Flat	(I-R) (INS) (J) (3¢, 15¢w) (Bottinelli-Kimball, Inc.)	Marseilles Daily Press Pub. Co.	C. I. Dunlap (e)	.....	.....	E. E. Smith (ad)	.....
MATTOON 17,547 18,628-ABC-CZ	Journal-Gazette (e) (AC) 9,718	.10 Flat	(I) (AP) (J) (7¢, 35¢w) (Allen-Klapp Co.)	Mattoon Journal Co., Inc. Wm. B. Hamel, Pres.-Pub.	Wm. B. Hamel (eep-e) David B. McDonald (me) T. J. McCullough (ce)	.....	Ed Cummings (gm) Kenneth W. Moody (cm)	Ed Cummings (ad) Wm. B. Hamel, Jr, (mga) D. D. Werden (ram)	Walter A. Kemper (ms)

To bore into this rich

NORTHERN ILLINOIS MARKET



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Three busy, booming, interlocking areas comprise the Number One Market in Illinois (outside Chicago). This market includes over half a million eager, able-to-buy people, representing over $300,000,000 retail sales in 1955. Reach these people and share these sales! Use the Copley Big 3 Group!

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Aurora	18¢
Joliet	19¢
Total	53¢
Thrifty all-3 rate	43½¢
Your saving	9½¢ a line!

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- AURORA BEACON-NEWS
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COPLEY NEWSPAPERS 15 "Hometown" Newspapers covering Northern Illinois — Springfield, Illinois — Greater Los Angeles — and San Diego, California . . . Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY COMPANY, INC.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MOLINE-EAST MOLINE 51,310 185,875-ABC-CZ	Dispatch (e) (AC) 27,343	.28*	Flat (I-R) (AP, NYHT) (5¢, 35¢w) (Allen-Klapp Co.)	Moline Dispatch Pub. Co. Harry A. Sward, Pres.-Pub.	Jack Sundine (eep-e) Jack W. Thompson (ce)	Russell Kiesele (ne) Paul Carlson (sp) Mrs. Nanette Carter (we)	Harry A. Sward (gm) Robert H. Sward (bm) Melvin C. Kappler (cm)	Harold E. Swanson (mga) Clarence L. Lucas (ram) Charles Allardyce (cam)	.....
*Rate Includes insertion in Moline Dispatch and Rock Island Argus. Single paper rate .19 flat.									
MOLINE-EAST MOLINE-ROCK ISLAND 37,397 Moline 48,710 Rock Island 13,913 East Moline 185,875-ABC-CZ	Dispatch and Argus (e) (AC) 53,049	.28*	Flat (See also Moline, Ill. and Rock Island, Ill. listings.)						
*Single paper rate .19 flat.									
MONMOUTH 10,193 10,800-ABC-CZ	Review-Atlas, Public Square, Tel.: 42 (e) (AC) 6,276	.05	Flat (I-R) (AP) (J) (5¢, 30¢w, $1.20mo) (none)	Review-Atlas Ptg. Co. H. R. Moffet, Pres. V. L. Moffet, Pub.	L. A. Ryan (e) H. R. Moffet (me) R. B. Eckley (ce)	Phyllis Fusch (we)	V. L. Moffet (gm-bm) Z. Hamberg (cm)	D. R. Moffet (ad-mga-ram-cam)	D. R. Moffet (pm) Victor Moffet (ms)
MORRIS 6,926	Herald (e) 4,790	.065	Flat (R) (AP) (J) (5¢, 30¢w)	Morris Daily Herald Thos. E. West, Pub.	Roger T. Thompson (ce)	Walter Wolff (sp)	.....	.....	.....
MOUNT CARMEL 8,732	Republican-Register, 117 East 4th, Tel.: 24 (e) 4,392	.055	Flat (I) (UP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Mt. Carmel Register Co. A. M. Richmond, Pres.	Earl L. Allison (e)	Homer H. Murray (ne)	Frank A. Johnson (bm) L. A. Risley (cm)	Frank A. Johnson (mga)	C. C. Malcolm (ms)
MOUNT VERNON 16,897 17,100-ABC-CZ 21,000 Loc. Est.	Register-News (e) (AC) 10,045	.075	Flat (I) (AP) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Mt. Vernon Register-News Co. Walter Rackaway, Pres.	J. Edwin Rackaway (e-me) Orian Metcalf (ce)	John Rackaway (sp)	C. J. Thompson (gm-bm) John McClure (cm)	C. J. Thompson (ad) Chapman Rackaway (mga) Ruth Thompson (cam)	Chas. J. Thompson (pm) Leslie Shehorn (ms)
MURPHYSBORO	Southern Illinoisan. See Carbondale for newspaper listing.								
OLNEY 8,612	Mail, 206 Whittle Ave., Tel.: 7281 (e) 5,660	.06	Flat (I) (AP) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Olney Daily Mail Pub. Co. M. B. Yount, Pres. Allen Yount, Pub.	Allen Yount (eep-me) Harry Hillis, Jr. (e-ce)	Harry Hillis, Jr. (ne-sp-we)	Allen Yount (gm-bm) M. B. Yount (cm)	John J. Hursta (ad-mga-ram) Norman Boxell (cam)	John J. Hursta (pm-apm) Henry Schackman (ms)
OTTAWA 16,957 19,398-ABC-CZ	Republican-Times, 110 W. Jefferson St., Tel.: 2000 (e) (AC) 12,823	.095	Flat (I-R) (AP) (6¢, 30¢w) (Allen-Klapp Co)	Ottawa Publishing Co. Leslie C. Small, Pres.	Herbert Hames (me) L. S. Clemens (ce)	Ralph Bedner (ne) Harry Quilter (sp) Helen Copeland (we)	Edward J. Kelly (gm) H. L. Hetrick (cm)	Vernon Stark (ad) Charles B. Sapp (mga) Mrs. Hilda Leamy (cam)	Chas. B. Sapp (apm) O. K. Hammitt (ms)
PARIS 9,460	Beacon-News (e) 6,534	.07	Flat (I-R) (UP) (J) (5¢, 30¢w) (Allen-Klapp Co.)	Paris Beacon Pub. Co. Mrs. Mary L. Jenison, Pres.-Pub.	E. H. Jenison (eep-e-me)	Grover Hoff (ne) Bud Wittick (sp) Vesta Twyman (we)	P. J. Van Gilder (bm)	P. J. Van Gilder (ad) Ernestine Jenison (mga)	.....

METROPOLITAN AREAS (outside Chicago)	POPULATION	CONSUMER SPENDABLE INCOME	TOTAL RETAIL SALES
1st PEORIA	284,800	$516,870,000	$386,231,000
2nd DAVENPORT-ROCK ISLAND-MOLINE	270,600	500,754,000	316,131,000
3rd ROCKFORD	178,200	364,718,000	240,656,000
4th SPRINGFIELD	145,100	249,760,000	197,538,000
5th DECATUR	111,700	199,223,000	155,541,000

(Standard Rates & Data estimates, 7/1/56)

* *Old Indian word for Peoria area meaning "land of plenty."*

—and nationally, out of 199 metropolitan areas, Peoria ranks 74th in population...71st in consumer spendable income...65th in total retail sales. One newspaper saturates the area . . . Peoria Journal Star with coverage of 99.7% ratio-to-homes. 100,000-plus circulation reaches a rich 13-county area . . . low-premium R.O.P. full color 7 days a week, electric-eye controlled.

Peoria Journal Star

affiliated with WTVH

Ward-Griffith Co., National Reps.

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MAKES SPRINGFIELD, ILLINOIS,

A TOP TEST MARKET

Agriculture...Industry...and Civil Service give Springfield a diversified, balanced economy—made to order for market tests.

To test the sales potential of your product, choose Springfield—Capital City of Illinois and heart of an 11-county market.

To prove the sales potential of your product, use The Illinois State Journal and Register. These great newspapers offer you 100% coverage in Sangamon County (Springfield)...and 60.8% coverage in the entire 11-county trading area.

COPLEY NEWSPAPERS 15 "Hometown" Newspapers covering Springfield, Illinois — Northern Illinois — Greater Los Angeles — and San Diego, California . . . Served by the COPLEY Washington Bureau and the COPLEY News Service.

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
PAXTON 3,795	Record, 218 N. Market, Tel.: 39 or 16 (e ex Thurs.) 1,175 .032	Flat	(R) (J) (4¢, 20¢w) (none)	Stevens Ptg. Co. Herbert N. Stevens, Pres.-Pub.	Herbert N. Stevens (eep-e-me) H. N. Stevens, Jr. (ce)	Herbert Stevens, Jr. (ne)	H. Peter Larson, Jr. (gm-bm) E. R. Donnelly (cm)	H. Peter Larson Jr. (ad-mga-ram) E. R. Donnelly (cam)	Ralph Sanderson (ma)
	Weekly Record (Thurs.) circ. 2,225.								
PEKIN 21,858 25,166 (Spec. U.S. '56 census) 22,668-ABC-CZ 25,976-ABC Par. 28	Times, 22 South Fourth St., Tel.: 6-1111 (e) ⓐ 17,729 .11	Flat	(I) (UP) (7¢, 40¢w) (West Holliday Co., Inc.)	(A partnership of Mr. & Mrs. F. F. McNaughton, Wm. D. McNaughton, John T. McNaughton, Joe E. McNaughton and Mrs. Don Soldwedel) Wm. D. McNaughton, Pub.	F. F. McNaughton (e) Perry Stewart (me) Nate Uditsky (ce)	Perry Stewart (ne) Lloyd Armstrong (sp) Irene Quevy (we)	W. Dean McNaughton (gm-cm) Perry Stewart (bm) Paul Ketcham (cm-rural)	Wm. D. McNaughton (ad) Marie Lewis (mga) Chas. Layne (ram) Lee Cheneler (cam)	Wm. D. McNaughton (pm-apm) Roland Weiss (ma) Dick Reid (press room supt.)
PEORIA 111,856 154,539-ABC-CZ	Journal Star, War Memorial Dr., Tel.: 8-2411 (m) ⓐ 34,611 .... Journal Star (e) ⓐ 65,088 .... Comb. daily (me) ⓐ 99,699 .34 Flat Journal Star (S) ⓐ 90,559 .34 Flat		(I) (AP, UP) (5¢, 20¢S, 50¢w-d&S) (Ward Griffith Co., Inc.)	The Peoria Journal Star, Inc. Carl P. Slane, Ch. of Bd. Henry P. Slane, Pres.-Pub.	Gomer Bath (eep) Chas. L. Dancey (e) M. V. Bosler (exec. ed) E. Geo Magenheimer (Assoc. ed) H. M. F. George, (morn. me) Victor Kaspar (eve. me) Robt. Crombie (morn. ce) Tom Driscoll (eve. ce)	Leo Gruba (Su) Kenneth Jones (sp) Sara Haskins (we)	Chas. A. West (bm) D. K. Moeller (pers.) K. W. Carrithers (cm) C. J. Zehr (com)	E. H. Maloney (ad) Russel C. Perry (pm) Orville Summers (mga) F. A. Stewart (ram) E. B. Roberts (cam)	C. S. Mugge (rd) F. A. Green (prod. mgr.) Chas. A. Dancey (ms)
PONTIAC 8,990 8,990-ABC-CZ	Leader (e) ⓐ 4,858 .06	Flat	(I-R) (UP) (J) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	Leader Pub. Co., Inc. L. V. Pearre, Pres. Jerome Pearre, Pub.	L. V. Pearre (e) H. E. Harris (me)	James Caviezel (sp) Jean James (we)	Jerome Pearre (bm) Gerald Pagel (cm)	Jerome Pearre (ad)	Howard Claudin (ms)
QUINCY 41,450 46,898-ABC-CZ 50,111-ABC Par. 28	Herald-Whig (e ex Sat.) ⓐ 32,407 .16 Saturday edition (Sat.) ⓐ 20,840 .16 Flat Sunday edition (S) ⓐ 32,786 .16 Flat	Flat	(I) (AP) (5¢, 10¢S, 35¢w-d&S) (none)	Quincy Newspapers, Inc. A. O. Lindsay, Pres.	A. R. Higgins (eep-e) A. M. Oakley (me) Dave Tuffly (ce)	A. M. Oakley (ne-Su) Fred Gray (me-sp) Connie Elmore (we)	T. C. Oakley (bm) L. G. Thornhill (cm)	A. O. Lindsay (ad) Hal E. Culp (mga-ram) Jeanette Schlinkman (cam)	H. E. Culp (pm)
ROBINSON 6,407	News (e) 6,237 .06	Flat	(I) (UP) (J) (5¢, 20¢w) (none)	Robinson Daily News K. V. Lewis, Pres.-Pub.	K. V. Lewis (eep-e-me) George H. McCarty (ce)	George H. McCarty (ne-sp) Juanita Fox (we)	K. V. Lewis (gm-bm) Merle Richards (cm)	Otto A. Willenborg (ad-mga) Dean G. Rankin (ram) Marion Gideon (cam)	Otto A. Willenborg (pm-apm) Moran Keller (ms)
ROCK FALLS	(see Sterling-Rock Falls)								
ROCKFORD-LOVES PARK 92,927 105,438 (Spec. U.S. '52 census) 127,379-ABC-CZ 134,488-ABC Par. 28	Star, 99 E. State St., Tel.: 2-4433 (m ex Mon.) ⓐ 50,010 .... Register-Republic (e) ⓐ 32,993 .... Combined daily (me) ⓐ 83,003 .32 Flat Star (S) ⓐ 66,902 .... Evening & Sunday (eS) ⓐ 99,895 .32 Flat		(I-R) (AP, INS, UP) (6¢, 15¢S, 35¢w-d (Burke, Kuipers & Mahoney, Inc.)	Winnebago Newspapers, Inc. E. Kenneth Todd, Pres.-Pub.	John W. Grimes (exec. ed) Rex Karney (me-RR) C. Hjalmar Nelson (me-S) R. C. Monahan (ce-RR) Oliver L. Cremer (ce-S)	Isadora Nelson (Su) Jim Johnston (sp RR) William Walsh (sp.S) Robert Heck (we)	E. Kenneth Todd (gm) Wm. K. Todd (bm) Frank J. Nolan (cm) Lawrence E. Alex (com)	H. H. Honaker (mga) R. G. Lundgren (ram) K. J. Nattrass (cam)	Wm. H. Klusmeier (pm) Earl E. Anderson (ms)
ROCK ISLAND 48,710	Argus, 1724 4th Ave., Tel.: 6-6441 (e) ⓐ 25,706 .28*	Flat	(I) (AP, UP) (5¢, 35¢w) (Allen-Klapp Co.)	The J. W. Potter Co. Marguerite F. Potter, Pres.-Co-Pub. B. H. Potter, Co-Pub.	William V. Kinney (me) Lynn L. Ash (ce)	George R. Smith (ne) Howard W. Hargrave (sp) Phyllis Owens (we)	Ben H. Potter, Jr. (bm) Norman W. Tischer (cm) Robert R. Norwich (com)	Harold E. Swanson (mga) Arthur H. Williams (ram) Bernard F. Marshall (cam)	E. F. Burpee (ms)
	*Rate includes insertion in Rock Island Argus and Moline Dispatch (Circ. 27,343). Single paper rate .19 flat.								
ROCK ISLAND-MOLINE—EAST MOLINE 48,710—Rock Island 37,397—Moline 13,913—East Moline 185,875-ABC-CZ	Argus and Dispatch (e) ⓐ 53,049 .28*	Flat	(See also Rock Island, Ill., and Moline, Ill. listing.) Single paper rate .19 flat.						
SAVANNA 5,058	Times-Journal, 43 Jefferson St., Tel.: 2251 (e ex Sat.) 1,946 .05	Flat	(I) (J) (5¢, 20¢w) (none)	Clint Youle, Pub.	Paul C. Allen (e-me) William Kennedy (ce)	William Kennedy (ne-sp)	Paul C. Allen (gm-bm)	Elsa Collins (ad) Florence Shipley (cam)	Wm. Raymond (ms)
	*.06 in combination with Hanover, Ill. Journal (weekly) and Elizabeth, Ill. Times (weekly), combined circulation 2,571.								
SHELBYVILLE 4,462	Union, 100 W. Main, Tel.: 183 (e ex Sat.) 4,137* .06	Flat	(I) (UP) (3¢, 15¢w) (Inland Newspaper Representatives, Inc.)	Union Pub. Co. R. L. Frazier, Pub.	Quentin O. Storm (e) George Frazier (me)	.....	Frances Frazier (bm) George Frazier (mga)	.....	.....
	*Combined with News.								
SPRINGFIELD 81,628 103,715-ABC-CZ	Illinois State Journal, 309-315 South 6th St., Tel.: 5711 (m) ⓐ 49,702 .... Illinois State Register (e) 23,214 .... Combined daily (me) ⓐ 72,916 .29 Flat Journal Register (S) ⓐ 65,840 .29 Flat		(R) (D) (AP, INS, UP) (7¢, 12¢S, 40¢w-m or e&S) (West-Holliday Co., Inc.)	The Copley Press, Inc. A. W. Shipton, Pres. F. S. Haynes, Pub.	F. S. Haynes (eep-e-J) V. Y. Dallman (eep-e-R) Albert Mayer (me-J) Jas. Armstrong (me-R) Robert Harris (ce-J) Robert Woods (ce-R)	Robert A. Drysdale (sp-J) Roy Gillespie (sp-R) Gertrude Corea (so-J) Pauline Telford (we-R)	Gèo. Thompson (bm) J. Paul Kienzle (cm)	George Pehlman (ad) Walter Henkes (mga) J. J. Slavin (cam)	T. F. Grady (ms)
STERLING-ROCK FALLS 12,817—Sterling 7,983—Rock Falls 26,474-ABC-CZ	Gazette, 312 Second Ave., Tel.: 3600 (e) ⓐ 12,798 .09	Flat	(I-R) (AP) (6¢, 35¢w) (West-Holliday Co., Inc.)	Sterling Gazette Co. Preston F. Grandon, Pres.-Pub. David P. Grandon, Vice-Pres., Asst. Pub.	Robert J. Unzicker (me)	Harry E. Kidd (sp) Mrs. Wilda Adams (we)	Preston F. Grandon (gm) Donald A. Dickinson (bm) Ronald Parsons (cm)	A. E. MacGregor (ad) David P. Grandon (mga) Paul E. Vogel (cam)	Cyril M. Tyne (ms)
STREATOR 16,469 19,795-ABC-CZ	Times-Press (e) ⓐ 11,982 .095	Flat	(I) (AP) (5¢, 30¢w) (West-Holliday Co., Inc.)	Times-Press Pub. Co. John R. Fornof, Pub.	John R. Fornof (e) W. J. Godfry (ce)	Ralph Hart (sp) Mrs. B. Gardner (we)	John H. Fornof (gm) Lloyd Hall (cm)	S. E. Dennehe (mga-ram) M. Adamczyk (cam)	J. H. Fornof (pm) G. Davidson (ms)
TAYLORVILLE 9,188 10,987-ABC-CZ	Breeze-Courier (e) ⓐ 6,494 .07	Flat	(I) (AP) (J) (5¢, 25¢w) (Allen-Klapp)	Breeze Ptg. Co., Inc. Maude C. Reed, Pres.-Pub.	Maude C. Reed (me-e-eep-ce)	James F. Cooper (ne-we)	Maude C. Reed (gm-bm) Ronald Corzine (cm)	James Frank Cooper (ad-mga-ram)	James F. Cooper (pm-apm) Williard Woodward (ms)
URBANA	(see Champaign-Urbana listing)								
WATSEKA 4,235	Iroquois County Times, 100 S. 4th, Tel.: 153 (e) 5,336 .065	Flat	(I-R) (UP) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Iroquois County Publishing Co., Inc. Anthony A. Allegretti, Pres.-Pub.	Cloyce K. Nichols (e-me) L. O. Stansbury (ce)	Eva Bess Nichols (we)	A. A. Allegretti (bm) Lengene Campbell (cm)	A. A. Allegretti (ad) T. J. Lehman (ram)	R. O. Roberts (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
WAUKEGAN 38,946 55,359-ABC-CZ 63,579-ABC Par. 28	News-Sun, 116 Madison St., Tel.: DElta 6-1111 (e ex Sat.) Ⓐ 28,964 Saturday edition (Sat.) Ⓐ 26,975	.14 Flat .14 Flat	(I-R) (AP, UP) (5¢, 35¢w) (Burke, Kuipers & Mahoney, Inc.)	Keystone Ptg. Service, Inc. F. Ward Just, Pres.-Pub.	G. G. Crawford (e) Roland Kennedy (me)	Jas. Levandusky (sp) Margaret Searing (we)	F. Ward Just (gm) Richard F. Kennedy (bm) Edw. Oliver (cm)	Richard F. Kennedy (ad) C. R. Cunningham (mga) Larry Comstock (ram) Jesse Brown (cam)	Stewart Macdonald (pm) Earl C. Swinney (ms)
WEST FRANKFORT 11,384	American, 111-115 South Emma, Tel.: 48 (e) 5,434	.055 Flat	(R) (UP) (J) (5¢, 20¢w) (none)	Daily American Co., Inc. Roger G. Kelly, Pres.	Roger G. Kelly (e)		W. Henson Purcell (me)		T. J. Elkins (ms)
WHEATON 11,638 16,001 (Spec. U.S. '53 census) 16,001 (Spec. U.S. '53 census) 16,001-ABC Par. 28	Journal, 110 E. Wesley St., Tel.: WHeaton 8-4110 (e) Ⓐ 5,858	.08 Flat	(I) (UP) (7¢, 35¢w) (Inland Newspaper Representatives, Inc.)	Dear Pub. & Radio Inc.	J. Albert Dear (e) William E. Scrivo (me)	Ernest Duck (sp) Alma Jilek (we)	Ralph C. Dear (bm)	Ralph C. Dear (mga) Charles Vallette (cam)	Glen Unholz (ms)
WOODSTOCK 7,192 8,234 (Spec. U.S. '56 census)	Sentinel, 109 S. Jefferson, Tel.: 5 (e) 5,858	.08 Flat	(I-R) (AP) (J) (5¢, 30¢w) (none)	Woodstock Pub. Co. Geo. B. Shaw, Pres. Lyle H. Pilcher, Pub.	Lyle H. Pilcher (e) Geo. E. Sullivan (ce)	Robert Westerbeck (sp) Paulyn Housholder (we)	Lyle H. Pilcher (gm) Bruce Johnson (cm) Wm. Finney, Jr. (bm)	Ralph Schenk (ad) Wallace Eckberg (cam)	Hollis Hamlin (ms)

INDIANA

City	Newspaper	Rates	Politics/Services/Representative	Publishing Co.	Editors	News Editors	General Manager	Adv. Director	Research Director
ALEXANDRIA 5,147	News (e ex Sat.) 780	.064* .044*	(I) (INS) (J) (5¢, 15¢w) (Thos. F. Clark Co., Inc.)	K. J. Sullivan, Pub.	H. J. Sullivan (e)	Phyllis Cunningham (we)	K. J. Sullivan (cm)		

*Rate includes insertion in Weekly (Thurs.) News. circulation 3,500.

City	Newspaper	Rates	Politics/Services/Representative	Publishing Co.	Editors	News Editors	General Manager	Adv. Director	Research Director
	Times-Tribune, 109 S. Clinton St., Tel.: 4-4451 (e ex Sat.) 2,259	.06 Flat	(I) (UP) (5¢, 25¢w) (none)	Times-Tribune Corp. Robert M. Feemster, Pres.-Pub.	Walton Collins, Jr. (e)		Walton Collins, Jr. (gm)	Maurice Bortner (ad)	
ANDERSON 46,820 50,265-ABC-CZ 64,622-ABC Par. 28	Bulletin (e) Ⓐ 18,644 Herald (m ex Mon.) Ⓐ 18,027 Combined daily (me) Ⓐ 36,671 Herald (S) Ⓐ 19,804 Evening and Sunday (eS) Ⓐ 38,448	.23 Flat .23 Flat .24 Flat .23 Flat .24 Flat	(I-D) (AP, INS, UP) (5¢) (Allen-Klapp Co.) (AP) (UP) (5¢, 15¢S, 35¢w) (Allen-Klapp Co.) (R)	Anderson Newspapers, Inc. Geo. D. Crittenberger, Pres.-Pub. Harriet W. Toner, V.P. Anderson Newspapers, Inc. Geo. D. Crittenberger, Pres. Harriet W. Toner, V.P.-Pub.	Herbert M. Kennedy (eep) Eugene R. Bock (me) Byron E. Louiso (ce) Thomas Gephardt (eep) Floyd Schuyler (me) T. Vermillion (ce)	Fred Casady (sp) Marilyn Daugherty (we) Orville Haven (sp) Jane Heritage (we)	George D. Crittenberger (gm-bm) E. A. Bailey (cd) Russell Gritter (cm) Geo. D. Crittenberger (gm-bm) E. A. Bailey (cd) Harry Myers (cm)	E. A. Bailey (ad) Robert E. Jackson (mga-ofc mgr) Joseph Branch (ram) Charles W. Laughlin (cam)	Garland Hines (apm) James Berry (ms)
ATTICA 3,862	Ledger-Tribune, 213 So. Perry, Tel.: 75 or 88 (e ex Sat.) 1,952	.045* Flat	(R) (AP) (J) (7¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Attica Ledger-Tribune Don M. Montgomery, Pub.	D. M. Montgomery (eep-e-me-ce)	Aaron Bales (ne) Ralph Green (sp)	D. M. Montgomery (gm-bm-cm)	D. M. Montgomery (ad-mga-ram-cam)	D. M. Montgomery (pm-apm) Everett White (ms)

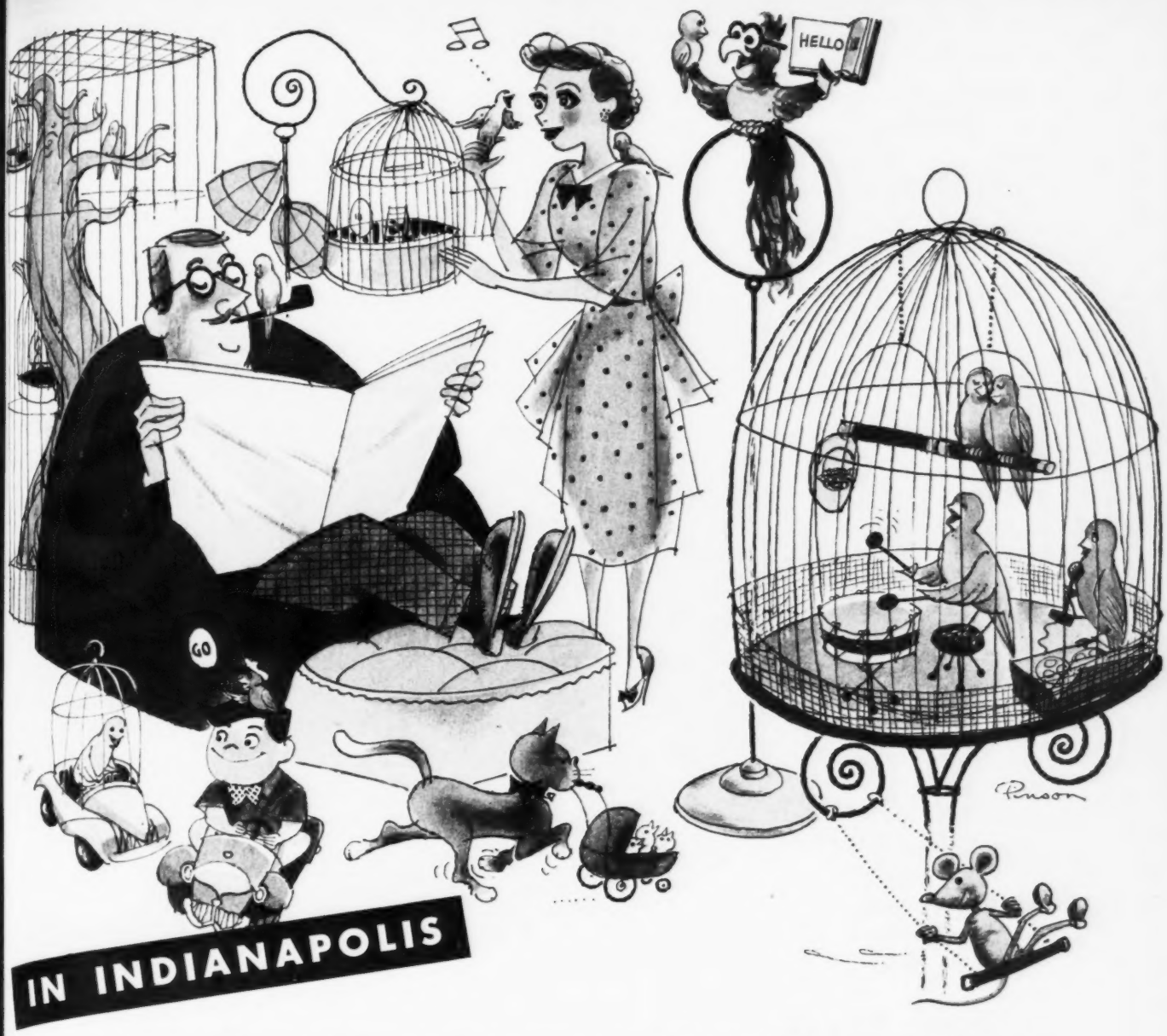
*.06 combination rate with Fountain-Warren Democrat, Weekly (Fri.), circulation 502.

City	Newspaper	Rates	Politics/Services/Representative	Publishing Co.	Editors	News Editors	General Manager	Adv. Director	Research Director
AUBURN 5,879	Star (e) 3,567	.06 Flat	(I) (UP) (5¢, 25¢w) (none)	Auburn Printing Co.	V. E. Buchanan (e)			George Hatchet (ad)	
BEDFORD 12,562 18,299-ABC-CZ	Times-Mail, 813 16th St., Tel.: 3355 (e) Ⓐ 10,288	.09 Flat	(I) (AP, INS) (J) (6¢, 35¢w) (Inland Newspaper Representatives)	Bedford Daily Times-Mail, Inc. Stewart Riley, Pres.-Pub.	Ray Snapp (me)	Alvin Brewster (sp) Mrs. Joyce Todd (we)	Walter Senger (cm)	Robert Williams (ad) Charles George (cam)	H. P. McChord (ms)
BICKNELL 4,572	News, 111 W. Second St., Tel.: 51 and 52 (e) 2,456	.05 Flat	(R) (INS) (5¢, 25¢w) (Scheerer & Co.)	Bicknell Daily News Wm. D. Murray, Pub.	James R. Murray (ne-sp) Mrs. Avenell Powell (we)		Mrs. Avenell Powell (gm-bm-cm)	Mrs. Avenell Powell (ad-mga-ram-cam)	Mrs. Avenell Powell (pm)
BLOOMFIELD 2,086	World (e ex Sat.) 3,141	.05 Flat	(D) (INS) (J) (5¢, 20¢w) (Scheerer & Co.)	The Evening World John A. Watkins, Pub.	Wm. C. Miles (eep-ce) John A. Watkins (e-me)	Wm. C. Miles (ne) J. E. Dowden (sp) Margaret Hudson (we)	John A. Watkins (gm-cm) J. E. Dowden (bm)	J. E. Dowden (ad-mga-ram-cam)	John A. Watkins (pm-apm) Wentworth Quillin (ms)
BLOOMINGTON 28,163 31,505-ABC-CZ	Herald-Telephone, 106 S. College, Tel.: 6371 (e) Ⓐ 12,908	.11 Flat	(I-R) (AP, UP) (5¢, 30¢w) (Inland Newspaper Representatives)	Bloomington Newspapers, Inc. Stewart Riley, Pres.-Pub.	Bruce B. Temple (eep-e) Robert Gildea (ce)	Marjorie Blewitt (ne) George Bolinger (sp) Lola Graham (we)	Bruce B. Temple (gm) Herbert Allen (cm)	James Snodgress (ad) Wanda Sellars (cam)	Kenneth Ingle (ms)
BLUFFTON 6,076	News-Banner, 220 W. Market, Tel.: 1000 & 1001. (e) 4,464	.065 Flat	(I) (UP) (7¢, 40¢w) (none)	News-Banner Corp. R. G. Swaim, Pres.-Pub.	R. G. Swaim (e) Orin O. Craven (ce)	Eugene McCord (sp) Connie Pursley (we)	R. G. Swaim (gm)	James Barbieri (ad) Marlene Holloway (mga)	J. Lee Mattax (ms)
BRAZIL 8,434	Times (e) 6,027	.07 Flat	(R) (AP) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Times Pub. Co., Inc. George H. James, Pres.	John H. Faith (e) George H. James (me)	Mary Anne Evans (we)	Ted R. Raper (bm) Fay E. Huff (cm)	Gretchen Winn (ad-mga-ram) Betty J. Chadwick (bkpr.)	Gretchen Winn (apm)
CLINTON 6,462	Clintonian, 422 So. Main, Tel.: 32 (e ex Sat.) 3,876	.045 Flat	(R) (INS) (J) (5¢, 25¢w) (none)	Geo. L. Carey, d.b.a. The Daily Clintonian George L. Carey, Pub.	Wm. Wake (e-ce) George L. Carey (me)	Lillian Nieman (we)	Mrs. Virginia Randall (cm)	B. W. Collins (mga)	Louis Causey (ms)
COLUMBIA CITY 4,745	Commercial Mail, 116 No. Chauncey, Tel.: 44 and 153 (e) .... Post (e) .... Combined daily (e) 3,962	.... .06 Flat	(R) (D) (UP) (5¢, 25¢w, $1.20mo) (Scheerer & Co.)	Post & Mail Pub. Co., Inc. Mrs. John Q. Adams	Mrs. John Q. Adams (eep-e-me-ce)	Mrs. Eloise Gillespie (ne) Robt. E. Fahl (sp) Gerturde Meredith (we)	Mrs. John Q. Adams (gm) Robert Fahl (bm) Mrs. Dorabelle Martz (cm)	George Hogg (ad-mga-ram)	George Coverstone (ms)
COLUMBUS 18,370 19,024-ABC-CZ 21,957-ABC Par. 28	Republican, 444 Fifth St., Tel.: News: 4424; Business & Adv.: 3391 (e) Ⓐ 11,452	.09 Flat	(I-R) (UP) (5¢, 30¢w) (Gallagher-DeLisser, Inc.)	The Eve. Republican (Partnership) Ray S. Brown, Pub.	Robert E. Gordon (eep-e-me) Robt. J. Marshall (ce)	Robt. J. Marshall (ne) Scott Alexander (sp) Ann Green (we)	Robert N. Brown (gm) Tom Hamilton (bm) W. H. Nicholson (cm)	Tom Hamilton (mga) Dallas Robertson (ram) Enid Lemley (cam)	Ray S. Brown (pm-apm-ms)
CONNERSVILLE 15,550	News-Examiner, 404-406 Central Ave., Tel.: 70; 71; 72 (e) 6,682	.08 Flat	(I-R) (AP) (J) (5¢, 30¢w) (Allen-Klapp Co.)	News-Examiner Co. Mrs. E. W. Tatman, Pres. Geo. S. Tatman, Pub.	Arthur E. Neal (eep-e) C. Murray (me) R. Davis (ce)	R. Kunstanger (sp) Carolyn Hopkins (we)	George S. Tatman (gm-bm) H. D. Gilliland (cm)	D. Claypool (am)	E. Jackson (pm) Corwin Ward (ms)
CRAWFORDSVILLE 12,851 12,851-ABC-CZ	Journal-Review, 119 So. Green, Tel.: 100 (e) Ⓐ 10,914	.085 Flat	(I) (AP) (5¢, 30¢w, $1.20mo) (Inland Newspaper Representatives, Inc.)	Journal-Review, Inc. Foster Fudge, Pres. Addington Vance, Pub.	Tom K. Showalter (me) L. F. McCormick (ce)	James Leas (night ed.) Daniel Parkinson (sp) Virginia Hayworth (we)	Foster Fudge (gm) Addington Vance (asst. gm) Melvin Taylor (off. mgr.) Ard Buser and Kenneth McLaughlin (cm)	A. B. Beecher (ad) Melvin Taylor (mga) Elsie McGaughey (cam)	Addington Vance (pm) Claude Connelly (ms)

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt
DECATUR 7,271	Democrat, 106 N. 2nd St., Tel.: 3-2101 (e) 4,287	.055 Flat	(D) (UP) (J) (5¢, 30¢w) (Scheerer & Co.)	The Decatur Democrat Co. Dick Heller, Pres.	Dick D. Heller (me) Pete Reynolds (ce)	Pete Reynolds (sp)	David Heller (ram) C. E. Holthouse (bm)	David Heller (ram)	
EDINBURG 3,283 3,900 Loc. Est. '56	Courier (e) 1,790	.03 Flat	(I) (INS) (UP) (J) (none)	Edinburg Courier Pub. Co. Francis A. Otto, Pres.-Pub.	Francis A. Otto (e) Sarah A. Otto (me-ce)	Francis A. Otto (ne-sp) Sarah A. Otto (we)	Francis A. Otto (gm) Sarah E. Otto (bm)	Francis A. Otto (ad)	Francis A. Otto (rd) Edgar Freese (ma)
ELKHART 35,646 43,762-ABC-CZ 46,726-ABC Par. 28	Truth (e) 21,669	.14 Flat	(I) (AP, UP, CDN) (5¢, 30¢w) (Johnson, Kent, Gavin & Sinding)	Truth Pub. Co., Inc. John F. Dille, Jr., Pres.-Pub.	Robert W. Schnuck (eep) John F. Dille, Jr. (e) Carl Miller (ce)	Emerson Martin (ne) Tom Stephenson (sp) Shirley Tellander (we)	John F. Dille, Jr. (gm) M. R. Noles (bm) S. D. Danforth (cm)	L. E. Fleck, Jr. (mga) Howard Trautman (ram) Jack E. Wright (cam)	L. E. Fleck, Jr. (pm)
ELWOOD 11,362	Call-Leader, 1534 Main St., Tel.: FE 2-3355 (e) 4,826	.07 Flat	(I-R) (UP) (5¢, 30¢w) (Scheerer & Co.)	Elwood Pub. Co., Inc. Ray F. Barnes, Pres.-Pub.	Clifford Wells (ce) F. O. Wellmitz (me)	Paul Harbaugh (sp) Dorothy M. Durham (we)	Ray F. Barnes (gm) Frank O. Wellmitz (bm) Leon Davenport (cm)	R. E. Wershing (mga-ram) Louise Wilson (cam)	Charles Stickler (ms)
EVANSVILLE 128,636 156,043-ABC-CZ	Courier, 201 N. W. Second St., Zone 5, Tel.: HArrison 4-7711 (m) 61,893	.31 Flat	(I) (AP) (INS, SHNA) (UP) (5¢, 15¢S, 30¢w, 45¢w-d&S) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Evansville Courier, Inc. Robert C. Enlow, Pres.	John Hillman (eep-e) Franklin A. Hunt (me) Fred Foster (ce)	W. L. Shipley (ne) R. H. Kirkpatrick (Su) Daniel W. Scism (sp) Martha McKenna (we)	G. R. Benedict (Pub.'s Asst.) R. M. Ellis (cm) W. J. Goeltz (com)	F. E. Katterjohn (ad) Jack L. Collier (mga) E. A. Tapscott (ram) Carroll Canine (cam)	Fred W. Balz (rd)
	Press (e) 46,633	.30 Flat							
	Combined daily (me) 108,526	.37 Flat							
	Courier-Press (S) 91,677	.37 Flat	(I) (AP, UP, SHNA) (5¢, 15¢S, 30¢w, 45¢w-d&S) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Evansville Press Co. W. C. Bussing, Pres.	Earl H. Richert (eep-e) Carl Ritt (me) James Margedant (ce)	Ottrell Miller (ne) R. H. Kirkpatrick (Su) Dick Anderson (sp) Harriet B. Jenner (we)			
FORT WAYNE 133,607 148,766-ABC-CZ 169,050-ABC Par. 28	News-Sentinel, 227 E. Washington, Zone 2, Tel.: Anthony - 0111 or 5111 (e) 76,443	....	(I-R) (AP, UP, INS) (Sat.*) (7¢, 10¢Sat., 35¢w) (Allen-Klapp Co.)	News Publishing Co. Helene R. Foellinger, Pres.-Pub.	Clifford B. Ward (e)	Robert L. Manth (ne) Ben Tenny (sp) Sue Webber (we)	Robert Johnston (bm) Ralph Heckman (cm) Elmer Roemke (com)	Paul Knapp (mga) Dean Seniff (ram) William Good (cam)	Robert D. Adams (pm) Paul H. Knapp (spm)
	Journal Gazette (m) 62,601	....	(I-D) (AP, INS) (7¢, 15¢S, 30¢w-d, 45¢w-d&S) (Allen-Klapp Co.)	Journal-Gazette Co. James R. Fleming, Ch. of Bd. & Co-Pub. V. M. Simmons, Pres.-Co.-Pub.	Frank Roberts (eep) Miller Ellingham (exec. e) Kenneth B. Keller (ce)	James P. Lovette (ne) Robert A. Reed (sp) Aloyse C. Moritz (we)			
	Combined daily (me) 139,044	.43 Flat							
	Journal-Gazette (S) 93,474	.30 Flat							
	NOTE: The News-Sentinel and The Journal-Gazette are corporately and editorially separate, but operate their Business, Advertising, Circulation, and Mechanical Departments under a joint publishing company known as Fort Wayne Newspapers, Inc., the personnel of which follows: Helene R. Foellinger, President; M. M. Ellingham, Vice-President; Elmer Roemke, Secretary-Treasurer; Ralph Heckman, Circulation Manager; Robert Johnston, Business Manager; Paul Knapp, General Advertising Manager; Dean Seniff, Retail Advertising Manager; William Good, Classified Advertising Manager.								
FRANKFORT 15,028-ABC-CZ	Times, 209-11 E. Clinton St., Tel.: 3311 (m ex Mon.) 7,694	.09 Flat	(I) (AP) (J) (5¢, 5¢S, 30¢w, $1.20mo) (Scheerer & Co.)	G. Y. Fowler's Sons Pub. Co. Max Fowler, Pres.-Pub.	Allen Wardrip (ce)	Len Beeghley (sp) Helen Toeppe (we)	Max Fowler (gm) R. F. Lashbrook (bm) Paul Sertain (cm)	R. A. Sutton (ram) C. Hayes (cam)	
	Sunday edition (S) 7,867	.09 Flat							
FRANKLIN 7,316 8,236-ABC-CZ 8,826-ABC Par. 28	Star (e) 4,822	.05 Flat	(I) (INS) (J) (5¢, 25¢w) (Gallagher-DeLisser, Inc.)	Todd & Sellers, Pubs. (a partnership)	Allan R. Hass (e) Jack Alexander (ce)	Allan R. Hass (ne) Jerry Wallace (sp) Ruby R. Butler (we)	Robt. A. Todd (gm) Orris A. Graves (cm)	Hugh Ballard (ad-mga-ram-cam)	Noel D. Nay (ms)
GARY 133,911 167,659-ABC-CZ	Post-Tribune, 451 Broadway, Zone 2, Tel.: 5-7531 (e) 51,558	.24 Flat	(I) (AP, UP, INS) (6¢, 45¢w, $1.95mo) (Burke, Kuipers & Mahoney, Inc.)	Gary P. & P. Co. H. B. Snyder, Pres.-Pub. Dale E. Belles, Jr., Asst. Pub.	Don F. Datisman (eep) H. B. Snyder (e) Dale E. Belles, Jr. (asst. e-me) James Rosmusen (asst. me) Arnold A. Coons (ce)	Ed Mills (ne) Norman S. Werry (sp) Beryl Ann Brownell (we)	J. T. Snyder (bm) W. C. Todd (cm)	Maury Chotiner (ad) James Urbonski (ram) Maury Skall (cam)	Ben Starr (pm) Carl Kinney (prod. mgr)
	Sunday edition (S) 47,456	.24 Flat							
GOSHEN 13,003	News (e) 7,745	.08 Flat	(I-R) (UP) (J) (5¢, 30¢ w) (Allen-Klapp Co.)	News Ptg. Co., Inc. F. L. Hascall, Pub. Lee H. Summy, V P.	Roscoe Lehman (e-me) Dale Peffley (ce)	Robert Conrad (sp) Mrs. V. Chapman (we)	Harmon Williams (bm-cm)	Lee H. Summy (ad)	N. W. Leek (ms)
GREENCASTLE 6,888	Banner (e) 5,200	.06 Flat	(I-D) (UP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	The Daily Banner S. R. Rariden, Pub.				J. M. Oliver (ad)	
GREENFIELD 6,159	Reporter, 212 E. Main, Tel.: 31 or 1202 (e) 5,004	.05* Flat	(I) (INS) (J) (4¢, 20¢w) (Thos. F. Clark Co., Inc.)	Spencer Pub. Co. Dale B. Spencer, Pub.	Dale B. Spencer (eep-e) Mary E. Crider (me) Richard B. Spencer (ce)	Russell L. Durbin (sp) Mary E. Crider (we)		Richard Spencer (ad) Violet Brown (mga) Dorothy Spencer (cam)	Walter Worland (ms)
	*.055 in combination with weekly (Thurs.) Republican, combined circulation 5,350.								
GREENSBURG 6,619	News (e) 5,009	.06 Flat	(I-R) (INS) (J) (5¢, 30¢ w) (Scheerer & Co.)	Greensburg News Pub. Co. M. B. Borchers, Pres. Walter B. Lowe, Pub.	Walter B. Lowe (eep-e) Hubert G. Stuhrenberg (ce)	Fred Netherland (sp) Mary K. Emmert (we)	Walter B. Lowe (gm & bm) William Henry (cm)	Murray L. Gordon (ad-mga-ram) Phyllis Roseberry (cam)	William H. Wintin (ms)
HAMMOND-EAST CHICAGO Hammond-87,594 East Chicago-54,263 187,969-ABC-CZ	Times, 417 Fayette St., Tel.: WEstmore 2-3100 (e ex Sat.) 52,547	.24 Flat	(I-R) (AP, UP, INS) (5¢, 15¢S, 40¢w-d &S) (Burke, Kuipers & Mahoney, Inc.)	Hammond Pub. Co., Inc. James S. DeLaurier, Pres.-Pub., Exec. Ed.	Carl M. Davidson (eep-e) James Brahos (ce)	Forbes W. Scott (ne) John Whitaker (sp) Evelyn Schaefer (we)	Joseph Hirtz (bm) Donald A. Cornwell (cm)	K. V. Peterson (ad) Louis Reeve (cam)	Kenneth V. Peterson (apm)
	Sunday edition (S) 52,963	.24 Flat							
HARTFORD CITY 7,253	News-Times, 213 N. Jefferson St., Tel.: 131 or 780 (e) 3,899	.055 Flat	(I) (UP) (5¢, 30¢w, $1.30mo) (Inland Newspaper Representatives, Inc.)	Hartford City News-Times R. W. Monfort, Pub.	R. W. Monfort (e) Nelson C. Townsend (ce)	Howard Parkinson (sp) Jane Bennett (we)	R. W. Monfort (gm) Ruby G. Sills (cm)	John W. Monfort (ad)	George W. Wallace (ms)
HUNTINGTON 15,079 15,079-ABC-CZ	Herald-Press, 7 N. Jefferson, Tel.: 400 (e ex Sat.) 8,813	.09 Flat	(I-R) (UP) (5¢, 5¢S, 30¢w, $1.25mo) (Kelly-Smith Co.)	Central Newspapers, Inc. Eugene C. Pulliam, Pres. Howard Houghton, Pub.	Howard Houghton (e) George W. Frye (me) Robert Hammel (ce)	Robert Hammel (sp) Kay Stoeffel (we)	James Pauloski (bm) Richard Briggs (cm)	Howard Houghton, Jr. (ad) Mary Kennedy (cam)	James E. Pauloski (pm) E. E. Newton (ms)
	Sunday edition (S) 8,923	.09 Flat							
	News (e)	.035 Flat	(D) (J) (none)	Huntington News, Inc. C. W. H. Bangs, Pres.-Pub.	C. W. H. Bangs (e)		C. W. H. Bangs (bm)	Wayne Myers (ad)	C. E. Bangs (ms)
INDIANAPOLIS 427,173 551,777-ABC-CZ	Star, 307 N. Pennsylvania St., Zone 8, Tel.: MElrose 8-2411 (m) 210,483	....	(I) (AP, INS, UP, NANA) (J) (*S) (5¢, 15¢S, 35¢w-m, 30¢ w-e, 50¢w-m&S) (Kelly-Smith Co.)	Indianapolis Newspapers, Inc. Eugene C. Pulliam, Pres.-Pub.	Jameson G. Campaigne (eep-S) John G. Ackelmire (eep-N) James A. Stuart (e-S) C. Walter McCarty (e-N) Robert P. Early (me-S) E. S Pulliam (me-N) Lowell Parker (ce-S) Clay Trusty (ce-N)	Charles E. Griffo (ne-S) Wendell C. Phillippi (ne-N) Farroll Speake (Su-S) Eugene Jepson Cadou, Jr. (sp-S) William F. Fox, Jr. (sp-N) Kathryn E. Pickett (we-S) Thelma Machael (we-N)	William A. Dyer, Jr. (gm) Emil C. Woempner (bm) Raymond E. Houk (cm)	Chas. B. Lord (ad) Paul Grimes (mga) Ernest F. Emmel (ram) Paul C. Schulz (cam)	James E. Morgan (rd) Golden Leslie Faris (ms) Howard S. Wilcox (pm)
	News (e) 170,519	....							
	Combined daily (me) 381,002	.90 Flat							
	Star (S) 320,514	.73 Flat							



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KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

*Sales Management, Survey of Buying Power, May 10, 1956

THE INDIANAPOLIS STAR

YOUR FIRST TEAM FOR SALES IN INDIANA

THE INDIANAPOLIS NEWS

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
INDIANAPOLIS — Continued	Times, Zone 9 (e) 96,115 Sunday edition (S) 103,273	.32 .32	Flat Flat	(I) (CDN, UP, SHNA) (5¢d, 10¢S, 40¢w-d&S, $1.80mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Times Pub. Co.	Walter Leckrone (e) J. Boyd Stephens (me) Robert Debo (ce)	Gene Hollingsworth (ne) C. J. Smith (sp) Agnes Adams (we)	Geo. V. Horton (bm) James T. Scott (cm)	Louis D. Young (ad) Walter Bartlett (mga) Wm. Over (ram) Robert Woodring (cam)	Wm. B. Engles (pm)
JASPER 5,215	Herald (e) 4,717	.06	Flat	(D) (INS) (J) (5¢, 25¢ w) (Scheerer & Co.)	Jasper Herald Co., Inc. A. T. Rumbach, Pres.	A. T. Rumbach (e) J. T. Rumbach (me) S. E. Stemle (ce)	Chas. McPherson (sp) Mildred Smith (we)	J. T. Rumbach (bm) Ernest Begle (cm)	Edwin Rumbach (ad)	Walter Mason (ms)
JEFFERSONVILLE 14,685 18,191 (Spec. U.S. '54 Census)	News & Journal (e) 6,408	.08	Flat	(D) (AP) (J) (5¢, 20¢w) (Thos. F. Clark Co., Inc.)	News & Journal	Paul Minch, Jr. (e)	Chas. McGregor (sp) Marilynn Bottorff (we)	M. L. Hay (bm) Coen Batman (cm)	R. N. Heid (ad) T. I. Treece (ram)	W. B. Thornley (ms)
KENDALLVILLE 6,119	News-Sun (e) 3,625	.05	Flat	(I) (UP) (J) (5¢, 25¢ w, $1mo) (Inland Newspaper Representatives, Inc.)	Kendallville Pub. Co., Inc. Mrs. Alice Merica, Pres. R. V. Fischer, Pub.	R. V. Fischer (e-me-ce)	R. V. Fischer (ne) Norman Carter (sp) Lucile Moses (we)	R. V. Fischer (gm-bm) Joseph Gaskill (cm)	Joseph Gaskill (ad-mga-ram-cam)	Joseph Gaskill (pm-apm) Paul Zawadzke (ms)
KOKOMO 38,672 42,688-ABC-CZ 45,094-ABC Par. 28	Tribune (e) 21,777	.14	Flat	(I-R) (AP) (7¢, 35¢w) (Allen-Klapp Co.)	The Kokomo Tribune (a partnership) R. H. Blacklidge, Pub.	Dow Richardson (e) Robt. J. Hamp, Jr. (assoc. ed) Geo. E. Weldon (ce)	Robt. Ford (sp) Frieda Haseltine (we)	R. H. Blacklidge (gm) Verne Enstrom (cm)	G. J. Murphy (ad-mga-ram-cam)	Ben Whitacre (comp.) Geo. Murray (Press)
LAFAYETTE-WEST LAFAYETTE 35,568 51,503-ABC-CZ 54,772-ABC Par. 28	Journal & Courier, 221 N. 6th, Tel.: 2-4011 (e) 39,917	.21	Flat	(I-R) (AP, UP, INS) (5¢, 30¢w) (Sawyer-Ferguson-Walker Co.)	Federated Publications, Inc. R. B. Miller, (Pres.) Louis A. Weil, Jr. (Pub.)	Herbert H. Heimlich (eep-e) Paul N. Janes (ce)	George W. Lamb (ne) Gordon H. Graham (sp) Marjoe Creamer (we)	James R. Lyon (bm) John T. Hoffman (cm)	Reynolds G. Weber (ad) C. Warren Howard (mga) William F. Dodds (ram) Richard L. Holst (cam)	
LA PORTE 17,882 20,414 (Spec. U.S. '51 Census) 23,670-ABC-CZ 25,390-ABC Par. 28	Herald-Argus, 701 State, Tel.: 2161 (e) 11,708	.09	Flat	(I-R) (UP) (J) (5¢, 30¢ w) (Inland Newspaper Representatives, Inc.)	La Porte Ptg. Co. Ralph A. Lindgren, Pres.-Pub.	Charles A. Beal (e) Forbes Julian (eep) Don Benn (me-ce)	J. McDonald (ne) Karl Christ (sp) Mrs. E. W. Gevers (we)	Ralph A. Lindgren (gm) H. S. Badger (bm) R. G. Chase (cm)	G. E. Moss (ad-mga) Fred Heniser (ram) Gladys Losch (cam)	G. E. Moss (pm) T. P. Avery (apm) R. H. East (ms)
LEBANON 7,631	Reporter, 225 W. Main, Zone 1, Tel.: 25 or 75 (e) 5,768	.07	Flat	(I) (AP) (5¢, 30¢w) (Scheerer & Co.)	Lebanon Newspapers, Inc. M. O. Pulliam, Pres.	Al Wynkoop (e) Stephen A. Spitznagle (ce)	Toby McDaniel (sp) Allison Downs (we)	Jack Mossman (gm-bm) Noble A. Knowlton (cm)	James R. Mossman (ad-ram) L. B. Slagle (cam)	John Graham (ms)
LINTON 5,973	Citizen, 79 South Main St., Tel.: 177 (e ex Sat.) 6,310	.06	Flat	(I-D) (UP) (INS) (J) (5¢, 25¢w) (Gallagher-DeLisser, Inc.)	Linton Daily Citizen, Inc. Warren H. Onken, Vice Pres.	Vance Sappenfield (e-me-ce)	Vance Sappenfield (ne) Ann Toney (we)	Warren H. Onken (gm) Ira Lunn (cm)	Warren H. Onken (mga) Helen Phillips (ram) Mrs. Thelma Kent (cam)	Joe Turner (ms)
LOGANSPORT 21,031 22,648-ABC-CZ	Pharos-Tribune, 517 E. Broadway, Tel.: 4141 (e) 12,855 Press (m ex Mon.) 8,350 Combined daily (me) 21,205 Press (S) 9,227 Evening and Sunday (eS) 22,082	.14 .14	Flat Flat	(I-D) (UP) (7¢, 35¢w) (R) (AP) (7¢, 10¢S, 35¢w) (Inland Newspaper Representatives, Inc.)	Pharos-Tribune Co. Inc. Press Pub. Co. Inc.	Allen Sauers (ce) Fred Franklin (ce)	John Strey (sp) Mary O'Connor (we) Fred Franklin (su) Harry Rinier (sp) Mary Jo Bardsley (we)	J. M. Druck (gm) George D. Grubbs (bm) John MacDonald (cm)	George D. Grubbs (mga) Walter Newman (ram)	J. M. Druck (pm) Geo. Pollitt (ms)
NOTE: The Pharos-Tribune and the Logansport Press are editorially separate but are printed in the same plant and share common business and advertising staffs.										
MADISON 10,404 (1954 Sp. U.S. Census)	Courier, 310 Courier Sq., Zone 1, Tel.: 1212 (e) 6,441	.06	Flat	(R) (AP) (5¢, 25¢w, $1.10mo) (Scheerer & Co.)	Madison Courier, Inc. M. E. Garber, Pres.-Pub.	Lloyd G. Neal (e) Earl E. Douglas (ce)	Phil Cole (ne-sp) Pat. C. Oyler (we)	Don Wallis (bm) J. D. Coleman (cm) Don Wallis (com)	Don Wallis (ad) Mike Neal (ram) Betty Page (cam)	C. E. Hassfurder (ms)
MARION 30,081 43,225-ABC-CZ 45,362-CZ (Loc. Est.)	Leader-Tribune, 610 S. Adams St., Tel.: 4050 (m ex Mon.) 8,941 Chronicle (e ex Sat.) 13,770 Combined daily (me) 22,711 Chronicle-Tribune (S) 21,495	.16 .16	Flat Flat	(D) (R) (AP, INS, UP) (7¢, 15¢S, 35¢w-5d&S, 60¢w-m-e&S) (Inland Newspaper Representatives, Inc.) (I)	Chronicle Pub. Co., Inc. Gardner J. Thomas, Pres.	Ed. W. Camp (e) Drysdale Brannon (me-C) Wm. Stanton (me-LT)	Jack Lake (sp-C) Bob Lee (sp-LT.)	Ed. W. Camp (gm) Richard B. Thomas (bm) A. Myers (cm)	Harry Young (ad) Maurice Heck (ram) Ethel Perdiue (cam)	Richard E. Lindsay (pm)
MARTINSVILLE 5,991	Reporter (e) 4,413	.06	Flat	(R) (UP) (INS) (J) (5¢, 30¢w) (Scheerer & Co.)	Reporter Pub. Co. Wilber L. Kendall, Pres.-Pub.	Robt. S. Kendall (eep-e-me) Harriet Cartmel (ce)	Keith Sichting (sp) Ruth Collier (we)	Gertrude Kendall (bm)	Wm. Barton Cartmel (ad) Blanche McClure (cam)	
MICHIGAN CITY 28,395 32,832-ABC-CZ	News-Dispatch (e) 13,913	.10	Flat	(I-D) (AP) (ROP-3) (7¢, 35¢w) (Nixon Newspapers, Inc.)	Dispatch Pub. Co., Inc. Mrs. Eugenia H. Honeywell, Pres.	A. W. Spiers Jr., Elwin Greening (e) Jack Howey (ce)	Arthur Deutsch (ne) Wm. Redfield (sp) Gladys Kemeny (we)	Robert C. Averitt (gm) Herbert Gilmore (cm)	Carl Timm (mga) Jay King (ram) Harold Z. Messner (cam)	George Tedesco (pm) J. H. Nixon (apm) Harlan Delenkop (ms)
MONTICELLO 3,467	Herald-Journal (e) 3,986	.06	Flat	(R) (UP) (J) (Scheerer & Co.)	Monticello Herald Co. D. D. Raper, Pub.	Robert G. Fisher (me)		D. D. Raper (bm)	Robert G. Fisher (ad)	
MOUNT VERNON 6,150	Democrat, 430 Main St., Tel.: PO 3-443 (e) 3,610	.05	.04	(D) (UP) (J) (5¢, 24¢w, 95¢mo) (Scheerer & Co.)	Mt. Vernon Ind. Democrat, Inc. Edward F. Alles, Pres.-Pub.	Orvan R. Hall (eep-e)	Wm. C. Causey (sp) Ruby Ranes (we)	Edward F. Alles (gm) Ruby Ranes (cm)	Jackson L. Higgins (mga-ram cam)	F. J. Fessenden (ms)
MUNCIE 58,479 60,833-ABC-CZ	Star, Cor. High & Jackson, Tel.: AT 8-6631 (m) 28,711 Press (e) 19,929 Combined daily (me) 48,640 Star (S) 30,494	.25 .19	Flat Flat	(R) (AP, NANA, UP) (5¢, 15¢S, 30¢w-d, 45¢w-d&S) (Kelly-Smith Co.) (R) (AP, INS) (5¢, 30¢w) (Kelly-Smith Co.)	Muncie Newspapers, Inc. Eugene C. Pulliam, Pres. Willard C. Worcester, Pub.	Eugene C. Pulliam (e) John O. Ferris (me) George Hill (ce) Eugene C. Pulliam (e) Leon J. Parkinson (me) John F. Richman (ce)	Ben Koons (ne) John O. Ferris (Su) Robert Barnet (sp) Naomi F. Campbell (we) Herbert Silverburg (ne) William V. Winder (sp) Ruth M. McFadden (we)	Walter A. Letzler (gm) John A. Horton (bm) Kenneth B. Smith (cm)	Walter A. Letzler (ad) Charles Poorman (mga) O. W. Botkin (ram) Thos. E. Skillman (cam)	Joseph W. Beall (ms)
NEW ALBANY 29,346	Tribune, 4th & Spring, Tel.: 4-6481 (e ex Sat.) (m ex Mon.) Combined edition (me) 7,734* Ledger and Tribune (S) 6,319* *Mar. 31, 1956.	.08 .06	Flat Flat	(I-R) (AP) (5¢, 5¢S, 30¢w, 75¢mo) (Inland Newspaper Representatives, Inc.)	Tribune Co., Inc Clair McTurnan, Pres. James Macpherson (asst. to Pres.)	Guy Keller (me) Joe Oglesby (ce)	Wayne Marshall (ne) Wallace Criswell (sp) Maxine Hook (we)	Earl Brown (cm)	Harold W. Whitaker (ad-mga-ram)	Wallace Carpenter (ms)
NEW CASTLE 18,271 23,633-ABC-CZ	Courier-Times, 218 S. 14th St., Tel.: One (e) 11,824	.11	Flat	(I) (AP) (5¢, 30¢w) (Scheerer & Co.)	Courier-Times, Inc. Scott B. Chambers, Pres.-Pub.	Scott B. Chambers (eep-e) Tom Green (me) Ed Ogborne (ce)	Tom Green (ne) Ken Ford (sp) Louise Edwards (we)	Scott B. Chambers (gm) Walter S. Chambers, (bm) Gilford Eden (cm)	William Bailey (ad-ram) W. S. Chambers (mga) Bruce Thompson (cam)	W. S. Chambers (pm) Raymond McConnell (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
NOBLESVILLE 5,867	Ledger, 957-77 Logan St., Tel.: 1160 (e) 5,730	.06	Flat	(R) (INS) (J) (5¢, 30¢w, $1.30mo) (Inland Newspaper Representatives, Inc.)	Noblesville Daily Ledger, Inc. Ralph B. Neal Pres. Charles S. Neal, Pub.	James T. Neal (eep-e-ce) James T. Neal (me)	Bill Gifford (ne) Keith Wellman (sp)	Chas. S. Neal (gm) Ralph B. Neal (bm) John R. Neal (cm)	John R. Neal (ad-mga-ram-cam)	John R. Neal (pm-apm) Floyd Odle (ms)
PERU 11,308 11,136-ABC-CZ	Tribune, 26 W. Third St., Tel.: GRidley 3-6641 (e) ⊠ 9,377	.08	Flat	(I-D) (UP) (7¢, 35¢w) (Nixon Newspapers, Inc.)	Tribune Pub. Co., Inc. J. H. Nixon, Pres. Mrs. M. C. Honeywell, Pub.	Bill L. Jackson (e)	B. Jackson (ne) M. Kreutzer (we)	John R. Nixon (gm) C. Lawrence (cm)	Wm. Sharp (ad) C. Rody (mga) Ira Murray (ram)	A. Schmidt (ms)
PLYMOUTH 7,384 (1955 Spec. Census)	Pilot-News (e) 7,155	.08	Flat	(I-R) (UP) (5¢, 30¢w) (Scheerer & Co.)	Pilot Co. S. E. Boys, Pres.	S. E. Boys (e) Don R. J. Cramer (me)	Nick Vella (sp) Ruth Early (we)	S. E. Boys (gm) A. R. Boys (bm) R. E. Long (cm)	A. R. Boys (mga) F. E. Schultz (ram)	F. E. Schultz (apm)
PORTLAND 7,064	Commercial Review (e)	.08	Flat	(I-R) (UP) (J) (†) (5¢, 25¢w) (Scheerer & Co.)	Commercial Review, Inc. Paul V. Elsberry, Pub.	Rus Figert (e)	Rus Figert (ne) John Dell (sp) Lucille Gelzleichter (we)	Paul V. Elsberry (gm)	Paul V. Elsberry (mga) Chester Yount (ram)	Lewis Mitchell (ms)
PRINCETON 7,973 7,973-ABC-CZ	Clarion-Democrat, 112 S. Main St., Tel.: FU 5-2525 (e) ⊠ 5,575 Sunday edition (S) ⊠ 5,591	.07 .07	Flat Flat	(UP) (5¢, 5¢S, 30¢w, $1.20mo) (The Allen-Klapp Co.)	Princeton Pub. Co., Inc. Vera M. Scheerer, Pres.-Pub.	Roy E. Owens (eep-me)	Roy E. Owens (Su) Ernest Miskell (sp) Mabel Michel (we)	V. E. Faust (gm-bm) Ernest Miskell (cm)	V. E. Faust (ad)	V. E. Faust (pm)
RENSSELAER 4,074	Republican, 117 N. Van Rensselaer St., Tel.: 18 (e) 3,445	.05	Flat	(R) (INS) (J) (5¢, 25¢w, $1mo) (Scheerer & Co.)	Rensselaer Pub. Co., Inc. K. B. Robinson, Pres.	H. B. Clark (e-me)		K. B. Robinson (gm-bm)	K. B. Robinson (ad)	
RICHMOND 35,539 41,622-ABC-CZ	Palladium-Item, 15-21 North Ninth, Tel.: 2-1121 (e ex Sat.) ⊠ 28,257 Sunday edition (S) ⊠ 28,548	.18 .18	Flat Flat	(I-R) (AP, INS) (5¢, 5¢S, 35¢w) (Ward-Griffith Co., Inc.)	Palladium Pub. Corp. R. G. Leeds, Pres., Co-Pub. E. H. Harris, Co-Pub.	R. G. Leeds and L. M. Feeger (eep-e) Marvin H. Pickett (me)	E. Kaeuper and J. Reis (ne)	R. G. Leeds (gm) L. M. Feeger (bm) W. W. Taggart (cm)	Robert R. Reid (mga-ram) Howard Hammer (cam)	E. H. Harris (pm)
ROCHESTER 4,973	News-Sentinel, 118 East Eighth St., Tel.: 88 (e) 4,132	.06	Flat	(D) (INS) (J) (6¢, 30¢w) (Scheerer & Co.)	Barnhart-Van Trump Co., Inc. Hugh A. Barnhart, Pres.-Pub.	Jack K. Overmyer (e) Howard Archer (me) C. William Freyberg (ce)	C. William Freyberg (sp) Virginia Michael (we)	Hugh A. Barnhart (gm) Jack K. Overmyer (bm) John Carlson (cm)	Russel Parker (ad) Ruth Fiedler (cam)	Harry Jilbert (ms)
ROSEVILLE 4,761	Telegram, 219 N. Perkins, Tel.: 2222; 3333; 3336 (e) 951 Republican (e) 3,815 Combined daily (me) 4,766	.... .06	.... Flat	(D) (R) (AP) (J) (5¢, 30¢w) (Scheerer & Co.)	Republican Co., Inc. Louis C. Hiner, Pres. A. Hartwell Coons, Pub.	Louis C. Hiner (eep-me-e) Ira McIlwain (ce)	Louis Hiner (ne) Richard Hiner (sp) Estella Rittenmeier (we)	A. Hartwell Coons (gm-bm) Forrest Eaton (cm)	Robert D. Crawley (ad-mga-ram) Lucile Adams (cam)	Robert D. Crawley (pm-apm) A. Hartwell Coons (ms)
SEYMOUR 11,829 11,843 (Spec. U.S. '55 Census) 12,777-ABC-CZ	Tribune, 309 N. Chestnut, Tel.: JAckson 2-4871 (e) ⊠ 5,797	.06	Flat	(I) (AP) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Seymour Tribune Co., Inc. R. E. Harris, Pres. John H. Conner, Pub.	John H. Conner (eep-e-me) Charles R. Brown (ce)	Charles R. Brown (ne) Ralph Green (sp) Sarah Long (we)	John H. Conner (gm) Thomas W. Conner (bm) Lawrence Croucher (cm)	Thomas W. Conner (ad)	T. W. Conner (pm) Martin Plump (ms)

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The South Bend Tribune

The South Bend, Ind. Market: 7 Counties, 1/2 Million People

Franklin D. Schurz — *Editor and Publisher*

STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SHELBYVILLE 11,734 11,734-ABC-CZ	News, 123 E. Washington, Tel.: EX 8-6631 (e) ⓒ 8,531	.08 Flat	(I) (UP) (7¢, 40¢w) (Scheerer & Co.)	Shelbyville Newspapers, Inc. John C. DePrez Pub.-Pres.	John D. Scott (eep-e) G. W. Holtel (ce)	Stanley Koester (sp) Avonelle Lewis (we)	Norman L. Thurston (gm) Fred L. Jones (cm)	John Banawitz (ad) Wayne Banker (mga) Coleen Moore (cam)	Lawrence Parker (ms)
SOUTH BEND 115,911 172,834-ABC-CZ 196,267-ABC Par. 28	Tribune, Lafayette at Colfax, Zone 26, Tel.: CE 3-6161 (e) ⓒ 107,304 Sunday edition (S) ⓒ 111,148	.30 Flat .30 Flat	(I-R) (AP, UP, INS) (5¢, 15¢S, 40¢w) (Story, Brooks & Finley, Inc.)	South Bend Tribune Pub. Co. Franklin D. Schurz, Pub.	Franklin D. Schurz (e) Gerald E. Cosgrove Paul E. Neville (me) John F. Carroll (ce)	William O. Saltzman (ne) Joseph A. Doyle (sp) Anabel Lickey (we)	Neil C. Snyder (cm)	Dean J. Wilhelm (ad) E. J. Meehan (mga) Walter H. Housman (ram) Harold M. Hatfield (cam)	Clarence W. Harding (rd-pm) George Kunz (prod. mgr.)
SPENCER 2,394	World (e ex Sat. & Sun.) 2,810	.05 Flat	(D) (INS) (J) (5¢, 20¢ w) (Scheerer & Co.)	Spencer Evening World T. Perry Wesley, Pub.	T. Perry Wesley (e)		Aline P. Wesley (bm)		
SULLIVAN 5,423	Times, 115 W. Jackson, Tel.: 12 (e ex Sat.) 4,378	.055 Flat	(D) (INS) (J) (5¢) (Theis & Simpson Co., Inc.)	Daily Times Pub. Co. Eleanor P. Jamison, Pub.	William Beeman (e)		Eleanor P. Jamison (gm) Leola E. Jones (bm)	Douglas Craighead (ad) Leola Jones (cam)	William Doles (ms)
TERRE HAUTE 64,214 80,913-ABC-CZ	Star, 721 Wabash Ave., Tel.: C-1331 (m) ⓒ 28,325 Tribune (e) ⓒ 30,283 Combined daily (me) ⓒ 58,608 Tribune and Star (S) ⓒ 46,911 Evening and Sunday (eS) ⓒ 77,194 Morning and Sunday (mS) ⓒ 75,236	.25 Flat .20 Flat .28 Flat .28 Flat	(R) (D) (AP, UP) (*S) (5¢ d, 15¢S, 30¢w-m or e City, 45¢w-m or e&S, 25¢w-m or e, 40¢w-m or e&S outside of City) (E. A. Faulkner & Associates)	Tribune-Star Pub Co., Inc. F. B. Ijams, Pres.	James Benham (eep-me-Star) Marcee Cox (eep-me-T) Bob Nesbit (ce-T) Lamont Grant (ce-Star)	Lawrence Sawyer (ne-Star) Ned Bush (ne-T) Forest Garderwine (sp-Star) Bill Shores (sp-T) Frances Hughes (we-Star) J. Madeline Barry (we-T)	Louis F. Keifer (gm) Paul Hanrahan (cir. dir.)	Frank Shannon (ad) Wood Gageby (mga) Chas. A. Cook (ram) Margaret Wiggs (cam)	Wood Gageby (apm)
TIPTON 5,633	Tribune (e) 3,51[illegible]	.05 Flat	(I) (INS) (J) (5¢, 25¢w) (none)	Tribune Pub. Co. C. L. O'Banion, Pres.-Pub.	R. D. Maney (me)	Ben Altshuler (ne) Rosemary Beck (we)	R. D. Maney (gm-bm-cm)	R. D. Maney (ad-mga) Mrs. Leona Kinder (ram) Evelyn Planalp (cam)	R. D. Maney (pm-apm) Vincent McCormack (ms)
UNION CITY 3,572 (in Indiana) 1,622 (in Ohio) (One Post Office)	Times-Gazette, 302 No. Columbia St., Tel.: ? (e) 2,678	.10* Flat	(D) (INS) (J) (5¢, 25¢ w) (Scheerer & Co.)	Gazette Pub. Co., Inc. Russell E. Wise, Pres.			James J. Patchell (gm)	James J. Patchell (ad)	
	*Rate includes insertion in weekly Winchester News or weekly Winchester Journal Herald.								
VALPARAISO 12,028	Vidette-Messenger, 165 W. Lincolnway, Tel.: 2-7601 (e) 7,269	.08 Flat	(I-R) (AP) (5¢, 30¢w) (Scheerer & Co.)	Vidette-Messenger Co. Mrs. L. M. Whipple, Pres.	Herbert Steinbach (me)	Karl Henrichs (sp) Irene Bosstick (we)	Avery B. Weaver (gm) Vincent Anderson (cm)	Avery B. Weaver (mga) Robert L. Bibler (ram)	John Allett (ms)
VINCENNES 18,831 19,727-ABC-CZ	Sun Commercial, 320 Busseron St., Tel.: 78 or 79 (e ex Sat.) ⓒ 13,583 Sunday edition (S) ⓒ 14,241	.12 Flat .12 Flat	(D) (AP, INS) (5¢, 5¢S, 30¢w) (Kelly-Smith Co.)	Central Newspapers, Inc. Eugene C. Pulliam, Pres.	Ross H. Garrigus (e)	George F. Byers (sp) Ruth Ashby (we)	Howard N. Greenlee (gm) Louis H. Mize (cm)	Norman L. Wernet (ad) Howard N. Greenlee (mga) Virgil Daugherity (cam)	Jack Mickler (ms)
WABASH 10,621 10,722-ABC-CZ	Plain Dealer, 4 W. Canal St., Box 377, Tel.: 1481 (e) ⓒ 7,255	.07 Flat	(I-R) (UP) (7¢, 35¢w) (Nixon Newspapers, Inc.)	Plain Dealer Co., Inc. J. H. Nixon, Pres.	Merritt W. Sills (e) Marjorie Schlemmer (ce)	George Thomas (sp) Eva Clupper (we)	W. P. Rohrer (gm) Elizabeth L. James (bm) Robert B. King (cm)	Eliz. L. James (mga) C. Rex Lutz (ram) Betty Rowan	C. Rex Lutz (apm) J. E. Ferrier (ms)
WARSAW 6,625 7,991-ABC-CZ	Times-Union, Times Building, Tel.: 194 (e) ⓒ 8,248	.085 Flat	(I-R) (UP) (7¢, 40¢w) (none)	Reub Williams & Sons, Inc. R. B. Williams, Pres.-Pub.	Curtis Garber (eep-e) Don Rider (asst.-ed) Ronald Sharp (ce)	Don Rider (sp) Virginia Zuck (we)	Reub Williams (gm) William K. Mollenhour (bm) Jack Knisley (cm) Ethel Gove (com)	Wm. Mollenhour (ad) Jack Essenburg (mga)	William Long (pm) Marion Bryer (ms)
WASHINGTON 10,987 10,987-ABC-CZ	Herald, 11-13 S.E. 4th, Tel.: 51 or 52 (e) ⓒ 5,371	.055 Flat	(I-R) (AP) (J) (5¢, 25¢w, $1mo) (Inland Newspaper Representatives, Inc.)	Mrs. P. R. Bausman, d.b.a. Washington Herald Mrs. P. R. Bausman, Pub.	Don Ellis (e) Ronald Arvin (ce) David A. Draper (eep)	Donald Ellis (ne) Ronald Arvin (sp) Mrs. Eileen Hatfield (we)	David A. Draper (gm) John L. Horrall (cm)	Morris E. Tolbert (mga) Katherine Clauss (cam) Mary J. Jones (ram)	Walter Raymond (ms) David A. Draper (pm)
	Times 111-113 N.E. Third St., Tel.: 40-41 (e) ⓒ 5,146	.055 Flat	(I-D) (INS) (J) (5¢, 25¢w) (Scheerer & Co.)	Boyd & Backes, Partnership	John Backes (eep) Ray Baker (ce)	Ray Baker (ne) Morris Cox (sp) Mary Walsh (we)	John Backes (gm) Paul Smith (cm)	Richard Backes (ad) Henry Gill (ram) John Backes (mgr) Bonnie Miles (cam)	Gibbon Essig (ms) Richard Backes (apm)

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City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AMES 22,898 22,898-ABC-CZ	Tribune, 317 Fifth St., Tel.: CEdar 2-2160 (e) ⓒ 6,264	.07 Flat	(I-R) (UP) (5¢, 30¢w) (Arthur H. Hagg & Associates, Inc. and Iowa Daily Press Association)	Ames Daily Tribune-Times Co. W. S. Rupe, Pub.	Howard Lindquist (me)	Joe Roth (sp) Nola Sample Gonzer (we)	Hollis J. Nordyke (bm) Virgil McKee (cm)	Hollis J. Nordyke (ad) Verle Burgason (ram) Mildred Rouze (cam)	Walter T. Farley (ms)
ATLANTIC 6,480	News-Telegraph (e) 6,453	.06 Flat	(I-R) (AP) (5¢, 80¢mo) (Iowa Daily Press Association)	News-Telegraph Pub. Corp. F. D. Simpson, Pres.-Pub.	F. D. Simpson (eep-e-me) Walter Tracy (ce)	Walter Tracy (ne-sp-we)	F. D. Simpson (gm) F. H. Simpson (bm) Lou Heath (cm)	F. H. Simpson (ad-mga-ram)	F. D. Simpson (pm-apm) Sam Gibson (ms)
BOONE 12,164 12,164-ABC-CZ	News-Republican, 812-14 Keeler, Tel.: 1. (e) ⓒ 5,953	.07 Flat	(R) (UP, INS) (J) (5¢, 30¢w) (Iowa-Daily Press Association)	Mary Goldthwaite Garvey & H. A. Garvey, Co.-Pubs.	Mrs. H. A. Garvey (eep-e) Harlan Weeks (me) Russ Pigott (ce)	Wayne Shaw (sp) Mrs. H. A. Gravey (we)	R. P. Brown (cm)	R. H. Capps (mga) Rollie Petersen (ram) Ken Burke (cam)	L. A. Hohanshelt (ms)
BURLINGTON 30,613 32,277-ABC-CZ	Hawk-Eye Gazette, 311 Washington, Tel.: PLaza 4-8466 (e) ⓒ 20,221	.13 Flat	(I) (AP) (5¢, 30¢w) (Iowa Daily Press Association)	The Burlington Hawk-Eye Co. Clarence W. Moody, Pres.-Pub.	C. W. Moody (eep-e) C. W. McLaury (me) Robert Bruegger (ce)	James Eland (sp) Olive Sullivan (we)	C. W. Moody (gm) John B. Bishop (bm) Leroy Pelca (cm) James Drake (com)	Frank Hill (ad-ram) Alfred Schaefer (cam)	John B. Bishop (pm) Frank Hill (apm) John Gillmartin (ms)
CARROLL 6,231 6,231-ABC-CZ	Times-Herald (e) ⓒ 5,146	.07 Flat	(R) (AP) (J) (5¢, 30¢w) (Arthur Hagg & Associates, Inc., and Iowa Daily Press Association)	Herald Pub. Co., Inc. James W. Wilson, Pres.-Pub.	James W. Wilson (e) W. L. Reitz (me)	W. L. Reitz (ne) Dale Barton (sp) Harriet Anderson (we)	James W. Wilson (gm) Howard B. Wilson (bm) D. Patrick (cm)	James W. Wilson (ad) H. B. Wilson (mga) Martin Maher (ram)	J. E. Krause (ms)
CEDAR FALLS 14,334	Record, 113 W. 3rd, Tel.: CO 6-2611 (e) 3,410	.05 Flat	(R) (UP) (J) (5¢, 25¢w) (Iowa Daily Press Association)	Record, Inc. Wm. V. Anthony, Pres.-Pub.	A. B. Turnbull (eep-e) Wm. V. Anthony (me)	A. B. Turnbull (ne) Alice Myers (we)	Ruby Haurum (off.mgr)	Merrill Hach (ad) Cora Blaker (cam)	Erlis Lemley (ms)
CEDAR RAPIDS 72,296 81,132-ABC-CZ 96,792-ABC Par. 28	Gazette, 500 3rd Ave. S.E., Tel.: 2-1121 (e ex Sat.) ⓒ 61,651 Saturday edition (Sat.) ⓒ 49,126 Sunday edition (S) ⓒ 62,647	.27 Flat .27 Flat .27 Flat	(I) (AP, UP, INS) (5¢, 10¢S, 40¢w) (Allen-Klapp Co. and Iowa Daily Press Association)	The Gazette Co. J. F. Hladky, Jr. Co-Pub.	Harry E. Boyd (eep-e) Frank Nye (asso. e) E. C. Hoyt (me) Jack Illian (ce)	John Reynolds (Su) Gus Schrader (sp) Frances Nesheim (we)	J. N. Faulkes (gm) L. J. Nilles (bm) J. B. Birks (cm) L. S. Wright (com)	Chas. H. Moore (ad) John Callender (mga) Frank Ford (cam)	J. F. Hladky, Jr. (pm) C. H. Moore (apm) James Cowden (ms)
CENTERVILLE 7,625 7,625-ABC-CZ	Iowegian & Citizen (e) ⓒ 4,993	.065 Flat	(R) (AP) (J) (5¢, 30¢w) (Iowa Daily Press Association)	Iowegian Ptg. Co. J. M. & R. K. Beck, Co-Pubs.	R. K. Beck (e) C. B. DePuy (me-ce)	Lloyd Finks (ne-sp) Gladys DePuy (we)	R. K. Beck (gm) C. E. Triebswetter (cm)	William Hayes (mga) Max Hiatt (ram)	Oscar Hobart (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City / 1950 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics / Services / Representative / Key—Page 27	Publishing Co. / President / Publisher	Editor Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Woman's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mech. Supt.
CHARLES CITY 10,308 10,308-ABC-CZ	Press, 100 N. Main St., Tel.: 92 (e) 4,721	.07	Flat	(R) (AP) (5¢, 30¢w) (Iowa Daily Press Association)	Charles City Press Pub. Co., Inc. W. S. Rupe, Pres. Paul R. Bumbarger, Pub.	Paul R. Bumbarger (eep-me) Bill Sheeley (ce)	Bob Fischer (ne) Glenn Ortmayer (sp) Phyllis Allison (we)	Glenn Ortmayer (cm)	Keith Powell (ad) Bob Bever (cam)	Lorenz Gooders (ms)
CHEROKEE 7,705	Times & Chief, 111 South Second St., Tel.: 63, 64, 65. (e) 4,917	.065*	Flat	(I) (AP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc. and Iowa Daily Press Association)	Times Pub. Co. Dwight Clark, Pres.-Pub.	D. R. Clark (eep-me) Frank Buckingham (e-ce)	Frank Buckingham (ne-sp) Ellen Reeser (we)	D. R. Clark (gm-bm) Irving Begler (cm)	Miss Juanita Hill (cam)	Dwight R. Clark (pm-apm) Marion Butler (ms)
	*.10 in combination with weekly Courier, circulation 8,047.									
CLINTON 30,379 30,379-ABC-CZ	Herald, 221 6th Ave. S., Tel.: CH 2-7101 (e) 22,709	.13	Flat	(I) (AP) (5¢, 30¢w) (Allen-Klapp Co. and Iowa Daily Press Association)	Clinton-Herald Co. C. Y. Hancock, Pres.-Pub. John H. Notman, Co-Pub.	E. A. Strett (eep-e-me)	Thos. Wark (sp)	John H. Notman (gm) R. J. Schuster (bm) A. E. Meyer (cm)	D. A. Lundgren (ad) Mrs. Annetta Miller (cam)	
COUNCIL BLUFFS 45,629 46,197-ABC-CZ 51,013-ABC Par. 28	Nonpareil, 117 Pearl St., Tel.: 4061. (e ex Sat.) 20,777 Saturday edition (Sat.) 16,646 Sunday edition (S) 21,335	.14 .14 .14	Flat Flat Flat	(I-R) (AP,NYHT) (5¢, 15¢S, 40¢w-e&S) ($1.65mo) (Arthur H. Hagg & Associates and Iowa Daily Press Association)	New Nonpareil Co. Ora L. Taylor, Pres. Robert H. O'Brien, V.P.-Pub.	A. M. Piper (eep) Harry Mauck, Jr. (me) Frank Lane (ce)	Fred Hawks (sp) Margaret Tinley (we)	Ora L. Taylor (gm-bm) Chas. E. McDonald (cm)	Jack O'Brien (ad-mga-ram) Glen Gohlinghorst (cam)	Robert H. O'Brien (pm-apm) Robert Fisher (ms)
CRESTON 8,317	News-Advertiser, 206 N. Maple St., Tel.: STate 2-2141 (e) 5,510	.07	Flat	(I-R) (AP) (6¢, 30¢w) (Iowa Daily Press Association)	Creston Pub. Co. George B. Shaw, Pres. E. J. Van Nostrand, Pub.	E. J. Van Nostrand (eep) C. L. Kelly (me)	C. L. Kelly (ne) Max Sandeman (sp) Ione T. Hoyt (we)	E. J. Van Nostrand (gm) Alma B. Johnson (bm) Carl H. Gill (cm)	Fletcher M. Miller (ad-mga-ram) Alma B. Johnson (cam)	Ralph S. Griffin (ms)
DAVENPORT 78,549 105,075-ABC-CZ	Democrat, 124 E. 2nd St., Tel.: 2-6211 (m ex Mon.) 20,954 Times (e) 29,140 Combined edition (me) 50,094 Democrat-Times (S) 48,790	.... .26 .30*	.... Flat Flat	(I-R) (AP, UP) (5¢, 10¢S, 35¢w) (Jann & Kelley, Inc. and Iowa Daily Press Association)	Davenport Newspapers, Inc. Lee P. Loomis, Pres. Henry B. Hook, Pub.-D P. D. Adler, Pub.-T	M. A. Fulton (e-T) Forrest Kilmer (me-D) Rex J. Ballard (ce-T) Robt. L. Feeney (eep-D) Fred C. Bills (exec. e-T) William Wundram (ce-D)	Don Jones (Su) John O'Donnell (sp-D) J. Jurgens (sp-T) Elizabeth True (we-T-D)	D. Gottlieb (bm-D-T) E. P. Schwartz (cm) Ed Mill (cm-D-T)	D. Gottlieb (ad-D-T) D. Feeney (mga-D-T) J. Keith Hunter (ram-D-T) J. Klouda (cam-D-T)	W. Powers (pm-apm-D-T)
	*Includes insertion in Times Saturday preceding or Monday following.									
DES MOINES 177,965 212,702-ABC-CZ	Register, 715 Locust St., Zone 4, Tel.: CH 3-2111 (m) 220,338 Tribune (e) 134,751 Combined daily (me) 355,089 Register (*S) 509,320 Evening and Sunday (eS) 644,071 Morning and Sunday (mS) 729,658	.... 1.00 1.15 1.70 1.80	.... .90 1.035 1.53 1.62	(I) (AP, UP, CDN, DJ, INS, RNS, NYT) (J) (7¢m, 7¢e, 20¢S, 30¢w-e, 30¢w-m, 60¢w-m&e, 80¢w-m, e&S) (Scolaro, Meeker & Scott; Doyle & Hawley, Pacific Coast; and McAskill & Herman, Inc., Florida Area)	Des Moines Register and Tribune Co. Gardner Cowles, Pres. Luther L. Hill, Pub.	L. K. Soth (eep) Kenneth MacDonald (e) Frank Eyerly (me) Doyl Taylor (ce-T) John Zug (ce-R)	Ray Wright (ne-R) Parker Mize (ne-T) G. W. (Sec) Taylor (sp) Russell W. Schoch (feature ed)	Arthur T. Gormley (bm) E. P. Schwartz (cm) Carl T. Koester (com)	Charles J. Feldmann (ad) Lou Rich (mga) Richard C. Lee (ram) B. M. Brown (cam)	David Kruidenier, Jr. (Dir. promotion & research) Henry Kroeger (rd) B. E. Stolpe (pm) Verl D. Brewer (apm) Wm. G. Dorriss (ms)
DUBUQUE 51,223 52,920-ABC-CZ	Telegraph-Herald, 8th & Bluff Sts., Tel.: 3-6421 (e ex Sat.) 38,478 Sunday edition (S) 39,134	.20 .20	Flat Flat	(I) (AP, UP) (J) (5¢, 10¢S, 35¢w-d&S, $1.50mo) (Jann & Kelley, Inc. and Iowa Daily Press Association)	Telegraph-Herald F. W. Woodward, Pres.-Pub.	H. C. Slichter (eep-e-me) Carl Ochs (ce)	Al Link (ne) Mitch Milavetz (sp) Nona Nigg (we)	F. R. Woodward (gm) M. R. Kane (bm) Wm. J. Arndt (cm)	Ralph Kling (ad) Charles Allen (cam)	William Croker (pm-apm) Clarence Porter (ms)
ESTHERVILLE 4,719	News (e) 3,615	.055	Flat	(I) (AP) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc., and Iowa Daily Press Association)	Estherville Daily News Deemer Lee, Pub.	Deemer Lee (eep-e) Hoyt Luithly (me)	Hoyt Luithly (sp) Alice Higinbotham (we)	Deemer Lee (gm) Frank M. Deemer (cm)	Robert N. Lee (ad)	Robert N. Lee (pm) A. J. McDonald (ms)
FAIRFIELD 7,299	Ledger, 112 E. Broadway, Tel.: 55 (e) 4,953	.07	Flat	(R) (AP) (5¢, 30¢w) (Iowa Daily Press Association)	Fairfield Daily Ledger Walter E. Williams, Pub.	Walter E. Williams (eep) Dean Gabbert (me) William R. Baker (ce)	Van Garrison (sp) Mrs. Irene Garrison (we)	Robert Riggs (cm)	James J. McGiffin (ad-mga) Ben J. Taylor (ram) Cleo Bowermaster (cam)	James J. McGiffin (pm) Dale Simmons (ms)
FORT DODGE 25,115 25,115-ABC-CZ	Messenger & Chronicle, 713 Central Ave., Tel.: 2-1211 (e) 20,453	.12	Flat	(I-R) (AP) (J) (5¢, 30¢w, $1.30mo) (Jann & Kelley, Inc. and Iowa Daily Press Association)	Messenger Ptg. Co. H. V. Roberts, Pres. W. S. Merryman, Pub.	Walter B. Stevens (me)	Karl F. Haugen (ne)	W. S. Merryman (gm) R. M. Merryman (bm-cm)	C. E. Bailey (mga) C. F. Smith (ram) E. F. Martin (cam)	
FORT MADISON 14,954	Democrat (e) 6,260	.07	Flat	(I) (AP) (J) (5¢, 30¢w) (Iowa Daily Press Association)	The Democrat Co., Inc. W. T. Mershon, Pres.-Pub.	Richard Mershon (ce) Dick Fleskenstein (ce)	Jim Brennaman (sp) Nada Pollpeter (we)	W. T. Mershon (gm) Wm. Jacobsmeier (cm)	W. T. Mershon (mga) W. E. Gerdes (ram) Helen Kimbrell (cam)	W. T. Mershon (pm) Wm. Timmermeyer (ms)
IOWA CITY 27,212 27,212-ABC-CZ	Iowan, Box 552, Tel.: 4191. (University of Iowa) (m ex Mon.) 3,455	.07	Flat	(I) (AP) (5¢, 25¢w) (National Advertising Service, Inc.)	Student Publications, Inc. Leslie G. Moeller, Pres. Lester G. Benz Pub.	Dan Hinson (e) Kenneth Koopman (me-eep) R. Kirkby Boyd (ce)	Ellen Fernandez (ne) James Ney (Su) Eleanor Benz (we)	Lester G. Benz (gm) Gordon H. Wadsworth (cm)	E. John Kottman (ad) Mel Adams (mga)	Mel Adams (apm) Arthur Schmeichel (ms)
	Press-Citizen, 319 E. Washington St., Tel.: 3181 (e) 11,616	.10	Flat	(I) (AP) (5¢, 35¢w) (West-Holliday Co., Inc. and Iowa Daily Press Association)	Press-Citizen Co., Inc. W. T. Hageboeck, Pres.-Pub.	Edwin B. Green (eep-me) Wm. L. Eginton (ce)	Ben Stearns (ne) Al Grady (sp) Janet Collins (we)	W. T. Hageboeck (gm) E. J. Liechty (cm)	Kenneth E. Greene (ad-mga)	Guy J. Chappell (ms)
KEOKUK 18,144 18,144-ABC-CZ	Gate City (e) 9,216	.08	Flat	(I) (AP) (5¢, 30¢w) (Iowa Daily Press Association	The Gate City Co. Dale E. Carrell, Pres.-Pub. Dale E. Carrell, Jr. Asst. Pub. C. C. Carrell, Vice-Pres.	Dale E. Carrell (eep-e) Douglas Lamont (me-ce)	Douglas Lamont (ne) Donald Broekert (sp) Mary Baker (we)	C. C. Carrell (bm) Freeman Rosencrans (cm) R. L. Finerty (com)	F. J. Helenthal (ad-ram) Dick Finerty (mga) Shirley Keim (cam)	Dale E. Carrell, Jr. (pm) Ross Bunch (ms)
MARSHALLTOWN 18,021 20,405-ABC-CZ	Times-Republican, Tel.: 6611. (e) 12,878	.10	Flat	(I-R) (AP) (5¢, 35¢w) (Iowa Daily Press Association)	Times-Republican Ptg. Co. John W. Norris, Pres. Paul G. Norris, Jr., Pub.	Walter Hurd (eep) Paul G. Norris, Jr. (e) Warren G. Robeson (ce) Wendell R. Benson (me)	Charles Sawyer (sp) Esther Saum (we)	Paul G. Norris, Jr. (gm) Glenn G. Fields (cm)	John N. Garwood (ad) Gerald McKinney (mga) K. D. Melcher, Jr. (cam)	Karl D. Melcher (apm) Leo B. Sullivan (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MASON CITY 27,980 34,331-ABC-CZ 40,043-ABC Par. 28	Globe-Gazette, 121-23 E. State St., Tel.: 3800 (e) ⓐ 25,132 .14	Flat	(I-R) (AP, UP) (7¢, 35¢w, $1.52mo) (Jann & Kelley, Inc., Northwest Daily Press Association and Iowa Daily Press Association)	Globe-Gazette Pub. Co. Lee P. Loomis, Pres.-Pub.	W. Earl Hall (me) Enoch Norem (asso. ed) Thor Jensen (ce)	James Van Heel (sp) Eleanor McLaughlin (we)	Lee P. Loomis (gm) I. W. Hillstrom (cm)	Maude Stackhouse (mga) Lloyd L. Geer (ram) Mrs. Edward Jones (cam)	Maude Stackhouse (pm)
MISSOURI VALLEY 3,546	Times (e ex Sat.) 2,343 .04*	Flat	(I) (AP) (†) (J) (5¢, 15¢w) (Inland Newspaper Representatives, Inc.)	Times Printing Co. Willard M. S. Dale and Chester B. Crouch, Pubs.	Warren E. Chamberlain (e)				
	*.06 in combination with weekly Harrison County News (Friday), circulation 2,257.								
MOUNT PLEASANT 5,843	News, 207-209 W. Monroe, Tel.: 19. (e) 3,280 .05	Flat	(R) (INS) (J) (5¢, 30¢w, $1mo) (Inland Newspaper Representatives, Inc. and Iowa Daily Press Association)	The Mt. Pleasant News L. K. & C. S. Rogers, Pubs.	A. M. Patterson (e)	James Rose (sp) Mrs. Pearl Cochran (we)	W. K. Rogers (bm) Cecil Ross (cm)	P. C. Desenberg (mga)	
MUSCATINE 19,041 19,577-ABC-CZ	Journal, Tel.: AM 3-2331. (e) ⓐ 9,853 .08	Flat	(I) (AP) (5¢, 30¢w) (Jann & Kelley, Inc. and Iowa Daily Press Association)	Journal Ptg. Co. Lee P. Loomis, Pres. C. Lloyd Bunker, Pub.	Walter Russell (eep-me) Cora Stohr (ce)	Ron Arnold (sp) Doris Frack (we)	C. Lloyd Bunker (bm) Robert Bauer (cm)	Margaret Griffith (mga) Carl Walter (ram) Della Miller (cam)	
NEVADA 3,763	Journal, 1133 Main, Tel.: 128 or 109. (e) 3,617 .06	Flat	(I-R) (AP) (5¢, 30¢w) ($1.15mo) (Iowa Daily Press Association)	Nevada Evening Journal, Inc. D. V. Hall, Pub. Dean Carey, Pres.	Nelle McNichols (e-ce) Alan Bennett (me)	Alan Bennett (ne-sp) Nelle McNichols (we)	D. V. Hall (gm)	Shari Hopewell (ad) D. V. Hall (mga) Patricia Weir (cam)	William Haugsted (ms)
NEWTON 11,723 13,572 (Spec. Census '54) 11,723-ABC-CZ	News (e) ⓐ 7,391 .08	Flat	(R) (AP) (J) (7¢, 30¢w) (Iowa Daily Press Association)	News Ptg. Co. Geo. B. Shaw, Pres. L. O. Brewer, Pub.	L. O. Brewer (eep-e) Cort Klein (me) Richard Lyons (ce)	Edward Peck (sp) Edith Moore (we)	L. O. Brewer (gm) E. K. Shaw (bm) Harold Huckleberry (cm)	V. C. Olsen (ad-mga-ram) Larry Stubbe (cam)	E. K. Shaw (pm)
OELWEIN 7,658 7,858-ABC-CZ	Register (e) ⓐ 4,758 .065	Flat	(R) (AP) (J) (5¢, 30¢w) (Iowa Daily Press Association)	Register Pub. Co., Inc. L. A. Warren, Pres.-Pub.	L. A. Warren (eep-e) Ernie Eschboch (me) Fay Iverson (ce)	John Meyer (sp) Kaye Frazer (we)	M. H. Nicol (bm-cm)	Don Johannsen (ad-mga) Kenneth Fascher (cam)	Kenneth West (ms)
OSKALOOSA 11,124 11,124-ABC-CZ	Herald (e) ⓐ 7,878 .085	Flat	(R) (UP) (J) (7¢, 30¢w) (Iowa Daily Press Association)	Herald Publishing Co. A. K. Walling, Ed. & Pub.	DeWayne Foehlinger (ce)	Irene Moore (ne) Bruce Mathew (sp) Joan Spangler (we)	C. L. Walling (bm) Bernard Crew (cm)	Art Goshorn (ad-mga-ram) Rae Francis (cam)	C. L. Walling (pm) Dale Marshall (ms)
OTTUMWA 33,631 33,631-ABC-CZ	Courier, 213 E. Second St., Tel.: Mu 4-4611. (e) ⓐ 18,473 .12	Flat	(R) (AP) (6¢, 35¢w, $1.52mo) (Jann & Kelley, Inc. and Iowa Daily Press Association)	Courier Ptg. Co. Lee P. Loomis, Pres. John Huston, Pub. Ira F. Downing, Asst. Pub.	C. S. Johnston (eep-me) Al Efner (e-ce)	Al Efner (ne) Emmett Mowery (sp) Jeannette Stein (we)	John Huston (gm) Ira F. Downing (bm) Frank Hyatt, Jr. (cm)	John Huston (mga) Matt L. Lawrence (ram) Lillian Orr (cam)	Matt Lawrence (pm, apm) Earl Blanchard (ms)

Choicest Market on the Sales Menu!

SIOUXLAND, THE BILLION-DOLLAR Steak

SOURCE
Standard Rate and Data 1956. Sales Management Survey of Buying Power, 1956.

FLAVORED WITH THESE JUICY MARKET FACTS

SIOUXLAND
46 County Market Area
Population—791,000
Effective Buying Income—$1,161,751,000
Gross Farm Income—$896,657,000

SIOUX CITY, IA.
ABC City Zone Pop.—100,121
Consumer Spendable Income per Household, 95th in nation
Retail Sales per Household 19th in nation.

WHOLESALE TRADE
Center for Seven States

A market unto itself . . . rich and sales-satisfying, that's Siouxland. Carved from the corners of four states, in the heart of the most productive portion of the midwest. Sioux City's newspapers prepare this market to its tasty best, serving your sales message to over 300,000 daily readers.

Send for a detailed market analysis or contact our national representatives.

The Sioux City Journal and JOURNAL-TRIBUNE
• MORNING • EVENING • SUNDAY
REPRESENTED NATIONALLY BY JANN & KELLEY, INC.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
PERRY 4,019	Chief (e) 3,993	.06	Flat	(I-R) (AP) (5¢, 30¢w) (Iowa Daily Press Association)	Chief Ptg. Co. G. E. Whitehead, Pres.-Pub.	G. E. Whitehead (eep) William Monaghan (me-ce)	Harold Bailey (sp) Bonnie Brown (we)	M. E. Dake (bm) M. Nelson (cm)	M. E. Dake (ad-mga) Don McDevitt (ram) Harold Bailey (cam)	
SHENANDOAH 5,538	Sentinel (e) 3,952	.065	Flat	(R) (UP) (5¢, 30¢w) Iowa Daily Press Assn.)	Sentinel Pub. Co. W. D. Archie, Pres.-Pub.	R. K. Tindall (me-ce)			Harry Zickefoose (ad)	
SIOUX CITY 83,991 90,639-ABC-CZ 190,121-ABC Par. 28	Journal (m) ABC 58,210 Journal-Tribune (e) ABC 21,352 Combined daily (me) ABC 79,562 Journal (S) ABC 62,434	.... .30 .26	.... Flat Flat	(I) (AP) (5¢, 10¢ rural 15¢ city 25¢w) (Jann & Kelley, Inc., Iowa Daily Press Assn.)	Journal-Tribune Pub. Co. W. R. Perkins, Pres.-Pub.	Erwin Sias (eep) Willis Forbes (me)	Harry K. Whitted (day ne) M. E. Burnette (night ne) A. K. Stock (Su) Alex Stoddard (sp) Editha Webster (we)	W. R. Perkins (gm-bm) Orien E. McDaniel, (cm)	Walter Sotherland (ad) Clyde Van Dyke (ram) Dan Weidert (cam)	John Goettsch (pm) Dave Dryden (ms)
SPENCER 7,446	Reporter, Tel.: 375-376-666 (e ex Sat.) 6,352 Sunday Times (S) 6,471	.075 .06	Flat Flat	(I) (AP) (J) (7¢, 35¢w) (Perry A. Allen, Northwest Daily Press Assn. and Iowa Daily Press Assn.)	Spencer Pub. Co. George H. Williams, Pres. R. R. Jackson, Vice-Pres.	Jim Campbell (eep-e-me) Ken Brown (ce)	Robert Hentges (sp) Rose Olson (we)	B. B. Jackson (gm) Glenn E. Scott (cm)	J. D. White (ad) Margaret Burger (cam)	James Johnson (ms)
VINTON 4,307	Cedar Valley Times (e) 4,365	.06	Flat	(I) (UP) (J) (5¢, 25¢w, $1mo) (Iowa Daily Press Association)	Kruse Pub. Co.	M. P. Kruse (eep-e)	Richard Woods (ne-sp-we)	Frank B. Kruse (bm) Nina Smith (cm)	John N. Drilling (mga) Nina Smith (cam)	Frank B. Kruse (apm) Vern Dowler (ms)
WASHINGTON 5,902 5,902-ABC-CZ	Journal, 111 N. Marion, Tel.: 6 or 54 (e) ABC 4,185	.06	Flat	(I-R) (UP) (J) (5¢, 30¢w) (Iowa Daily Press Association)	Elder, Shannon & Co. R. E. Shannon, Pres.-Pub.	R. E. Shannon (eep) Bruce C. Cowden (e) Charles Morris (ce)	Charles Morris (ne)	R. E. Shannon (gm) David R. Elder (bm)	Wm. J. Shannon (ad-mga-ram) Dorothy Marston (cam)	Howard Hazen (ms)
WATERLOO 65,198 85,442-ABC-CZ 190,878-ABC Par. 28	Courier, 501 Commercial, Tel.: AD 4-7711. (e ex Sat.) ABC 49,088 Sunday edition (S) ABC 49,630	.24 .24	Flat Flat	(I-R) (AP, INS) (6¢, 10¢S, 40¢w, $1.60 mo.) (Story, Brooks & Finley, Inc.)	W. H. Hartman Co. John P. von Lackum, Pres. Robert J. McCoy, Pub.	Robert J. McCoy (eep-e) F. E. Thorne (me) Kenneth Murphy (ce)	Robert J. McCoy (Su) Al Ney (sp) Patricia Johnson (we)	Robert J. McCoy (gm) Ralph Klotzbach (off. mgr.) Hugh Patterson (cm)	T. E. Stevens (ad-mga-ram) Helyn Knief (cam)	Hugh Patterson (pm) T. E. Stevens (apm) Ed Castle (ms)
WEBSTER CITY 7,611 7,611-ABC-CZ	Freeman-Journal, 720 Second St., Tel.: 1300 (e) ABC 4,465	.07	Flat	(I-R) (AP) (J) (5¢, 30¢w) (Iowa Daily Press Association)	Webster City Publishing Co. George B. Shaw, Pres. W. J. Carmichael, Pub.	Max Maxon (me)	Max Maxon (ne) Larry Heintz (sp)	W. J. Carmichael (gm-bm) Don Powers (cm)	Everet Evans (ad-mga-ram) Joan Stensland (cam)	Everet Evans (pm-apm)

KANSAS

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ABILENE 5,775 5,922 (State census '53) 7,035 Loc. Surv. 5,755-ABC-CZ	Reflector-Chronicle, 200 N.W. 3rd, Tel.: 604 or 605 (e) ABC 4,353	.055	Flat	(R) (AP) (J) (5¢, 20¢w) (Inland Newspaper Representatives, Inc.)	R. C. Publishers, Inc.	Henry B. Jameson (e) Howard Sparks (me)	Howard Moore (sp) Mrs. Faye Taylor (we)	Henry B. Jameson (gm) Lester Green (cm)	John Rieck (am)	
ARKANSAS CITY 12,903 13,353 (State census '53) 12,903-ABC-CZ	Traveler, 124 E. Washington, Tel.: 2300 (e ex Sat.) ABC 6,627 Sunday edition (S) ABC 6,639	.07 .07	Flat Flat	(I-R) (AP) (J) (5¢, $1.10mo) (Arthur H. Hagg & Associates, Inc.)	Traveler Pub. Co. (a Stauffer publication) O. S. Stauffer, Pres.	Rex Woods, Jr. (eep-e-me) Brian Coyne (ce)	Dick Pryce (sp) Margaret Flick (we)	Rex Woods, Jr. (gm-bm) Verda Tuggle (cm)	James B. Austin (ad) Walter Bishop (ram)	Charles Coffelt (ms)
ATCHISON 12,780 12,568 (State census '53) 12,692-ABC-CZ	Globe (e ex Sat.) ABC 7,003 Sunday edition (S) ABC 7,038	.07 .07	Flat Flat	(I) (AP) (ROP-1) (5¢, 10¢S, 25¢w) (Southwest Dailies)	Globe Pub. Co., Inc. Paul Allingham, Pres.-Pub.	Al Bennett (eep-e-me) Cotton O Neill (ce)	Al Bennett (ne-Su) John Buckley (sp) Winney Allingham (we)	Ed Harris (cm)	Harvey Buckley (ad-ram) Paul Allingham (mga) Harry Ham (cam)	Paul Allingham (pm) Cecil Worrell (ms)
AUGUSTA 4,463 6,211 (State census '55)	Gazette, 415 State, Tel.: 327 (e) 2,097	.045	Flat	(I) (5¢, 75¢mo) (Inland Newspaper Representatives, Inc.)	Gazette Pub. Co. H. G. Hutcheson, Pres.	Bertha B. Shore (e) H. G. Hutcheson (eep-me)	H. G. Hutcheson (ne) Bill Schul (sp) B. B. Shore (we)		H. G. Hutcheson (ad-mga-ram) Margaret Thomas (cam)	
BELOIT 4,085 3,945 (State census '54)	Call (e) 2,584	.03	Flat	(I) (AP, Kansas Press Assn.) (J) (5¢) (Inland Newspaper Representatives, Inc.)	Alan B. Houghton and Delmar L. Wicks, Pub.	Alan B. Houghton (me)				
BURLINGTON 2,304 2,380 (State census '53) 2,304-ABC-CZ	Republican (e) ABC 2,419	.04	Flat	(I-R) (J) (†) (5¢, 15¢w) (Inland Newspaper Representatives, Inc.)	Bill Batdorf and Floyd S. Ecord, Pub.		Bill Batdorf (me) Harry O. Ritter, Jr. (sp)	Floyd S. Ecord (bm) Harry O. Ritter, Jr. (cm)		J. E. Weigand (ms)
CANEY 2,076 2,007 (State census '53)	Chronicle, 128 W. Fourth, Tel.: 57. (e ex Sat.) 1,268	.04	Flat	(R) (J) (5¢, 60¢mo) (none)	H. K. George, Pub.	H. K. George (eep-e-me-ce)	H. K. George (ne)	H. K. George (bm)	H. K. George (ad)	H. K. George (pm)
CHANUTE 10,109 10,003 (State census '53) 10,109-ABC-CZ	Tribune, 15 S. Highland, Tel.: 17 (e) ABC 5,942	.07	Flat	(I) (AP) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Chanute Pub. Co. E. W. Johnson, Pres.-Pub.	Ernest W. Johnson (eep-e-me)	Dwight Wallingford (ne) Keith Wright (sp) Jeanne Arnold (we)	E. W. Johnson (gm) Fay Clopine (cm)	James E. Sheridan (ad-mga-ram) Patricia McIlroy (cam)	T. O. Ward (ms)
CHERRYVALE 2,952 3,735 (State census '53)	Republican, 108 N. Neosho, Zone 1, Tel.: 88 (e) 1,605	.03	Flat	(I) (AP) (J) (10¢) (Inland Newspaper Representatives, Inc.)	Ray S. Francis, Pub.	Ray S. Francis (e)				
CLAY CENTER 4,528 4,454 (State census '53)	Dispatch, 429 Court, Tel.: 227 (e) 3,513	.05	Flat	(I-R) (AP) (J) (5¢, 70¢mo) (Inland Newspaper Representatives, Inc.)	Clay Center Pub. Co. H. E. Valentine, Pub.	H. E. Valentine (eep-e-me)	Ruth Love (ne) Harold Rosiska (sp) Mary Heard (we)	H. E. Valentine (gm) Dean Dixon (bm) Eloise Hoffman (cm)	Dean Dixon (ad)	H. E. Valentine (pm) Lloyd Kimbrough (ms)
COFFEYVILLE 17,113 17,980 (State census '53) 17,113-ABC-CZ	Journal (e ex Sat.) ABC 10,184 Sunday edition (S) ABC 10,219	.09 .09	Flat Flat	(I) (AP) (J) (5¢, 10¢S, 30¢w) (none)	Coffeyville Pub. Co., Inc. R. M. Seaton, Pres.-Pub.	R. M. Seaton (e) Gene Sullivan (eep-me)	Jim Billings (ne) Clyde Walthal (sp) Jo Jaminet (we)	R. M. Seaton (gm) Homer Stephens (cm)	Paul Zimmerman (ad) Robt. Moffatt (cam)	W. A. Goldsmith (ms)
COLUMBUS 3,490 3,080 (State census '53)	Advocate, 134 N. Kansas, Tel.: 21 or 42 (e) 2,702	.045	Flat	(R) (AP) (J) (5¢) (Inland Newspaper Representatives, Inc.)	W. W. Goodwin, Pub.	W. W. Goodwin (e)	Mona Tanner (ce)		Larry Ricketts (ad-bm)	Dean Strahan (ms)
CONCORDIA 5,981 6,008 (State census '53)	Blade-Empire (e) 3,838	.06	Flat	(R) (AP) (J) (5¢) (none)	Blade-Empire Pub. Co. Art Lowell, Pres.-Pub.	Art Lowell (eep) Lillie Cook (e-me-ce)	Clarence Taylor (we)	Art Lowell (gm-bm) Raymond Eustice (cm)	W. B. Tyler (ad)	Lee D. Shrouf (ms)
COUNCIL GROVE 2,732 2,780 (State census '53)	Republican (e ex Sat.) 2,476	.035	Flat	(R) (AP) (†) (J) (5¢) (none)	J. B. Lawrence and Don A. McNeal, Pubs.	Don A. McNeal (me)	Don A. McNeal (sp) Beverly Croskey (we)	Don A. McNeal (bm-cm)	Charles H. Cutler (mga)	

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
DODGE CITY 11,262 11,400 (State census '53) 11,657-ABC-CZ	Globe, Globe Building, Tel.: HU 3-4151 (e) 7,294	.09	Flat	(R) (AP) (5¢, $1.25 mo) (Arthur H. Hagg & Associates, Inc.)	The Globe Pub. Co. Jess Denious, Jr. Pres. & Pub.	D. L. Miller (eep-me) Jess Denious Jr. (e)	Jess Denious, Jr. (ne) Everett Montgomery (sp) Margaret Breen (we)	Trohman Robinson (bm) Hywanna Nicholson (cm)	Trohman Robinson (mga) James Lewallen (cam)	Jess Denious, Jr. (pm)
EL DORADO 11,037 12,296 (State census '53)	Times (e) 5,600	.07	Flat	(R) (AP) (J) (5¢, 25¢w, $1.10mo) (Southwest Dailies)	Times Pub. Co. E. F. Adams, Pres.	R. A. Clymer (e)	L. P. Klintworth (ne)	R. A. Clymer (gm) J. M. Arnold (cm)	R. A. Thompson (mga)	O. F. Huttenhoff (ms)
EMPORIA 15,669 14,746 (State census '53) 15,669-ABC-CZ	Gazette, 517 Merchant St., Tel.: 48 (e) 8,796	.09	Flat	(R) (AP) (J) (5¢, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	The White Corp., Inc. W. L. White, Pres.-Pub.	E. T. Lowther (eep) W. L. White (e) T. F. McDaniels (me-ce)	Roger Triplett (ne)	E. T. Lowther (gm) E. R. Barr (bm) M. Klein (cm)	Wilma Dabbs (mga) Paul R. Palmer (ad-ram)	Geo. Wathen (ms)
FORT SCOTT 10,335 10,099 (State census '53) 10,335-ABC-CZ	Tribune-Monitor (e) 6,136	.07	Flat	(I) (AP) (J) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Tribune-Monitor Co. G. W. Marble, Pres.-Pub.	G. W. Marble (eep-e) Frank Reeds (ne)	Fred Ury (sp) Marion Amott (we)	G. W. Marble (gm-bm) Mark Molloy (cm)	Ted Smith (ad)	Frank Decker (ms)
FREDONIA 3,257 3,293 (State census '53)	Herald (e ex Sat.) 2,486*	.04	Flat	(I) (AP) (J) (5¢) (none)	B. S. Hudson, Pub.			Ben S. Hudson (gm)		
	*Mar. 31, 1956.									
GARDEN CITY 10,905 10,770 (State census '53)	Telegram, 113 E. Chestnut, Tel.: 3232 (e) 5,356	.06	Flat	(R) (AP) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Telegram Pub. Co. Stuart Awbrey, Pres.-Pub.	Paul Murphy (me)		Stuart Awbrey (gm) Stella Austin (bm)	Marvin Smith (ad-mga-ram) Marvin Smith (cam)	M. W. McFarland (ms)
GOODLAND 4,690 4,512 (State census '53)	News (e ex Sat.) 2,718	.05	Flat	(I) (AP) (J) (†) (5¢. 10¢S. 65¢mo-d&S)	Goodland Daily News B. G. Robinson Pub.	B. G. Robinson (eep-me)	B. G. Robinson	B. G. Robinson (gm-bm-cm)	S. Mervin Gulick (ad-mga-ram-cam)	B. G. Robinson (pm) S. Mervin Gulick (apm)
GREAT BEND 12,665 15,128 (State census '53) 14,723-ABC-CZ 15,078-ABC Par. 28	Tribune, 2012 Forest, Tel.: GL 3-4211 (e ex Sat.) 9,082 Sunday edition (S) 9,022	.09 .09	Flat Flat	(I-R) (AP) (5¢, 10¢S, 25¢w, $1.10mo) (Southwest Dailies)	Tribune Pub. Co. Will L. Townsley, Russell T. Townsley, Helen T. Coogan (partnership)	Will L. Townsley (e) Paul R. Conrad (ce)	Dorothy Bowman (we)	Ben H. Emerson (gm) Chris Hildenbrandt (cm)	Ben. H. Emerson (ad) J. Sullentrop (mga) Jim Barnhill (ram)	
HAYS 6,625 9,486 (State census '53) 10,251 C of C Est. '56)	News, 106 E 11th, Zone 8, Tel.: 4-3421 (e ex Sat.) 6,512 Sunday edition (S) 6,512	.07 .07	Flat Flat	(I) (AP) (J) (5¢, 10¢S, 25¢w-d&S, $1.00 mo)	The News Pub. Co. Frank Motz, Pres.-Pub.	Frank Motz (eep-e me) Bob Rotor (ce)	Bob Rotor (ne-sp) Frank Motz (Su) Leota Motz (we)	Frank Motz (gm) Albert A. McFarlin (bm) Robert Giebler (cm)	Kenneth Snow (ad-mga) Eleanor Herzog (ram-cam)	Ken Snow (pm-apm) Lawrence Campbell (ms)
HIAWATHA 3,294 3,414 (State census '53	World (e) 3,019	.05	Flat	(I) (AP) (J) (5¢) (none)	World Pub. Co. Mrs. Nellie Herbert and Ewing Herbert, Jr., Co-Pubs.	Ewing Herbert, Jr. (e)		Ewing Herbert, Jr. (gm) Mrs. Nellie Herbert (cm)		
HUTCHINSON 33,575 34,711 (State census '53) 37,749-ABC-CZ 40,315-ABC Par. 28	News Herald, 300 W. Second, Tel.: MOhawk 2-3311 (d ex Sat.) 53,477 Saturday edition (Sat.) 53,072 m) Sunday edition (S) 54,249	.20 .20 .20	Flat Flat Flat	(I) (AP) (5¢, 15¢S, 35¢w, $1.50mo) (Jann & Kelley, Inc.)	Hutchinson Pub. Co. John P. Harris, Pres.-Pub.	John P. Harris (eep-e) E. Lawson May (exec. ed.) Bob Wellington (me-am) Herbert T. Waggoner (me-pm)	John McCormally (Su) Fred Mendell (sp) Dorothy Greve (we)	D. R. Brown (bm) George Alden (cm)	Kenneth MacPherson (ad) James Fehrenbach (mga) Dwight McCreight (cam)	M. R. Stevens (ms)
INDEPENDENCE 11,335 11,847 (State census '53) 11,335-ABC-CZ	Reporter, 121 S. 6th St., Tel.: 1 (e ex Sat.) 6,301 Sunday edition (S) 6,374	.07 .07	Flat Flat	(I-R) (AP) (J) (5¢e, 10¢S, 30¢w, $1.30 mo) (Southwest Dailies)	Reporter Pub. Co., Inc. Herbert A. Meyer, Jr. Pres.-Pub.	Frank C. Sands (eep-e-me) Marion S. Boner (ce)	Marion S. Boner (ne) Dick Hardy (sp) Miss Faith McConnell (we)	Herbert A. Meyer, Jr. (gm-bm) Jack Hively (cm)	E. H. Marshall (ad-ram-mga) Miss Sue Acre (cam)	H. A. Meyer, Jr. (pm) E. A. Hunt (apm) W. A. Cordes (ms)
IOLA 7,094 6,829 (State census '53)	Register, 302 S. Washington, Tel.: 18 (e) 4,531	.05	Flat	(I-R) (AP) (J) (5¢, 30¢w, $1.25mo) (none)	The Iola Register Angelo Scott, Pub.	Angelo Scott (eep-e) E. E. Lynn (ce)	E. E. Lynn (ne) Bud Roberts (sp) Mrs. B. Lawrence (we)	Angelo Scott (gm-bm) Ray Blohm (cm)	E. E. Lynn (mga) Floyd Green (ram)	A. Alexander (ms)
JUNCTION CITY 13,462 13,398 (State census '53) 16,714-CZ-Loc. Est.	Union, 108 W. 8th, Tel.: CE 8-5124 (e) 6,430	.07	Flat	(I-R) (AP) (J) (5¢, 30¢w, $1.30 mo) (Inland Newspaper Representatives, Inc.)	John D. Montgomery, Pub.	Harold Taylor (ce)	Jerry Dorbin (sp) Helen Ordner (we)	Lee Rich (gm) John Dexter (cm)	Wm. Kelley (ad)	Otto Schultz (ms) John Cronin (prod. m)
KANSAS CITY 129,553 126,886 (State census '53) 151,675-ABC-CZ	Kansan, 901-3 N. 8th St., Tel.: DRexel 1-4300 (e) 29,532 Sunday edition (S) 29,565	.19 .19	Flat Flat	(I) (UP) (5¢, 10¢S, 20¢w) (Capper Publications, Inc.)	The Stauffer Publications, Inc. Phillip Zach, Pres.	W. A. Bailey (eep-e-me) C. H. Nohe (ce)	C. H. Nohe (ne-Su) John Thomson (sp) Ruth Burns (we)	W. A. Bailey (gm-bm) C. R. Stutzman (cm)	H. L. McKee (ad) Mahlon S. Weed (mga) James Brosius (ram) Loyd Kussman (cam)	Lowell Baird (ms)
LARNED 4,447 4,884 (State census '53)	Tiller & Toiler (e ex Sat.) 2,993	.05	Flat	(D) (J) (5¢, 65¢mo) (none)	The Tiller & Toiler Mrs. Leslie Wallace, Pub.	Harold C. Evans (eep-e-me-ce)	Nell Black (we)	Ralph L. Wallace (gm)	Don Wm. Foster (mga)	Causby H. Blunt (ms)
LAWRENCE 23,351 26,030-ABC-CZ 27,161-ABC Par. 28	Journal-World, 6th & New Hampshire, Tel.: VI 3-1000 (e) 10,243	.09	Flat	(R) (AP) (J) (5¢, 30¢w, $1.25mo) (Burke, Kuipers & Mahoney, Inc.)	The World Co. Dolph Simons, Pres.-Pub.	Dolph Simons (e) Bill Mayer (me) Jack Zimmerman (ce)	Jack Zimmerman (ne) Earl Morey (sp) Genevieve Balyeat (we)	Dolph Simons (gm) Leo Eller (bm) Wm. H. Metier (cm)	Ernest Pontius (ad) Norma Thomas (cam)	Dolph C. Simons, Jr. (pm) E. A. Fewel (ms)
LEAVENWORTH 20,579 21,095 (State census '53) 27,066-ABC-CZ	Times, 416-22 Semeca, Tel.: MU 2-0305 (e ex Sat.) 9,956 Sunday edition (S) 10,136	.09 .09	Flat Flat	(R) (AP) (5¢, 5¢S, 25¢w) (Arthur H. Hagg & Associates)	Daniel R. Anthony, III Pub.	R. E. Embleton (eep)	D. R. Anthony, IV (ne) Gilbert Smith (sp) Laura Scheerer (we)	John H. Johnston (gm)	John H. Johnston (mga) J. Krueger (cam)	L. Gorskiewicz (ms)
LIBERAL 8,947 10,181 (State census '55)	Southwest Times, 16-18-20 S. Kansas Ave., Tel.: MA 4-2541 (e) 5,301	.065	Flat	(R) (AP, UP) (J) (5¢d, 30¢w, $1.25mo) (Inland Newspaper Representatives, Inc.)	The Southwest Ptg. & Off. Supply Co., Inc. Kenneth J. Powell, Pres.-Pub.	Ray Millman (eep) Kenneth J. Powell (e-me) Arnold Ericson (ce)	Arnold Ericson (ne) Jim Mitchell (sp) Mrs. Maurine Tate (we)	Kenneth J. Powell (gm) Bert H. Powell (bm) Allen Branch (cm)	Earl H. Bondurant (ad-mga-ram-cam)	Wm. R. Shelton (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
LYONS 4,545 4,520 (State census '53) 4,744 Loc. Est. '56	News, West Commercial, Tel.: 51 (e ex Sat.) 3,071	.05 Flat	(I) (AP) (J) (3¢, 65¢mo) (none)	Lyons Pub. Co.	S. H. Jones (eep-me) Howard Chennel (ce)	Ida Warner (we)	Horace Jones (gm)	Edwin Fisher (mga)	
McPHERSON 8,680 (City) 23,679 (County) U. S. Census '52 8,640 (City) (State census '53)	Republican, 103 S. Main, Tel.: 98 (e) 5,011	.065 Flat	(R) (AP) (J) (5¢, 30¢ w) (Inland Newspaper Representatives, Inc.)	K. R. Krehbiel, d.b.a. McPherson Republican, Unincorporated	K. R. Krehbiel (eep-L. E. Lindell (ce)			T. H. Lowman (ad)	T. N. Canfield (ms)
MANHATTAN 19,056 14,172 (State census '53)	Mercury, 112-114 North 4th St., Tel.: PRescott 6-8805 (e ex Sat.) 9,014 Sunday edition (S) 9,014	.08 Flat .08 Flat	(R) (AP) (J) (5¢, 10¢ S, 30¢w) (Inland Newspaper Representatives, Inc.)	Seaton Pub. Co. R. M. Seaton, Pres.	Wm. Colvin (eep-e-me) Jack Woodman (ce)	Marilyn Weisbender (ne) Richard Fensler (sp) Charlotte Mutschler (we)	Leon Sanders (gm) Turner Depenbrink (cm)	Leon Sanders (ad) Paul W. Streeter, Nat. A.D. Leon Sanders (ram)	Merle Rees (ms)
NEODESHA 3,723 4,099 (State census '53)	Sun (e ex Sat.) 2,015*	.04 Flat	(I) (AP) (5¢) (none)	Paul A. Guess, Pub	Paul A. Guess (eep-e-me) E. T. Morgan (ce)	E. T. Morgan (ne-sp) Dorothy R. Guess (we)	Paul A. Guess (gm-bm-cm)	Paul A. Guess (ad-mga-ram)	Lauren E. Butts (ms)
	*Mar. 31, 1956 figure.								
NEWTON 11,590 12,518 (State census '53)	Kansan, 121 West 6th, Tel.: 83 (e) 6,416	.07 Flat	(I-R) (AP) (J) (5¢, $1.10mo) (Southwest Dailies)	Newton Publ. Co., Inc. John H. Stauffer, Pres.	John H. Stauffer (e-me)	Carol Stewart (we)	Jack Lander (gm) W. T. Bolin (cm)	Homer Owens (ad)	R. P. Burnette (ms)
NORTON 3,384 3,384 (State census '53)	Telegram, 215 S. Kansas, Tel.: 223 (e) 3,130	.05 Flat	(I) (AP) (5¢) (Inland Newspaper Representatives, Inc.)	Elton and Effie Mae Carter Owners	Ken Johnson (e)	Ken Johnson (ne) Wilmeth Kirk (sp) Peggy Burnham (we)	Elton Carter (gm) Viola E. Burnham (cm)	Don Ward (ad)	
OTTAWA 10,081 10,287 (State census '53) 11,281-ABC-CZ	Herald, 106-108 S. Main, Tel.: 47, 48, 49 (e) ⓔ 6,283	.07 Flat	(I) (AP, CT-NYN) (5¢, 30¢w) (Burke Kuipers & Mahoney)	The Ottawa Herald Inc. W. G. Snedaker, Pub.-Pres.	Don Huls (me)	L. W. Phillips (ne) Mrs. Lois Smith (we)	W. G. Snedaker (gm) Mrs. Leona Jones (cm)	Don Shipman (mga-ram)	Howard Hoadley (ms)
PARSONS 14,750 15,473 (State census '53) 14,750-ABC-CZ	Sun, 217-19 S. Central, Tel.: 112 (e) ⓔ 9,091	.09 Flat	(I-R) (AP) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Sun Pub. Co. Clyde M. Reed, Jr. Pres.-Pub.	Clyde M. Reed, Jr. (e) Martin Thomas (me) James Davis (ce)	Dale Mullen (sp) Martha Mahaffey (we)	Max Nutt (bm) David Templin (cm)	Rae Drenner (ad) Max Nutt (mga) Pearl Brennecke (cam)	Frank Power (ms)
PITTSBURG 19,341 22,108 (State census '53)	Sun (m ex Mon.) 8,248 Headlight (e) 5,254 Combined daily (me) 13,502 Sun (S) 8,248 Evening & Sunday (eS) 13,502	.... .11 Flat .... .11 Flat	(I-R) (AP) (5¢, 5¢S, 25¢w) (Burke, Kuipers & Mahoney, Inc.)	Pittsburg Pub. Co. O. S. Stauffer, Pres. F. W. Brinkerhoff, Pub.	F. W. Brinkerhoff (eep-e) K. L. Simons (me) R. R. Jones (ce-H) Richard Carr (ce-S)	H. O. Taylor (Su) James Leslie (sp) Glenda Stangland (we)	F. W. Brinkerhoff (gm-bm) D. E. Slagle (cm)	E. D. Ward (ad-mga) Mary Simion (cam)	E. D. Ward (pm) A. N. Simion (ms)
PRATT 6,196 7,574 (State census '53)	Tribune, 319 S. Ninnescah, Tel.: 1223 (e) 5,533*	.08 Flat	(I-R) (AP) (J) (5¢, 30¢w) (Scheerer & Co.)	Tribune Pub. Co., Inc. Ray F. Barnes, Pres. Robert L. Cribb, Pub.	Jim Cornish (e) Dick Holdren (ce)	Dick Holdren (sp) Ruth Nossman (we)	Robert L. Cribb (gm-bm) Ralph Osborn (cm)	Robt. Crabill (ad-mga-ram) Ivan Phillips (cam)	Robt. Finney (ms)
	*Mar. 31, 1956.								
RUSSELL 6,483 6,963 (State census '53)	News, 127 W. 8th St., Tel.: HUdson 3-2116 (e) 3,671	.055 Flat	(I) (UP) (J) (5¢, 20¢w) (Inland Newspaper Representatives, Inc.)	Russell Pub. Co., Inc. Russell T. Townsley, Pres.-Pub.	Russell T. Townsley (eep) Webster Hawkins (e-me ce)	Webster Hawkins (ne-sp) Mrs. Ann Schuler (we)	Allan D. Evans (gm-bm) Mrs. Richard Sheridan (cm)	Allan D. Evans (nad-mga-ram-cam) Carl Nelson (Loc. am)	Allan D. Evans (pm-apm) W. A. Dawson (ms)
SALINA 26,176 29,102 (State census '53) 26,176-ABC-CZ 32,420-ABC Par. 28	Journal, 201 W. Iron Ave., Tel.: TAylor 3-6363 (e ex Sat.) ⓔ 26,525 Sunday edition (S) ⓔ 26,795	.13 Flat .13 Flat	(I) (AP) (5¢, 10¢S, 30¢ w-d&S, $1.30mo) (Jann & Kelley, Inc.)	Salina Journal, Inc. Whitley Austin, Pres.	Whitley Austin (eep-e-me) Glenn Williams (ce)	Glenn Williams (ne) Fred Brooks (Su) Bill Burke (sp) Dorethea Smith (we)	M. W. Watkins (cm)	Fred Vandegrift (ad) E. F. Laubengayer (cam)	O. L. Kearney (ms)
TOPEKA 78,791 82,734 (State census '53) 96,877-ABC-CZ 110,041-ABC Par. 28	Capital (m) ⓔ 64,016 State Journal (e) ⓔ 23,347 Combined daily (me) ⓔ 87,363 Capital (S) ⓔ 65,428	.25 Flat .17 Flat .32 Flat .25 Flat	(R) (AP, INS, UP) (C-5¢, 15¢S, 35¢w-d&S, $1.50mo; SJ-5¢, 30¢w-d, $1.30mo) (AP) (Capper Publications, Inc.)	Topeka Newspaper Ptg. Co. Philip Zach, Pres. Stauffer Publications Oscar S. Stauffer, Pres.-Pub.	Jim Reed (e) Milton Tabor (eep-me) Chas. G. Pearson (ce) Joe Lee (eep) Oscar S. Stauffer (e) Tom Kiene (me) Roscoe Born (ce)	Bob Riley (ne) Newton Townsend (Su) Dick Snider (sp) Ada Montgomery (we) Stu Dunbar (sp) Bernice Milne (we)	H. S. Blake (gm-bm) James M. Rankin (cm)	F. B. Cunningham (mga) Robt. I. Peele (ram) Geo. Bauer (cam)	Vern Williams (ms)
				NOTE: The Topeka Capital and the State Journal are corporately and editorially separate, but operate their business, advertising, circulation and mechanical departments under a joint publishing company known as the Topeka Newspaper Printing Company with Philip Zach, President, James M. Rankin and Oscar Stauffer, vice-presidents; L. H. Schenck, secretary; F. G. Shirley, treasurer; Philip Zach, general manager; Harold Hult, country circulation manager; Dale Kelly, city circulation manager; F. B. Cunningham, national advertising manager; Robert I. Peele, local advertising manager; George Bauer, classified manager and Vern Williams, mechanical superintendent.					
WELLINGTON 7,767 8,502 (State census '53) 8,016-ABC-CZ	News (e) ⓔ 3,832	.055 Flat	(I-R) (AP) (J) (5¢) (Inland Newspaper Representatives, Inc.)	The Wellington Pub. Co. Stewart Newlin (Owner)	Stewart Newlin (e)	W. Robert Washburn (ne) R. R. McLaughlin (sp) Carolyn Epperson (we)	Stewart Newlin (gm) Mrs. Lela Oglesby (bm-cm)	Richard Dawes (ad)	Russell Hamman (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
WICHITA	Beacon, 825 E. Douglas, Zone 1, Tel.: FOrest 3-2211									
168,279 192,182 (State census '53) 201,231-ABC-CZ 259,787-ABC Par. 28	(e) ⓔ 100,245 Sunday edition (S) ⓔ 131,297 Evening & Sunday (eS) ⓔ 231,542	.40 .45 .68	Flat Flat Flat	(I) (AP) (AP Photo Fax) (CT-NYN, NYT, RN) (INS) (5¢ d, 10¢S, 35¢w-d&S) (Shannon & Associates, Inc.)	Beacon Newspaper Corp., Inc. M. M. Levand, Pres. Elliott Levand, Vice-Pres.	Mark Clutter (eep) E. C. Wallace (me) Richard Webster (ce)	Joe Gilmartin (sp) Jo Rogers (we)	M. M. Levand (gm) John R. Levand (cm) J. J. Crittenden (com)	Marvin Levand (mga) Paul Schlintz (ram) John Mileham (cam)	James Levand (pm) W. E. Fulgrost (ms)
	Eagle, 201 S. Market, Zone 1, Tel.: AM 2-4431									
	(m) ⓔ 100,025 Eagle (e) ⓔ 71,663 Combined daily (me) ⓔ 171,688 Sunday edition (S) ⓔ 118,149 Evening and Sunday (eS) ⓔ 189,812	.40 .35 .50 .40 .60	Flat Flat Flat Flat Flat	(I) (AP, UP) (J) (5¢a, 10¢S, 55¢w-m, e&S, $2.40mo) (O'Mara & Ormsbee, Inc.)	Wichita Eagle, Inc. Marcellus M. Murdock, Pres.-Pub. Clyde W. Speer, Exec. Vice-Pres.	Lester Kimmel (eep) R. M. Long (me-M) Earl Shaw (me-E) Mike Anderson (me) Ted Hammer (ce-M) Arch O'Bryant (ce-E)	Carey D. Granger (ne) Sam Kiefner (ne) Paul A. Lightner (sp-M) Bill Hodge (sp-E) Mary McLean (we)	Marcellus M. Murdock (gm) Jack Speer (bm) Frank W. Long (cm)	Britt Brown (ad) Joe Beemiller (mga) S. T. Sandberg (ram) Winfield Truitt (com)	Glenn Cummins (ms)
WINFIELD 10,264 10,102 (State census '53) 10,264-ABC-CZ	Courier (e) ⓔ 6,262	.07	Flat	(I) (AP) (J) (5¢, $1.10 mo) (Inland Newspaper Representatives, Inc.)	Winfield Pub. Co., Inc. Fred A. Seaton, Pres. W. W. Keith, Pub.	W. W. Keith (e) Chas. O. Booth (me)	Harry L. Hart (sp) Alice Mohler (we)	W. W. Keith (gm) B. L. Ledgerwood (cm)	Nelson Bridge (ad-mga-ram) Mary Lou Conrod (cam)	Edmund Walker (ms)

KENTUCKY

ASHLAND 31,131 40,930-ABC-CZ	Independent, 224-26 17th St., Tel.: EA 4-2136 (e) ⓔ 16,947 Sunday edition (S) ⓔ 18,039	.10 .11	Flat Flat	(I) (AP) (5¢, 10¢S, 35¢ w) (Ralph R. Mulligan)	Ashland Pub. Co. B. F. Forgey, Ch. of the Board J. T. Norris, Pres.	J. T. Norris (e) R. A. McCullough (Vice-Pres.-assoc e) J. T. Norris, Jr. (me)	John McGill (sp) Juanita Brooks (we)	J. T. Norris (gm) E. J. Scott (cm)	R. L. Mobayed (ad) Sue K. Shanklin (mga) C. J. Fox (cam)	R. L. Mobayed (pm-apm) Wm. B. Williams (ms)
BOWLING GREEN 18,347 24,057-ABC-CZ 27,661-ABC Par 28	Park City News, 813 College St., Tel.: VI 3-4321 (e ex Sat.) ⓔ 10,030 Sunday edition (S) ⓔ 10,697	.09 .09	Flat Flat	(I-D) (AP) (*S) (J) (5¢d, 10¢S, 35¢w) (Wallace Witmer Co.)	News Pub. Co. J. Ray Gaines and John B. Gaines, Pubs.	J. Ray Gaines (eep-e) Herb Wallace (me) Bill Skinner (ce)	W. O. Skinner (ne) Bert Borrone (sp) Elizabeth T. Thomas (we)	John B. Gaines (gm-bm) S. Willoughby (cm) David Stinson (c)	Jerry Mayes (ad) John B. Gaines (mga) Marilee Jackson (cam)	Max H. Jackson (ms)
CORBIN 7,744	Tribune (e ex Sat.) 4,640 Times (S) 4,665 Combined edition (eS) 9,305	.06 .06 .11	Flat Flat Flat	(I) (AP) (J) (5¢, 5¢S, 30¢w-d&S) (Bottinelli Kimball, Inc.	The Corbin-Times-Tribune, Inc. J. Springer Robinson, Pres. John L. Crawford, Pub.	John L. Crawford (e) James O. Crawford (me)	James O. Crawford (Su) Foley Ruggles (sp) Betty Jean Ohler (we)	Jack Thurston (cm)	James O. Crawford (ad-ram) Foley Ruggles (cam)	Kenneth Mauney (ms)
COVINGTON 64,452	Cincinnati Enquirer (Kentucky edition) (m) ⓔ 28,190* Sunday edition (S) ⓔ 39,151*	.12 .25	.08 Flat	(I) (AP, UP, INS) (5¢ 20¢S, 30¢w, 50¢w-d&S) (Moloney, Regan & Schmitt, Inc.)	Cincinnati Enquirer Roger H. Ferger Pub.	Everett M. Boyd (me) Kenneth Doris (asst. me) Elmer Dressman (Ky ed)	.....	Andrew F. Wiley (bm) A. Robert Oehler (cd)	Stanley A. Ferger (ad) Robert Hipple (mga)	.....
	*Included with report of Cincinnati (Ohio) Enquirer. Adjusted 6 mo. average, Pub. statements to ⓔ.									
	Kentucky Post (Kentucky edition of Cincinnati Post), 421 Madison Ave., Tel.: HE 1-1700									
	(e) ⓔ 42,567*	.14	Flat	(I) (SHNA, UP) (5¢, 30¢w) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	E. W. Scripps Co.	Carl A. Saunders (e-me) Paul Wessling (ce)	William Allen (sp) Margaret Arnim (we)	Chas. H. Willenborg (bm) John James Schneider (cm)	Chas. H. Willenborg (ad-mga-ram) John B. Green (cam)	Chas. H. Willenborg (pm)
	*Included with report of Cincinnati (Ohio) Post.									
	Kentucky Times-Star (Kentucky edition of Cincinnati Times-Star)									
	(e) ⓔ 21,454	.12	Flat	(I-R) (AP, NANA, UP, INS) (5¢, 30¢w, 75¢ mo) (O'Mara & Ormsbee, Inc.)	Times-Star Co. David S. Ingalls, Pres.	C. B. Deters (e)	Art Muth (ne) Tom Kramer (sp) Geri Ann Harris (we)	Ralph Freppon (bm) Wm. Schultz (cm)	.....	.....
	*Included with report of Cincinnati Times-Star.									
DANVILLE 8,686 10,219-ABC-CZ 10,899-ABC Par. 28	Advocate-Messenger (e ex Sat.) ⓔ 3,828 Kentucky Advocate (S) ⓔ 3,870	.055 .055	Flat Flat	(I) (AP) (J) (5¢S, 25¢w) (Mid-South Co. Dailies)	Advocate Messenger Co.	Enos Swain (eep-e) J. S. Towles (me) Mrs. Ida Tipton (ce)	Julia Durham (we)	Enos Swain (gm) Bryant Qualls (cm)	Gerald Van Gilder (ad)	Lloyd Case (ms)
FRANKFORT 19,700 20,470-ABC-CZ	State Journal (e ex Sat.) ⓔ 5,664 Sunday edition (S) ⓔ 5,871	.07 .07	Flat Flat	(I) (AP) (J) (5¢, 10¢S, 30¢w, $1.20mo) (John H. Perry Associates)	Perry Publishing Co. John H. Perry, Jr., Pres. N. A. Perry, Jr., Pub.	P. Swift (me)	Paul Weddle (sp) Dorothy Darnell (we)	N. A. Perry, Jr. (gm) Albert Lovell (cm)	Gilbert Young (ad-mga-ram)	John Gilpin (ms)
FULTON 5,500	Leader, Cor. E. State Line & Washington, Tel.: 30 (e) 2,875	.05	Flat	(D) (INS, UP) (J) (5¢, 20¢w, 85¢mo) (Wallace Witmer Co.)	Fulton Pub. Co., Inc. W. Percy Williams, Pres. Byron W. Mitchell, Pub.	.....	Mrs. Byron W. Mitchell (e)	.....	Byron W. Mitchell (ad)	.....
GLASGOW 7,025	Times & Journal (e ex Sat.) 4,371	.06	Flat	(D) (AP) (J) (5¢, 25¢w) (Scheerer & Co.)	Glasgow Journal Ptg. Co., Inc. Geo. J. Ellis, Jr., Pres. Howard H. Zumbro, Pub.	Leonard Kelsay (eep-e-me) Louis Ellis (ce)	Louis Ellis (ce-sp) Thelma Toole (we)	Howard Zumbro (gm) William Tinsley (cm)	H. Zumbro (ad-mga) W. J. Tinsley (ram) Maxie Smith (cam)	James Grinstead (ms)
HARLAN 4,786	Enterprise (e ex Sat.) 6,021 Sunday edition (S) 6,021	.07 .07	Flat Flat	(I) (AP) (J) (5¢, 5¢S, 30¢w, $1.25mo) (Bottinelli-Kimball, Inc.)	Enterprise Pub. Co., Inc. J. Springer Robinson, Pres.-Pub.	S. C. Van Curon (eep-me)	Patrick Perry (ne) Mabel Collins (we)	S. C. Van Curon (gm-bm) Charles H. Pope (cm)	Springer Hoskins (ram) Mary Hatmaker (cam)	Springer Hoskins (apm) Robert Stewart (ms)
HENDERSON 16,837 16,837-ABC-CZ	Gleaner-Journal, 216 N. Elm, Tel.: 4396 (m ex Mon.) ⓔ 6,447 Sunday edition (S) ⓔ 7,183	.07 .07	Flat Flat	(D) (AP) (J) (5¢, 10¢S, 30¢w, $1.20mo) (Mid-South Dailies)	Gleaner & Journal, Inc. Francele H. Armstrong, Pres.-Pub.	Francele H. Armstrong (e) Ed Greenwald (me-ce)	Ronnie Jenkins (sp) Melicent B. Quinn (we)	Archie Riehl (bm) Elliott Porter (cm) John Benham (com)	R. G. Van Arsdall (ad-mga-ram) Archie Riehl (cam-nam)	John Cleavenger (ms)

DULUTH, MINNESOTA

SALT LAKE CITY, UTAH

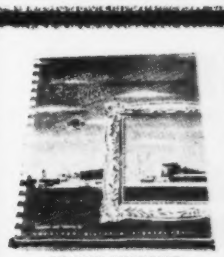
NEWARK, NEW JERSEY

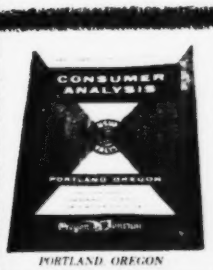
PHOENIX, ARIZONA

HONOLULU, HAWAIIAN ISLANDS

MILWAUKEE, WISCONSIN

CHICAGO, ILLINOIS

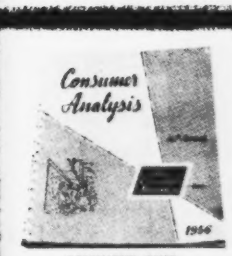

ST. PAUL, MINNESOTA



PORTLAND, OREGON

INDIANAPOLIS, INDIANA

LONG BEACH, CALIFORNIA



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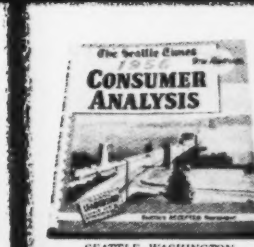

SEATTLE, WASHINGTON

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
HOPKINSVILLE 18,786	Kentucky New Era, 123 West 7th, Tel.: Tuxedo 6-2533 (e) 8,521	.08	Flat	(D) (AP) (5¢, 30w) Newspapers South, Inc.	Kentucky New Era Co. A. W. and Thomas F. Wood, Co-Pubs.	Joe Dorris (eep-e-me) Tom Covington (ce)	Joe Dorris (sp) Mrs. Anneta Zander (we)	Thomas F. Wood (gm-bm) Charles Dorroh (cm)	Ed Dinkins (ad-ram)	Eugene Liddle (ms)
LEXINGTON 55,534 79,407-ABC-CZ 101,428-ABC Par. 28	Herald, 237 W. Short St., Tel.: 2-2270 (m) 36,128 Leader (e) 24,439 Combined daily (me) 60,567 Herald-Leader (S) 57,430 *Sun. and e comb., .40; Sun. and m comb., .44.	.... .28* .28*	.... Flat Flat	(D) (R) (I) (AP, UP, INS) (5¢, 10¢S, 40¢w-d&S, $1.75mo) (The Katz Agency, Inc.)	Lexington Herald-Leader Co.	Herndon J. Evans (e-H) C. G. Dickerson (me-L) Herman W. Phelps (me-H) Henry Hornsby (ce-L) Harry E. Reiser (ce-H)	Ed. Ashford (sp-H) L. K. Shropshire (sp-L)	Fred B. Wachs (gm) Thomas L. Adams (cm)	R. E. Scofield (ad)	Ed Templin (pm) A. W. Johnson (ms)
LOUISVILLE 369,129 530,768-ABC-CZ 602,511-ABC Par. 28	Courier-Journal, 525 W. Broadway, Zone 2, Tel.: WAbash 2211 (m) 215,483 Times (e) 176,580 Combined daily (me) 392,063 Courier-Journal (S) 313,598 Evening and Sunday (eS) 490,178 Morning and Sunday (mS) 529,081	.... .83 .69 1.15 1.15	.... Flat Flat Flat Flat	(I-D) (AP, UP, CDN, NYT) (*S) (5¢, 20¢S, 30¢w-d, 50¢w-m&S) (The Branham Co.)	Courier-Journal & Louisville Times Co. Barry Bingham, Pres. Mark F. Ethridge, Pub.	Russell Briney (e-CJ) George Burt (e-in-chief-CJ) James S. Pope (exec. ed-CJ & T) George Burt (e-T) Barry Bingham (e-in chief-T) Norman E. Isaacs (me-T) John Herchenroeder (ce-CJ) John L. Newman (ce-T)	Glenn Kendall (ne-CJ) William Bell (ne-T) Cary Robertson (Su) Earl Ruby (sp-CJ) Dean Eagle (sp-T) Mildred Lensing (we-CJ) Helen Leopold (we-T)	Lisle Baker, Jr. (gm) Henry M. McClaskey (asst. gm) Fred Varga (cm)	J. Garrett Noonan (ad) Ted Weil (mga) Arthur Eyl (ram) Harold Hauswald (cam)	Basil P. Caummisar (pm) Neil Dalton (pub. rel. dir.) M. Geo. Martin (ms)
MADISONVILLE 11,132	Messenger (e) 7,331	.075	Flat	(D) (AP) (5¢, 25¢w) (Mid-South Dailies)	Madisonville Pub. Co. Edgar Arnold, Pres.	Edgar Arnold (eep-e) Edgar Arnold, Jr. (me) Albert Larmouth (ce)	Hylda Weldon (we)	.....	Ann Brown (ad)	Carl Harris (ms)
MAYFIELD 8,990	Messenger (e) 5,945	.06	Flat	(D) (AP) (J) (5¢) (Inland Newspaper Representatives, Inc.)	Messenger Pub. Co., Inc. Frank O. Evens, Pres.-Pub.	Jess Anderson (eep-e-ce)	Jack Anderson (ne-sp) Eugenia Foster (we)	Leon Dick (gm) Carolyn Williams (bm) Ernest J. Mills (cm)	Ruth Baker (ad-mga-ram)	.....
MAYSVILLE 8,632	Independent (m) 5,741 Public Ledger (d) 5,804	.05 .05	Flat Flat	(D) (AP) (5¢) (Inland Newspaper Representatives, Inc.) (R) (J) (5¢, 50¢mo) (Bottinelli-Kimball, Inc.	James Purdon Co. James Purdon, Pres. Geo. B. Purdon Pub. Ledger Pub. Co. Clarence Mathews, Pub.	Martha Purdon Comer (e-me) Paul Minch (ce) Wm B. Mathews (e-me)	Paul Minch (ne) Jackie Ormes (we) Mrs. Mary D. Mathews (ne)	George B. Purdon (gm) Jacob Fried (bm-cm) W. B. Mathews (gm) W. B. Mathews (bm)	George B. Purdon (ad) Jacob Fried (cam) W. B. Mathews (mga)	George Purdon (pm) Raymond A. Dora (ms)
MIDDLESBORO 14,482 14,482-ABC-CZ	News, 131 Chester Ave., Tel.: 62 (e) 5,888	.065	Flat	(I) (UP) (J) (5¢, 30¢w) (Mid-South Dailies)	Citizens News Co., Inc. R. L. Kincaid, Pres.	M. R. Guthrie (e)	Julian Pitzer (sp) Helen Henry (we)	Maurice K. Henry (gm) James Vanover (cm)	Raymond Walker (mga) Earl Burchfield (ram) Barbara Brittain (cam)	Maurice K. Henry (pm) Clyde Fletcher (ms)
MURRAY 6,035	Ledger and Times (e)	.05	Flat	(I) (UP) (J) (5¢w, 65¢mo) (Wallace Witmer Co.)	W. P. Williams, Pres. Jas. C. Williams, Pub.	James C. Williams (eep-e-me-ce)	James C. Williams (ne-sp) Jo Burkeen (we)	James Harmon (cm)	James C. Williams (ad-mga-ram-cam)	James C. Williams (pm-apm)
OWENSBORO 33,651 43,908-ABC-CZ 46,568-ABC Par. 28	Messenger and Inquirer (d ex Sat.) 23,587 Saturday morning (Sat.) 22,474 Sunday edition (S) 22,862	.12 .12 .12	Flat Flat Flat	(D) (AP) (5¢, 10¢S, 30¢wdS) (none)	Owensboro Pub. Co. Lawrence W. Hager, Sr. Pres.-Pub.	Lawrence W. Hager Sr. (e-eep) Lawrence W. Hager, Jr. (me) L. D. Gasser (ce)	Lewis Donohew (ne) Russ Melvia (sp) Mabel Dill Brown (we)	W. Bruce Hager (gm) Geo. M. Fuqua (bm) Jerome Conrey (cm)	Lawrence W. Hager (mga) L. E. Cummings (ram) Rex Hurt (cam)	.....
Note—Messenger & Inquirer was published Evening to Sept. 18, 1955. Beginning Sept. 19 published All Day, Monday through Friday, Saturday morning and Sunday.										
PADUCAH 32,828 45,732-ABC-CZ 52,016-ABC Par. 28	Sun-Democrat, 408 Kentucky Ave., Tel.: 3-1771 (e ex Sat.) 24,908 Sunday edition (S) 24,919	.15 .15	Flat Flat	(I) (AP, UP) (5¢ 15¢S, 35¢w, $1.50mo) (Burke, Kuipers & Mahoney, Inc.)	Paducah Newspapers, Inc. Edwin J. Paxton, Pres.-Pub.	Edwin J. Paxton, Jr. (eep) Edwin J. Paxton (e) Jos. O. LaGore (me) William R. Powell (ce)	Wm. R. Powell (ne) Wm. F. Carter (sp) Mrs. Odie Anderson (we)	J. L. Roth (gm) Frank R. Paxton (bm) L. G. Jewell (cm)	Paul Bouland (ad-mga-ram) R. D. Brown (cam)	Jos. G. Mitchell (pm) Wm. H. Usher (ms)
PARIS 6,912	Enterprise, 23 E. 4th St., Tel.: 80 or 79 (e ex Sat.) 4,597 Sunday edition (S) 4,597	.06 .06	Flat Flat	(D) (AP) (J) (5¢d, 5¢S, 30¢w-d&S) (Bottinelli-Kimball)	Paris Enterprise Mrs. J. M. Alverson, Sr. Pub.	J. M. Alverson, Jr. (e)	Leo E. Brauer (ne-sp) Mildred Clark (we)	Sanford Alverson (bm) Tom Gammon (cm)	Robert Worthington (ad)	Mildred Clark (rd)
RICHMOND 10,268	Register (e) 4,871	.05	Flat	(D) (AP) (J) (5¢, 20¢w) (Bottinelli-Kimball, Inc.)	The Daily Register Co. Inc. Keen Johnson, Pres.	Shelton Saufley (eep-e-me) Randall Fields (ce)	Randall Fields (sp) Lillian Bee (we)	T. B. Challinor (gm-bm) Margie Teater (cm)	T. B. Challinor (ad-mga-ram) Margie Teater (cam)	.....
WINCHESTER 9,226	Sun, Cor. Wall & Cleveland, Tel.: 91 (e) 3,916	.06	Flat	(I-D) (AP) (J) (5¢, 30¢w) (Allen-Klapp Co.)	Winchester Sun Co., Inc. George S. Tatman, Pres. James S. Tatman, Pub.	W. C. Caywood, Jr. (e)	Elizabeth Hunt (ne) Wanda Ratliff (we)	James S. Tatman (gm) C. S. Harris (cm)	C. S. Harris (ad) Frances Green (cam)	Ernest Elder (ms)

LOUISIANA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALEXANDRIA-PINEVILLE 34,913 41,336-ABC-CZ 44,847-ABC Par. 28	Town Talk, 128 Washington, Zone 3, Tel.: 6642 (e) 24,155	.14	Flat	(I-D) (AP, UP) (5¢, $1.30mo) (The John Budd Co.)	McCormick & Co., Inc. Mrs. M. H. Delimon, Pres. Rollo C. Jarreau, Pub.	Rollo C. Jarreau (e) Adras Laborde (me)	Jim Wynn (sp) Mrs. Ethel Holloman (we)	Hunter Jarreau (gm) Joe D. Smith, Jr. (bm) Geo. B. Marshall (com) Carl Rylee (cm)	Joe D. Smith, Jr. (ad) Joe D. Smith (mga) Cade Fogleman (ram) John Girlinghouse (cam)	R. J. Delaney (apm) Paul Slusher (ms)
BASTROP 12,769 12,769-ABC-CZ	Enterprise (e ex Sat.) 4,205	.06	Flat	(I) (UP) (5¢d, 25¢w, $1.20mo) (Mid-South Dailies)	Nathan Bolton, Pub.	Ray Kruger (e)	.....	Bill Chapman (bm) C. D. Baker (cm)	Mary Byargeon (am)	Bill Hayman (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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BATON ROUGE 125,629 138,044-ABC-CZ 139,097-ABC Par. 28	Advocate, 525 Lafayette St., Zone 1, Tel.: Dickens 2-6121 (m) ✱ 28,473 State Times (e) ✱ 31,604 Combined daily (me) ✱ 60,077 Advocate (S) ✱ 47,852	.... .22 .24*	.... Flat Flat	(I-D) (AP, UP, INS) (5¢, 10¢S, 25¢w-e, 35¢w-m&S) (The John Budd Co.)	Capital City Press..... C. P. Manship, Jr. Pres.-Pub.	C. P. Liter (exec. ed.) C. P. Manship, Jr. (e) E. A. Gueymard (me-ST) Margaret Dixon (me-A) I. A. Sandefer (ce-ST) Edythe Gelpi (ce-A)	A. J. Alleman (ne-ST) .. Ralph Pearson (ne-A) Chas. Magee (Su) Dan Hardesty (sp-ST) Bud Montet (sp-A) Pat Mengert (we-ST) Pat Tessier (we-A)	C. P. Liter (gm-bm) ..... A. E. Sholar (cm)	Charles C. Garvey (ad) Wm. P. Elliott (mga) J. H. Robertson (cam)	Carl Williamson (ms)
	*Includes insertion in either Saturday or Monday State Times.									
BOGALUSA 17,798 17,798-ABC-CZ 20,015-ABC Par. 28	News, Fifth St. & Ave. V, Tel.: REpublic 2-2565 (e ex Sat.) ✱ 6,796 Sunday edition (S) ✱ 6,855	.065 .065	Flat Flat	(I) (UP) (J) (5¢, 10¢S, 30¢w, $1.30mo) (Bottinelli-Kimball, Inc.)	James L. Wick, Chairman of Board Halford R. Houser, Pres.-Pub.	Halford R. Houser (e)	Lou Major (ne-sp) ..... Bob Landry (Su)	Hardy King (bm)..... H. E. Jung (cm)	Raymond Wagner (am) Janice Breland (cam)	Hardy King (pm) L. M. Murphy (ms)
CROWLEY 12,794 12,794-ABC-CZ	Signal, 101 N. Parkerson, Tel.: 800 (e ex Sat.) ✱ 4,889 Sunday edition (S) ✱ 4,858†	.07 .07	Flat Flat	(I) (AP) (5¢, 10¢S, 30¢w) (none)	Daily Signal, Inc..... Max Thomas, Pres.-Pub.	Max Thomas (eep)..... Harold I. Mitchell (e-me) Fred Bandy (ce)	Dudley J. Wilkins (sp) .. Rosalee Landry (we)	John R. Harrah (gm)..... Chas. Pridgeon (bm) Dennis Broussard (cm)	John R. Harrah (ad)..... Gene Griffin (ram)	John R. Harrah (pm) Eddie Hebert (ms)
	†Sun. Ed. First Pub., July 15, 1956.									
JENNINGS 10,673 10,181-ABC-CZ 11,120-ABC Par. 28	News, 238 Market St., Tel.: 261-1480 (e ex Sat.) ✱ 4,008	.06	Flat	(I) (AP) (5¢, 25¢w, $1.00mo) (Mid-South Dailies)	Franklin Hildebrand, Pub.	Franklin Hildebrand (eep-e) Harvey Laing (me) Frank Hildebrand, Jr. (ce)	Frank Hildebrand, Jr. (ne) Harvey Miss Elza Stewart (we)	Frank Hildebrand, Jr. (gm-bm) Richard Hill (cm)	B. F. Patterson (ad-mga-ram) Mrs. Helen Buffington (cam)	Frank Hildebrand (pm) B. F. Patterson (apm) Clinton Patterson (ms)
LAFAYETTE 33,541 41,301-ABC-CZ 43,721-ABC Par. 28	Advertiser, 219-223 Jefferson, Tel.: CEnter 5-8511 (e ex Sat.) ✱ 16,025 Sunday edition (S) ✱ 15,776	.10 .10	Flat Flat	(I) (AP) (5¢, 5¢S, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Morgan Murphy, Pres.	Harry R. Squiers (e) Vincent Marino (me) Jim LaCaffinie (ce)	Don Kingery (sp) ..... Lydia Krauss (we)	Harry R. Squiers (gm).... Scranton A. Mouton (bm) A. J. Sattler (cm)	Jay Boudreaux (ad).....	Raoul P. Guidry (ms)
LAKE CHARLES 41,272 52,947-ABC-CZ 60,325-ABC Par. 28	American Press (e) ✱ 27,026 Sunday edition (S) ✱ 26,173	.16 .16	Flat Flat	(I-D) (AP) (5¢, 10¢S, $1.50mo-d&S) (Inland Newspaper Representatives, Inc.)	Thomas B. Shearman, Pres.	K. L. Dixon (eep-e-me) Lloyd McMahon (ce)	Lloyd McMahon (ne) .... Truman Stacey (sp) Mrs. Beatrice North (we)	A. R. Krebs (gm)..... L. C. Martin (cm) Maynard Woodhatch (bm)	Van Andrus (ad-ram)... Mrs. F. Holland (ram) J. W. Jackson (cam)	Clay Ruckstuhl (ms)
MONROE 38,572 52,746-ABC-CZ 60,514-ABC Par. 28	World, 110 N. 2nd St., Tel.: 2-5166 (m ex Sat.) ✱ 22,523 Saturday morning (Sat.) ✱ 32,474 News-Star (e ex Sat.) ✱ 16,805 Combined daily (me) ✱ 39,328 World (S) ✱ 36,174	.15 .15 .15 .18 .18	Flat Flat Flat Flat Flat	(I) (AP, UP) (5¢, 10¢S, 35¢w, $1.40mo) (The Branham Co.)	News-Star World Pub. Corp. Robert Ewing, Jr., (chairman of board) William H. Bronson, Pres.	Walter B. Hatten (me-W) W. G. Jasper (me-N-S) Paul C. Yates (e-ep)	Paul Martin (sp)	Richard Hale (gm)..... Edmund G. Brown (Asst. gm) W. B. Goza (cm)	Mrs. Irene S. Reid (ad) Glen Guilky (mga) Mrs. Blanche Gates (cam)	T. H. Roberts (ms/D)

New measures of the

METROPOLITAN SHREVEPORT MARKET

1 2 3 4 5 6

LOUISIANA'S 2ND LARGEST MARKET AND WELL WITHIN THE NATION'S TOP 100 MARKETS

		RANK IN THE NATION
METROPOLITAN POPULATION	251,900	91
RETAIL SALES	$ 280,625,000	90
FOOD SALES	$ 63,240,000	88
APPAREL SALES	$ 23,571,000	73
FURNITURE-HOUSEHOLD	$ 15,375,000	89
AUTOMOTIVE SALES	$ 60,262,000	81
GAS-SERVICE STATION	$ 17,616,000	91
DRUG SALES	$ 8,983,000	81

Add to these rankings Shreveport's steady 10-year population increase of 48.7% as compared to the national 10-year increase of 28.8% and you have a plus market with high growth and high bonus returns on your advertising dollar. Isolated from other metropolitan markets, Shreveport is dominated only by using The Shreveport Times — Shreveport Journal. SOURCES: Sales Management, May, 1956; 1946.

CIRCULATION:

M & E 137,123 Evening 52,052
Sunday 104,524 Morning 85,071

(Publishers' Statement as filed with ABC — Six months ending Sept. 30, 1956)

Newspaper Production Company, Agent For —

The Shreveport Times - Shreveport Journal

✓ Check with the Branham Man

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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NEW IBERIA 16,467 21,297-ABC-CZ 23,439-ABC Par. 28	Iberian, 8 Bridge St., Tel.: EM 4-1801 (e ex Sat.) 6,318 .07	Flat	(I) (UP) (5¢d, 25¢w) (Botinelli-Kimball, Inc.)	Teche Pub. Co. M. A. Wolcott, Pub. James L. Wick, (Chm. of Board) Milton I. Wick, Pres.	M. A. Wolcott (eep-e)	Tracy Piller (ne) Ray Broussard (sp) Barbara Burke (we)	M. A. Wolcott (gm-bm) Earl Delcambre (cm)	Owen Neustrom (ad-mga-ram) Owen Neustrom (cam)	Owen Neustrom (apm) Dick Denlinger (ms)
NEW ORLEANS 570,445 664,727-ABC-CZ 720,074-ABC Par. 28	Item, 722 Union St., Zone 4, Tel.: TU 4242 (e) 102,082 .45 .40 Sunday edition (S) 101,091 .45 .40 Combined editions (eS) 203,173 .67 .59		(I) (DJ, NANA, NYHT, UP) (5¢, 10¢S, 35¢w, $1.50mo) (Sawyer-Ferguson-Walker Co.)	The Item Co. David Stern, 3rd, Pres.-Pub.	Lee Davis (eep) George Chaplin (e) Henri Wolbrette II (me) Jerry Cohen (ce)	Les Bennett (ne) Hap Glaudi (sp) Burdette Westfeldt (we)	Irvin M. Orner (gm) William R. Tracy (cm)	Hugo Heyns (ad) W. A. Holloway (aad) Jack W. Zaring (ram) Ray Liuzza (cam)	Harold Miller (pm) Luther Wright (ms)
	Times-Picayune, 601-15 North St., Zone 4, Tel.: TUlane 2411 (m) 184,673 .... States (e ex Sat.) 103,583 .... Saturday edition (Sat.) 91,562 .... Combined daily (me) 288,256 .73 .70 Times-Picayune-States (S) 281,105 .73 .70 Evening and Sunday (eS) 384,688 .95 .92 Morning and Sunday (mS) 465,778 1.13 1.10		(I D) (AP, CDN, INS) (5¢m-e, 15¢S, 45¢ w-m or e&S, $1.97 mo-m&S or e&S) (Jann & Kelley, Inc.)	The Times-Picayune Pub. Co. John F. Tims, Pres.	Geo. W. Healy, Jr. (e-TP) Carl M. Corbin (e-St) Harold P. McCall (eep-TP) Frank C. Allen (me-St) Arthur F. Felt, Jr. (ce-TP) Walter C. Cowan (ce-St)	James Harrison (ne-TP) Frank Norman (ne-ST) Chas. Wesch (Su) Wm. McC. Keefe (sp-TP) Harry Martinez (sp-St) Jacqueline Avegno (we-TP) Lucille Griswold (we-St)	R. E. Gough (bm) Donald W. Coleman (cm)	Aubrey F. Murray (ad) Roland Ladreyt (mga) John Charlton (ram-TP) Nelson R. Swayze (ram-St) Hu B. Stephens (cam)	Martin Burke (pm)
OPELOUSAS 11,659 16,451-ABC-CZ	World, P. O. Box 351, Tel.: 4971 (e ex Mon. and Sat.) 8,452 .08 Sunday edition (S) 8,563 .08	Flat Flat	(I) (UP) (J) (5¢, 10¢S, 25¢w, $1.05mo) (Mid-South Dailies)	World News Co., Inc. John R. Thistlethwaite, Pres.-Pub.	John R. Thistlethwaite (eep-e) Edgar deLesseps (me) Lillian Bourdier (ce)	John R. Thistlethwaite (ne-sp) Edgar deLesseps (Su) George Saltzmann (sp) Lillian Bourdier (we)	Hugh W. Thistlethwaite (gm-bm) Al LaGrange (cm)	Griffin Gomez (ad-mga-ram) Rena Hargroder (cam)	Griffin Gomez (pm-apm) James F. Bailey (ms)
RUSTON 10,372	Leader, 301 West Miss. Ave., Tel.: ALpine 5-0173 (e ex Sat.) 3,125†.06*	Flat	(I-D) (UP) (J) (5¢, 75¢ mo) (Newspapers South, Inc.)	Leader Publishing Co., Inc. C. E. Faulk, Jr., Pres.-Pub.	.....	.....	.....	.....	.....
	*Rate includes insertion in weekly (Thursday) issue, circulation 1,975.								
SHREVEPORT 127,206 165,634-ABC-CZ 209,797-ABC Par. 28	Journal*, 408 Marshall St., Zone 94, Tel.: 3-7131 or 2-0385 (e) 52,052 .29	Flat	(D) (AP, INS) (5¢, 25¢ w, $1.10d.o.) (The Branham Co.)	The Journal Pub. Co., Inc. D. Attaway, Pres.-Pub.	Geo. W. Shannon (e) D. F. Attaway (me) C. B. Williams (ce)	Otis Harris (ne-sp) Rose Margaret Harton (we)	D. Attaway (gm) T. R. Grafton (bm)	M. D. Nicholson (circ. dir.) Hayden Van Hoose (ad) Tom Huddleston (mga) J. H. Bosley (ram) Israel Weinstein (cam)	N. W. De Berardinis (pm) Frank Budde (apm)
	Times* (m) 85,071 .30 Sunday edition (S) 104,524 .30 Combined daily (me) 137,123 .40	Flat Flat Flat	(I) (AP, INS, UP, (5¢, 15¢S, $1.50 mo) (The Branham Co.)	The Times Pub. Co. Ltd. William H. Bronson, Pres.-Pub.	Chas. A. Hazen (me) Donald M. Ewing (asso. e) Al Hewitt (ce)	Keith Coulbourn (se) Bill Bailey (sp) Mrs. Viva Begbie (we)	L. A. Mailhes (gm) G. S. Pasquier (bm)		
	*NOTE: Completely independent and competitive newspapers are published by separate corporations, The Journal Publishing Company, Inc., and The Times Publishing Company, Ltd. Newspaper Production Company, as agent for both publishing Companies, operates advertising, circulation, accounting and mechanical departments, the personnel of which follows: D. Attaway, Chairman of Board, William H. Bronson, President and General Manager; T. R. Grafton, Vice-President and G. S. Pasquier, Secretary and Treasurer.								

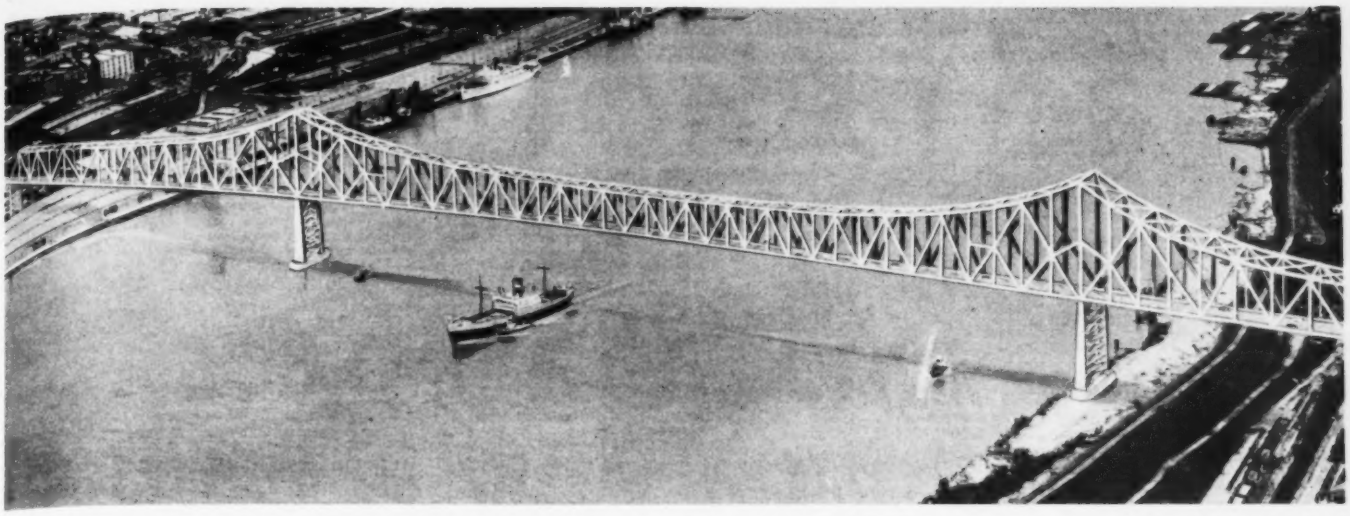
MAINE

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AUGUSTA 20,913 25,337-ABC-CZ	Kennebec Journal, 20 Willow St., Tel.: MA 3-3811 (m) 13,088 .10	Flat	(I) (AP) (J) (7¢, 42¢w, $1.85mo) (Julius Mathews Special Agency, Inc.)	Guy Gannett Pub. Co. Guy P. Gannett, Pres. Roger C. Williams, Pub.	Paul S. Plumer (e) Raymond J. Siegler (ce)	Raymond J. Siegler (ne) Ruth Henderson (we)	Paul S. Plumer (gm) John H. Gannett (bm) Richard J. Tobey (cm)	Chas. A. Tinckam (mga) John A. Conant (cam)	Roland W. Whittier (ms)
BANGOR 31,558 54,961-ABC-CZ 57,175-ABC Par. 28	News, 491 Main St., Tel.: 2-4881 (m ex Sat.) 70,177 .30 Saturday edition (Sat.) 73,290* .32	Flat Flat	(I) (AP) (7¢, 42¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	Bangor Pub. Co. Richard K. Warren, Pub. Mrs. Fred D. Jordan, Pres.	Roger W. Remington (eep) Richard K. Warren (e) John W. Moran (me) Kalil Ayoob (ce)	Bud Leavitt, O. Osborne (co-sp) Nelle C. Penley (we)	Robert E. Kiah (gm) Arthur E. McKenzie (bm) Raymond M. Goode (cm)	Andrew J. Pease (ad) Frederick B. McAlary (ram) Wyman F. Rice (cam)	Raymond J. Cox (ms)
	*Publisher's figure.								
BATH 10,644	Times, 83 Front St., Tel.: Hilltop 3-554 (e) 3,138 .08	Flat	(R) (AP) (J) (5¢, 35¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	The Times Co. F. B. Nichols, Pres.-Pub.	Ivan A. Trueworthy (me) Robert Huse (ce)	.....	F. B. Nichols (gm) M. D. Avery (cm)	D. L. Blair (cam)	.....
BIDDEFORD-SACO 20,836—Biddeford 10,324—Saco	Journal (e) 8,884 .08	Flat	(I) (AP) (5¢, 30¢w, $1.30mo) (Julius Mathews Special Agency, Inc.)	Journal Pub. Corp. Leo Joncas, Pres.-Pub.	Timothy J. Mahoney (e) Elston P. Ingalls (ce)	.....	Alfred H. Stimpson (cm)	Leo Joncas (mga) Paul Casavant (ram)	Harry Horsfield (ms) Joseph Bouchard (ms)
LEWISTON-AUBURN 40,974—Lewiston 23,134—Auburn 64,108-ABC-CZ	Sun (m) 31,205 .... Journal (e) 15,043 .... Combined daily (me) 46,248 .19	Flat	(I) (I-R) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Lewiston Daily Sun, Inc. Louis B. Costello, Pres.	Edw. L. Penley (eep-Sun) Daniel S. Dexter (eep-J) A. Kent Foster (ce-Sun) Lionel A. Lemieux (ce-J)	J. P. Toomey (ne-Sun) E. T. Barron (ne-J) Ted Taylor (sp-Sun) N. S. Thomas (Sp-J) Edith Thayer (we-Sun) Margaret M. Mitchell (we-J)	Russell H. Costello (gm) Q. A. Whittier (asst. gm-cm)	Roger Fontaine (mga-ram-cam)	.....
PORTLAND 77,634 119,942-ABC-CZ	Press-Herald, 390 Congress St., Zone 2, Tel.: SP 2-1911 (m) 50,926 .... Express (e) 30,373 .... Combined daily (me) 81,299 .30 Sunday Telegram (S) 94,634 .32	Flat Flat	(I) (AP, UP) (5¢, 20 ¢S, 35¢w-d, $1.50 mo-d) (Julius Mathews Special Agency, Inc.)	Guy Gannett Pub. Co. Jean G. Williams, Pres. Roger C. Williams, Pub.	Dwight Sargent (eep-PH-Exp-Tel) F. E. Cousins (me-Exp) Ernest Chard (me-PH) Robert B. Beith (exec. e) William Chapin (ce-PH) Delma Galbraith (ce-Exp)	Richard H. Woodbury (Su) Blaine Davis (sp-PH-Tel.) Stanley Jones (sp-Exp) Jeannette Pomeroy (we)	Laurence H. Stubbs (gm) Charles W. Weaver, Jr. (asst. bm) Hayden T. Davis (cm) Kenneth L. Sanborn (comp.)	Dorothy L. Roderick (mga) Julius L. Petersen (ram) Arthur S. Keniston, Jr. (cam)	Robert H. Collins (pm) G. F Marshall (ms)
WATERVILLE 18,287 24,979-ABC-CZ	Sentinel, 25 Silver St., Tel.: TR 3-3341 (m) 17,835 .12	Flat	(I) (AP) (7¢, 42¢w) (Julius Mathews Special Agency, Inc.)	Guy Gannett Pub. Co. Jean G. Williams, Pres. Roger C. Williams, Pub.	Caleb A. Lewis (eep-e) Robert Drake (me) Clayton Laverdiere (ce)	Harland Durrell (sp) Elizabeth Carter (we)	Howard N. Gray (gm) Anson Story (cm)	Howard N. Gray (ad) Carl Croce (mga-ram-cam)	Alfred Boucher (pm) Carl G. Croce (apm) Dwight French (ms)

MARYLAND

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ANNAPOLIS 25,104 (Incl. area annexed 1-1-51) 36,350-ABC-CZ 41,501-ABC Par. 28	Capital (e ex Sat.) 7,620 .14*	Flat	(I-D) (AP) (J) (5¢, 30¢ w, $1.30mo) (Shannon & Associates, Inc.)	The Capital-Gazette Press, Inc. Talbot T. Speer, Pres.-Pub.	R. H. Elliott (eep-e) E. M. Jackson, Jr. (me) Peter Lauck (ce) (ce)	Dorothy Dunbar (ne) Bob Watcher (sp) Mrs. Helen DeZayas (we)	E. M. Jackson, Jr. (gm-bm) Mrs. Rosemary Wells (cm) S. Chaplin Davis (com)	Benjamin Ponemon (ad) Charles W. Morrison (ram) Mrs. Effie Trego (cam)	Elmer M. Jackson, Jr. (pm) Reginald C. Kane (ms)
	*Rates include insertion of same copy in Maryland Gazette and Waldorf Leaf (Thursday) same week. Circulation 8,456.								

How big New Orleans is getting Bigger



In one way—new downtown bridge across the Mississippi to link city with West Bank. Well underway, the $59 million span—said to be largest cantilever in U. S.—will be completed by the time the 1958 E&P Yearbook appears. This is artist's conception of what will be 2nd bridge across Mississippi in metropolitan New Orleans.

Investment in new and expanded industry in New Orleans has totalled a whopping $851-million since 1946—with 11,000 new jobs. Pictured is new 5½-million dollar National Gypsum plant at Westwego—both National and U. S. Gypsum (the latter on Industrial Canal) are recent additions to the New Orleans industrial family.

Louisiana now second state in nation in crude oil production!—which puts $3 million a day into economy. Fabulous natural gas production, giant refineries and new petrochemical industries add more. Pictured here is drilling barge of Continental Shelf Drilling Corp. engaged in drilling in Louisiana coastal waters, near New Orleans.

The Times-Picayune
NEW ORLEANS STATES
CIRCULATION: 288,312 DAILY * 281,973 SUNDAY
REPRESENTED NATIONALLY BY JANN & KELLEY, INC.
A. B. C. Publishers Statement 1st Qtr. 1956

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
BALTIMORE	News-Post, Pratt & Commerce, Zone 3, Tel.: PLaza 2-1212									
949,708 1,238,050-ABC-CZ 1,422,550-ABC Par. 28	(e ex Sat.) 231,815 Saturday edition (Sat.) 215,454 Sunday American (S) 330,231	.70 .70 .80	Flat Flat Flat	(I) (AP, UP, INS) (5¢, 15¢S, 45¢w-e&S, $1.95mo-e&S) (Hearst Advertising Service)	Baltimore News American Div., Hearst Consolidated Publications, Inc. Wm. R. Hearst, Jr., Pres. Fred I. Archibald, V.P. & Pub.	Fred I. Archibald (ed supervisor) Sterling Noel (me) Edward Ballard (ce)	Thomas A. Regan (ne) Thomas Hughes (Su) Rodger H. Pippen (sp)	Nelson J. Quimper (asst. Pub.) J. Stephen Becker (bm) Edward M. Sechtman (cm)	Hugh F. Kiernan (ad) H. E. Herrmann (am) Roland Fox (mga) Earl F. Miller (ram) Philip L. Meyer (cam)	Albert Adler (pm) J. Stephen Becker (ms)
	Sun, Calvert & Centre Sts., Zone 3, Tel.: LExington 9-7700									
	(m ex Sat.) 193,463 Evening Sun (e ex Sat.) 214,228 Combined daily (me) 407,691 Saturday (m) 184,740 Saturday (e) 197,951 Combined (Sat.) 382,691 Sunday (S) 321,709	.95 .95 .95 .95 .95 .95 .95	Flat Flat Flat Flat Flat Flat Flat	(AP, NANA, RN) (*S) (5¢me, 15¢S, 30¢w-m or e, 60¢w-me&S) (Cresmer & Woodward, Inc. and Scolaro, Meeker & Scott)	The A. S. Abell Co. William F. Schmick, Sr., Pres. William F. Schmick Jr., Exec. V.P.	Philip M. Wagner (e-am) Price Day (asso.-e) Charles P. Ives (asso. ed.) Newton Aiken (e-pm) Charles H. Dorsey, Jr. (me-am) Philip S. Heisler (me-pm) Paul Banker (ce-am) Paul Broderick (ce-pm)	Burwell C. Snyder (ne-am) Vernon C. Sherwin (ne-pm) Harold Williams (Su) Jesse A. Linthicum (sp-am) A. Paul Menton (sp-pm)	George T. Bertsch (bm) B. Herbert Reynolds (cm) Wm. A. Stone (com)	W. Spaulding Albert (ad) Carl W. H. Ganz (mga) Frank Weber (ram) Walter C. Schmidt (cam)	C. Bruce Earnest (pm) Donald H. Patterson (ms)
CAMBRIDGE 10,351 11,647-ABC-CZ	Banner (e) 5,106	.06	Flat	(I) (AP) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Arnold Daane, Pub.	Arnold Daane (eep-e) Elsie McNamara (me)	Maurice Rimpo (ne) Robert Layton (sp) Leila Smith (we)	Herman Stevens (gm-bm) Pauline Robbins (cm)	Herman Stevens (ad-mga-ram) Naneita Faulkner (cam)	Roland Frazier (ms)
CUMBERLAND 37,679 51,834-ABC-CZ	News, 7 S. Mechanic St., Tel.: PA 2-4600									
	(m) 11,891 Times (e) 21,846 Combined daily (me) 33,737 Sunday Times (S) 30,172	.... .19 .16	.... Flat Flat	(I-R) (I-D) (AP, INS) (6¢, 10¢S, 36¢w-d, 46¢w-d&S) (Story, Brooks & Finley, Inc.)	The Times & Allegan-ian Co. John J. McMullen, Pres.-Pub.	Paul R. Dillon (eep-T) John J. McMullen (me-T) A. Trago Brust (me-N) T. Donald Shires (ce-T)	J. Wm. Hunt (Su) J. Suter Kegg (sp-T) C. V. Burns (sp-N) Pauline McEvoy (we-N) Ann Dorsey (we-T)	John J. McMullen (gm) Jas. A. Black (bm) Jos. K. Mooney (cm)	John R. Wilkinson (ram) Edw. D. Finan (cam)	John R. Wilkinson (apm) Jos. K. Mooney (ms)
FREDERICK 18,142 18,142-ABC-CZ	News (e) 8,016 Post (m) 9,122 Combined daily (me) 17,138	.... .08	.... Flat	(I) (AP) (J) (5¢, 30¢w) (none)	Great Southern Ptg. & Mfg. Co. W. T. Delaplaine, Pres.	W. T. Delaplaine (me) Henry Decker (ce-P) August T. Brust (ce-N)	Ed. Albaugh (sp) Patricia M. F. Rosen-crantz (we)	W. T. Delaplaine (gm) Louis E. Twentey (bm) W. H. Main, Jr. (cm) G. B. Delaplaine (com)	Wm. L. Brandenburg (mga) Edward F. Mull (ram)	Geo. B. Delaplaine (pm) Kemp Bentz (ms)
HAGERSTOWN 36,260 46,519-ABC-CZ 50,557-ABC Par. 28	Herald (m ex Sat.) 8,992 (Sat. m) 8,066 Mail (e ex Sat.) 18,222 (Sat. e) 16,951 Herald-Mail (m&e) 27,214 Saturday edition (m&e) 25,017	.... .14 .14	.... Flat Flat	(R) (AP) (5¢, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.) (D)	The Herald-Mail Co. Wm. P. Lane, Jr., Pres.	J. Garvin Hager (eep-e-me-M) Joseph M. Harp (eep-e-me-H) Richard Rauth (ce-M) Vernon Davis (ce-H)	Harry Warner (ne-H) George Rash (ne-M) Frank Colley (sp-H) Richard Kelly (sp-M)	C. Neill Baylor (gm-bm) Robert A. Lewis (cm)	A Jay Schaff (ad) Jeanette V. McClain (mga) W. J. Santman (ram) Charles R. Jessop (cam)	Roger Dansberger (ms)
SALISBURY 15,141 17,493-ABC-CZ	Times (e) 21,732	.11	Flat	(D) (AP,NANA) (5¢, 30¢w) (Story, Brooks & Finley, Inc.	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub.	Oscar L. Morris (e-me) Royden S. Meise (c)	Richard L. Moore (ne) Ed. Nichols (sp) Helen J. Perry (we)	G. Gordon Strong (gm) Edin F. Hearne (bm) Joe Burris (cm)	Thomas D. Irvin (mga-ram) Howard E. Poole (cam)	Horace G. Truitt (ms)

MASSACHUSETTS

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
AMESBURY 10,851—(Town)	News (e)	.03	Flat	(I-R) (J) (3¢, 20¢w) (Inland Newspaper Representatives, Inc.)	Amesbury Pub. Co., Inc. Ernest R. Coffin, Pres.	Ernest R. Coffin (me)	.....	.....	William G. Coffin (ad)	.....
ATHOL 11,554—(Town) 11,554-ABC-CZ	News, 540 Main St., Tel.: 115 (e) 4,685	.05	Flat	(I-R) (AP) (5¢, 30¢w, $1.25mo) (none)	Athol Press, Inc. Edward T. Fairchild, Pres. Pub.	Edward T. Fairchild (eep-e) Harold D. Beaman (me-ce)	Harold D. Beaman (ne) Burnett B. Cummings (sp) Mary A. Towne (we)	Richard J. Chase (bm) Raymond J. Lyons (cm)	Colin J. Cruickshank (mga-ram) Richard J. Chase (cam)	M. S. Benoit (ms)
ATTLEBORO 23,809 32,277-ABC-CZ 33,732-ABC Par. 28	Sun, 34-38 South Main, Tel.: Attleboro 1-267 W (e) 10,084	.09	Flat	(I-R) (AP) (5¢, 30¢w) (Johnson, Kent-Gavin & Sinding, Inc.)	Sun Pub. Co. Charles C. Cain, Jr., Pres.-Pub.	C. D. Roberts (e-me) Frank Feeney (ce)	Louis Rushlow (sp) Fairlee Hersey (we)	Chas. C. Cain, Jr. (gm) Russell Gifford (cm)	John F. Carty, Jr. (ad-mga-ram) Leah La Palm (cam)	Russell Gifford (pm) John F. Carty, Jr. (apm) Geo. McNally (ms)
BEVERLY 28,884 28,884-ABC-CZ	Times, 110-116 Cabot St., Tel.: WAlker 2-1234 (e) 7,291	.09	.07	(R) (INS) (5¢) (none)	Times Pub. Corp. Laurance S. Hovey, Pres. Lewis R. Hovey, Treas.	Lewis R. Hovey (eep-e) Carleton B. Hovey (me) John Conley (ce)	John C. Burke (sp) Mrs. Rita Dunn (we)	Laurance S. Hovey (gm-bm) Joseph Moore (asst. cm)	Laurance S. Hovey (ad-mga) Marjorie MacDonald (ram) Joseph Moore (cam)	Timothy J. Hayes (pm) John Stewart (ms)
BOSTON 801,444 2,101,044-ABC-CZ	American, (e ex Sat.) 181,325 Saturday edition (Sat.) 148,449 Record (m ex Sat.) 401,310 Saturday edition (Sat.) 384,543 Combined daily (me) 582,635 Sunday Advertiser (S) 533,311	.... 1.05 1.05	.... Flat Flat	(INS,AP) (5¢m or e, 20¢S, 30¢w-m or e, $1.25mo-m or e, $1.00mo-S) (Hearst Advertising Service)	The Hearst Corp. R. E. Berlin, Pres. H. G. Kern, Pub.	George Brady (eep) Win Brooks (me-A) Jas. P. Murphy (me-R) Sam Bornstein (me-Sun. Adv.) John H. Noonan (ce-A) C. Edward Holland (ce-R)	Wm. Laubenstein (ne-A) Arthur Good (ne-R) Sam Bornstein (Su) Herbert Finnegan (sp-A) Sam Cohen (sp-R) Ruth Mugglebee (we-R-A)	James H. McGaffigan (gm) Charles Mungie (cm)	Ernest Hoftyzer (ad) Frank E. Durn (mga) James A. King (ram) Ralph J. Meyers (cam)	Henry Young (ms)
	Christian Science Monitor, One Norway St., Zone 15, Tel.: Commonwealth 6-4330									
	(e) 161,566	1.05	.....	(I) (AP,RN) (5¢) (direct*)	The Christian Science Pub. Society John H. Hoagland, Manager	Donovan Richardson (eep) Erwin D. Canham (e) Paul S. Deland (ae) Courtney R. Sheldon (ce)	Webster J. Morse (sp) Saville Davis (Amer. ne) Joseph Harrison (Overseas ne)	H. Phelps Gates (cm) Mrs. Dorothy E. Webster (chief acct.)	M. Alvah Blanchard (ad) Norman S. Sweetland (nat. ad)	Herbert T. Stanger (prod. mgr.)
	*Branch Offices in New York, Washington, D.C., London, Paris, Cleveland, Philadelphia, Chicago, Detroit, St. Louis, Kansas City, Los Angeles, Portland, Ore., San Francisco, Seattle.									
	Globe, 244 Washington St., Zone 7, Tel.: Lafayette 3-2000									
	(m ex Sat.) 142,946 Saturday edition (Sat.) 139,143 (e ex Sat.) 156,313 Saturday edition (Sat.) 124,779 Combined daily (me) 299,259 Sunday edition (S) 389,036 Evening and Sunday (eS) 545,349	.... 1.00 1.10 1.40	.... Flat Flat Flat	(I) (AP, UP, NYHT, RN, CDN) (NANA) (ONA) (*S) (5¢, 20¢S, 50¢w) (Cresmer & Woodward, Inc. and Scolaro, Meeker & Scott)	Globe Newspaper Co. Wm. Davis Taylor, Pres.-Pub. John I. Taylor, Treas. Charles H. Taylor, Asst. Treas.	Laurence L. Winship (e) Victor Jones (me) Alfred J. Monahan (dce) Alexander J. Haviland (nce)	Daniel J. O'Brien (Su) Jerry Nason (sp) Dorothy Crandall (we)	Wm. Davis Taylor (gm) P. J. Flaherty (bm) Fred J. O'Neal (cm)	John F. Reid (ad-mga) Andrew Dazzi (cam)	Robert L. M. Ahern (pm)

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THE BOSTON GLOBE

gained

3,508,558 Lines
in Total Advertising Linage

...a greater gain in

Retail
Department Store
All General
Classified...

...and nearly TWICE as much in Total Advertising as the two other Boston newspapers COMBINED.*

In each of the last 24 months *only* the Boston Globe has made an advertising linage gain every month over the corresponding month for a total advertising gain of more than 6,300,000 lines.

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Scolaro, Meeker & Scott
Chicago, Detroit

The Leonard Co.
Miami Beach, Florida

*Source: Media Records

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BOSTON — Continued	Herald, 80 Mason St., Zone 12, Tel.: HAncock 6-3000 (m ex Sat.) (AC) 144,447	.....	.....	(AP, UP, NYT) (*S) (J) (5¢, 20¢S) (Geo. A. McDevitt Co. and Hal Winter Co. (Florida)	Boston Herald-Traveler Corp. Sidney W. Winslow, Jr., Pres. Robert B. Choate, Pub.	Robert B. Choate (e).. Geo. E. Minot (me-H) Hal Clancy (me-T) Donald T. Ross (ce-H) Norman Gray (ce-T)	Edward Costello (sp-H) Arthur Siegel (sp-T) Alison Arnold (so-H) Maggie Wells (so-T) Phyllis Hanes (we)	Robert B. Choate (gm).... Benjamin L. Moltman (cm)	George E. Akerson (ad) Paul S. Roberts, Jr. (mga) Harry McGowan (ram) Robert Farren (cam)	Frank Dassori (ms)
	Saturday edition (Sat.) (AC) 130,954	.....	.....							
	Traveler (e ex Sat.) (AC) 196,371	.....	.....							
	Saturday edition (Sat.) (AC) 146,394	.....	.....							
	Combined daily (me) (AC) 340,818	1.05	Flat							
	Sunday Herald (S) (AC) 261,421	.80	Flat							
	Evening and Sunday (eS) (AC) 457,792	1.10	Flat							
BROCKTON 62,860 62,860-ABC-CZ	Enterprise & Times (e) (AC) 42,936	.18	Flat	(AP, UP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Enterprise Pub. Co. Chas. L. Fuller, Pres.	K. P. Dalton (eep) Robert E. Riordan (ce)	Jos. A. Messier (ne) Victor C. Dubois (sp)	Charles L. Fuller (gm-bm) Howard Smith (cm)	Arthur H. Dunford (nat. ad) J. Phillip MacDonald (ram)	M. L. Belcher (ms)
CAPE COD (Hyannis P. O.) 10,480 Barnstable (Town) 46,805 Barnstable (County) ABC-CZ	Cape Cod Standard-Times, 319 Main St., Hyannis, Mass., Tel.: Hyannis 1200 (e) (AC) 16,915	.11	Flat	(I) (UP) (3¢, 18¢w, 78¢ mo) (Johnson, Kent, Gavin and Sinding, Inc.)	E. Anthony and Sons, Inc.	John H. Rogers (e) Milton Cole (me) Wm. D. Strete (me) Falm. edition	Charles Larkinsken (sp) Jean Crocker (we)	Robert D. Wilkinson (bm) J. J. Kelleher (cm)	Robert D. Wilkinson (ad) Roger Leonard (cam)	
CHELSEA 38,912	Record, 18 - 4th, Zone 50, Tel.: CHelsea 3-2416 (e) 5,346	.07	.05	(I) (5¢, 28¢w) (none)	Chelsea Evening Record, Inc. Herbert D. Hancock, Pres.	Francis J. Dowd (ce)	William Siegal (sp)	Herbert D. Hancock (gm)	Franz D. Wolff (ad) Wm. J. Kilroy, Jr. (cam)	Benjamin Zaiger (ms)
CLINTON 12,287 12,287-ABC-CZ	Item (e) (AC) 3,241	.05	Flat	(I) (INS, UP) (J) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	The W. J. Coulter Press, Inc. C. C. Coulter, Pres.-Pub.	W. G. Coulter (eep-ce) O. L. Stone (e) C. H. Coulter (me)	O. L. Stone (ne) Reta Naughton (we)	C. C. Coulter (gm-bm)	C. H. Coulter (ad)	
FALL RIVER 111,963 111,963-ABC-CZ	Herald News, 207 Pocasset St., Tel.: 6-8211 (e) (AC) 39,974	.17	Flat	(I) (AP, UP, INS) (7¢, 40¢w, $2.00mo) (Kelly-Smith Co.)	Fall River Herald News Pub. Co. C. E. Sevigny, Pres. E. J. Delaney, Pub.	E. J. Delaney (e) A. A. Dube (ce)	F. J. McGrath (sp)	C. E. Sevigny (gm) G. E. Sullivan, Jr. (cm)	T. A. O'Donnell (ad-mga-ram) M. Modlowski (cam)	
	Transcript (S)	.12	Flat	(I) (CT-NYN, UP) (20¢w) (Weekly Newspaper Representatives, Inc.)	Narragansett Publishing Co. George L. Sisson, Jr. Pub.	Rocky Ford (eep) Lou Saber (me)	Irving Gorden (sp) Lois Dean (we)	Geo. L. Sisson, Jr. (gm) Don Ross (cm)	Evelyn Lowenstein (ad) Hal Sayers (ram)	Freda Saber (rd)
FITCHBURG 42,691 42,691-ABC-CZ	Sentinel, 808 Main St., Tel.: FItchburg 3-3711 (e) (AC) 16,212	.11	Flat	(I-R) (AP) (5¢, $1.25 mo) (Julius Mathews Special Agency, Inc.)	Sentinel Ptg. Co. George H. Godbeer, Pres. Dalbert A. Bechtol (Asst. to the Pres.)	George H. Godbeer (e-me) Charles H. Shooshan (ce)	John Connelly (sp)	Elliot G. Wellington (bm-cm)	Allan C. Inman (mga) L. Gunnar Boring (cam)	Glendon S. Magoon (ms)
FRAMINGHAM 28,086	News, Tel.: 2-4321 (e) 11,543	.08	Flat	(I) (INS) (5¢, 35¢w, $1.40mo) (Johnson, Kent, Gavin & Sinding, Inc.)	News Pub. Co. James E. MacPherson, Pres.-Pub.	Raymond J. Callahan (e)		Robert G. MacPherson (gm-bm-cm)	Robert G. MacPherson (ad) Leon T. Sheltry (ram)	
GARDNER 19,581	News (e) 6,631	.07	Flat	(I) (AP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)		Alfred J. Abbott (me-ce)	T. F. Flynn (sp)	Harry D. Hardy (bm) C. R. Carlson (cm)	Harry D. Hardy (mga-ram)	A. J. Lajoie (ms)
GLOUCESTER 25,167 29,398-ABC-CZ	Times, Center St., Tel.: 70 (e) (AC) 9,264	.08	Flat	(I) (UP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Essex County Newspapers, Inc. Philip S. Weld, Pub.	Paul B. Kenyon (e)		Leonard Gibson (bm) Arthur Myett (cm)	Alexander N. Stoddart (ad)	Alexander N. Stoddart (pm) Samuel K. Furtado (ms)
GREENFIELD 17,349 27,348-ABC-CZ	Recorder-Gazette (e) (AC) 12,628	.10	Flat	(I-R) (AP) (7¢, 42¢w) (Gilman, Nicoll & Ruthman)	Recorder Publishing Co., Inc. Wm. Dwight, Treas. Henry J. Conland, Pres.	Harold E. Le Vanway (eep-e-me) Robert P. Dolan (ce)	Wayne A. Smith (ne) Robert P. Dolan (sp) Margaret C. Birt (we)	H. Irving Jenks (gm-bm-com) John J. Broughan (asst. gm) Delmar P. Magoon (cm)	John J. Broughan (ad-mga-ram-cam)	John J. Broughan (apm) Delmar P. Magoon (pm)
HAVERHILL 47,280 52,424-ABC-CZ	Gazette, 179 Merrimack St., Tel.: DRake 4-4771 (e) (AC) 19,581	.11	Flat	(I) (UP) (5¢, 35¢w) (Ward-Griffith Co., Inc.)	The Haverhill Gazette Co. J. Wesley Russ, Pub.	William H. Heath (eep-e) J. J. Moran (ce)	E. A. Benner (ne) Walter Ryan (sp) Mary F. Conlon (we)	Geo. W. McLaughlin (bm) Joseph A. Fareta (cm)	Geo. W. McLaughlin (mga-ram) Forrest E. Pettengill (cam)	W. H. Heath (ms)
HOLYOKE 54,661 114,017-ABC-CZ 123,645-ABC Par. 28	Transcript-Telegram (e) (AC) 26,496	.14	Flat	(I-R) (AP, UP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Holyoke Transcript-Telegram Pub. Co. Inc. William Dwight, Pres. Mrs. W. G. Dwight, Ed.-Pub.	Mrs. W. G. Dwight (eep-e) William Dwight (me) Richard J. Murphy (ce)	M. Stanley McIntyre (ne) William F. Keating (sp) Mrs. Geo. E. Bricks (we)	Arthur Ryan (gm-bm) Albert J. Stoeckel (cm)	H. M. Healy (ad-ram) Catherine T. McCann (mga) Bert J. Murphy (cam)	H. M. Healy (pm-apm) Frank Downey (ms)
HUDSON 8,211	Sun* (e) 2,085†	.....	.....	(I) (UP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Hudson Daily Sun Company John E. Rice, Pres. Dustin S. Lucier, Pub.	Robert Wilcox (eep-e-me-ce)	Robert H. Wilcox (ne-sp) Ethelyn Coolidge (we)	John H. Burke (gm) Nellie M. Jones (bm) Albert Beaudreau (cm)	John H. Burke (nat. ad mgr) R. H. Wilcox (ram) Ethelyn Coolidge (cam)	John H. Burke (apm) Harvey Morse (ms)
	Combined edition (e) 7,520†	.08*	Flat							
	†Mar. 31, 1956. *Hudson Sun and Marlboro Enterprise are sold only in combination. Combined rate .15 Also sold in combination with Acton Weekly Enterprise; Bedford Weekly Enterprise; Concord Weekly Enterprise; Maynard Weekly Enterprise and Sudbury Weekly Enterprise at .08 per line extra. Weekly combined circulation 7,570.									
HYANNIS	See Cape Cod.									
LAWRENCE 80,536 125,935-ABC-CZ	Eagle, 285 Essex Street, Tel.: MUrdock 6-4171 (m) (AC) 3,191	.20	Flat	(I) (AP) (J) (3¢m, 5¢e, 19¢w-m, 30¢w-e, 80¢mo-m, $1.25 mo-e) (Ward-Griffith Co., Inc.)	Eagle-Tribune Pub. Co. Irving E. Rogers, Pres.-Pub.	Joseph A. Reynolds (asst. me) (eep) Allan B. Rogers (me) Frederick B. Cole (ce-Eagle) John F. Dowd (ce-T)	Wm. C. Ferguson (sp) Mary H. Doyle (we)	Irving E. Rogers (gm) Wm. F. Lucey (bm) Irving E. Rogers, Jr., (asst. bm) Paul C. Abbot (cm)	John P. S. Doherty (ad-mga-ram) Edwin J. Watts (cam)	
	Tribune (e) (AC) 35,972	.20	Flat							
	Combined daily (me) (AC) 39,163	.20	Flat							
	Sun (S) (AC) 9,703	.085	Flat	(I-R) (UP) (10¢) (none)	Lawrence Publications, Inc. John P. S. Mahoney, Jr., Pub.		William Collins, Jr. (sp)	David Shack (cm)	Frank A. McPhee (ad) Mrs. Rita M. Fionte (cam)	
LEOMINSTER 24,075	Enterprise, Colburn Court, Tel.: LE 4-4926 (e) 5,068	.06	Flat	(I) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Leominster Enterprise Co. Robert H. James, Pres.	Clinton P. Rowe (eep-e-me-ce)	Clinton P. Rowe (ne) Henry Auger (sp)	William James (gm-bm) Robert James (cm)	Malcolm B. Johnson (ad-mga-ram) Robert H. James (cam)	Malcolm B. Johnson (pm) Alfred H. Wilson (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

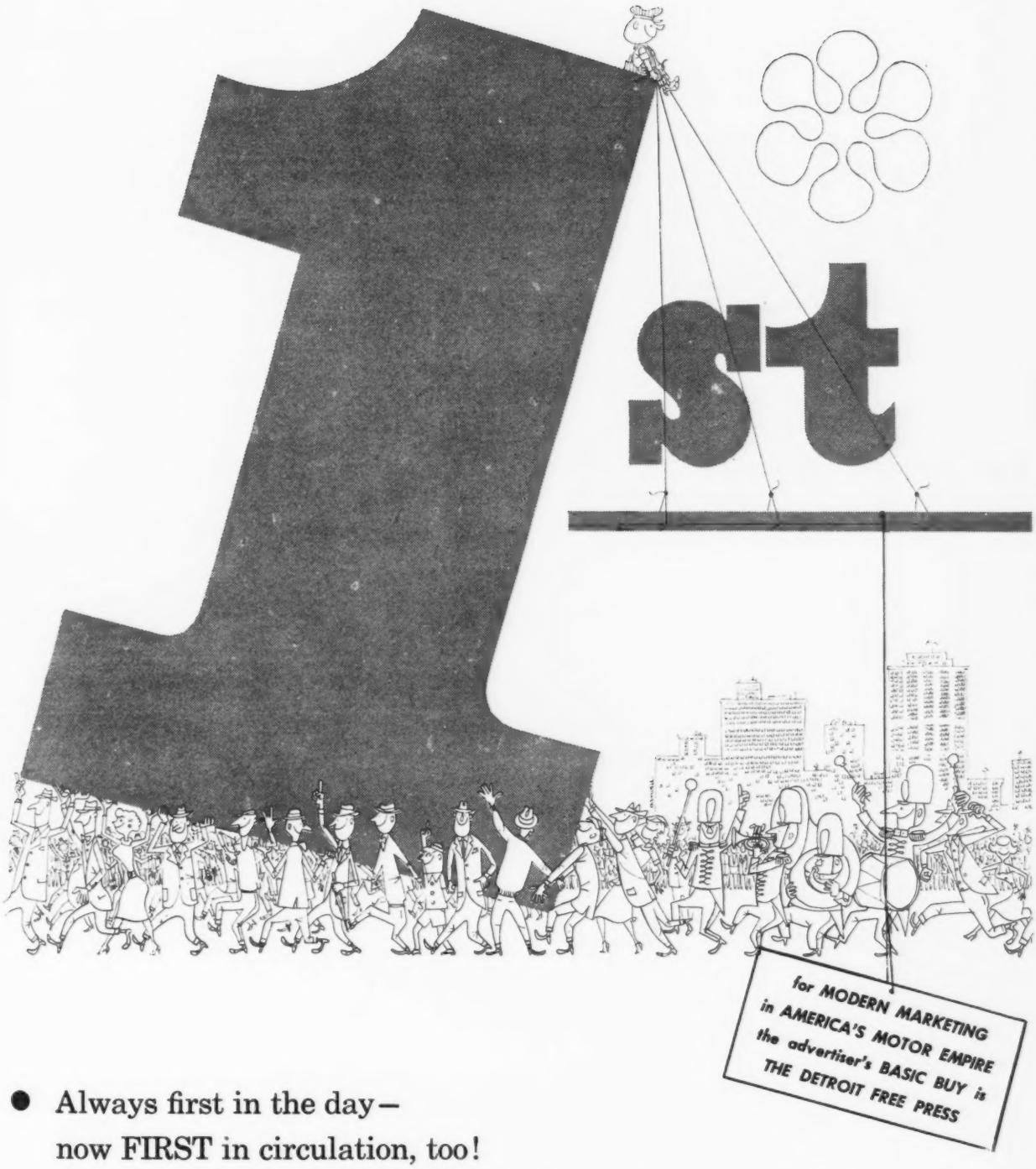
City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
LOWELL 97,249 131,301-ABC-CZ	Sun, 15 Kearney Sq., Tel.: GL 5-5671 (e) 42,535 .24 .20 Sunday edition (S) 30,679 .20 .16		(I) (INS) (AP, UP) (5¢, 15¢S, 45¢w-d&S, $1.30mo) (*S) (Story, Brooks & Finley, Inc.)	Lowell Sun Pub. Co. John H. Costello, Pres.	Clement C. Costello (eep-e) David F. Connors (me) Wm. F. Moran (ce)	Chas. Sampas (ne) Charles D. Harrington (Su) G. F. Sargent (sp) Anne Donaghoe (we)	Frank A. Lawlor (gm-bm) R. M. Harrington (cm)	Wm. T. Fleming (ad) C. E. Smith (mga) V. Rowaneckes (ram) Robert Bates (cam)	George J. McGuane (pm) Frank A. Lawlor (apm) Joseph Burns (ms)
LYNN 99,738 131,159-ABC-CZ 137,150-ABC Par. 28	Item (e ex Sat.) 22,740 .14 Saturday edition (Sat.) 20,171 .14	Flat Flat	(I) (AP) (5¢, 35¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	Hastings & Sons Pub. Co. Mrs. Wm. Kimball, Pres. Ernest W. Lawson, Pub.	Charles E. Gallagher (eep-me) James T. Hashian (ce)	Vincent P. O'Brien (ne) Edward H. Cahill (sp) Hazel Anderson (we)	Ernest W. Lawson (gm) James T. Kelly (cm)	Peter Gamage (ad) Natalie Pitman (mga) O. H. Austin (ram) James T. Kelly (cam)	Ernest W. Lawson (pm-apm)
	Telegram-News, 35 Central Ave., Tel.: LY 2-4600 (e) 20,080 .14 Sunday edition (S) 21,640 .14	Flat Flat	(D) (UP) (5¢, 20¢S, 50¢w-d&S, $2.15 mo) (Reynolds-Fitzgerald, Inc.)	Lynn Telegram, Inc. Frederick W. Enwright, Pres.-Pub J. Albert Dear, Treas.	Jacob Finkle (eep-e-me) Elmer Widell (ce)	Jacob Finkle (ne-Su) J. F. Williams (sp) Mary S. King (we)	Edgar Bates (gm-bm-cm)	Frederick Gluck (ad-mga-ram) Eleanore V. Enwright (cam)	Eleanore V. Enwight (pm-apm) James Dempsey (ms)
MALDEN 59,804	News, 22 Ferry St., Zone 48, Tel.: MA 2-0064 (e) 10,402 .09	Flat	(I) (UP) (5¢, 35¢w, $1.40mo)	Malden Publications, Inc. John A. Volpe, Pres. David Brickman, Pub.	David Brickman (e) Samuel Sayward (ce)	Tom Kenney (sp)	David Brickman (gm) Sidney Kane (cm)	Norman Morrison (ad-mga-ram-cam)	Norman Morrison (apm)
MARLBORO 15,756 16,892 Loc. Est.	Enterprise* (e) 5,435† .08 Combined edition (e) 7,520† .08	Flat Flat	(I) (UP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Enterprise Press, Inc. John E. Rice, Pres. Dustin S. Lucier, Pub.	W. H. Laverdure (ce-ne) Bernard J. Kane (me)	Robert Pryor (sp) Blanche Walker (we)	Bernard J. Kane (gm) Nellie Jones (bm) Albert Beaudreau (cm)	Amos R. Morin (ad-mga) Helen Pollard (cam)	Harvey Morse (ms)
	†Mar. 31, 1956. *Sold in combination with Hudson Sun. See Hudson listing. Combined rate .15. Also sold in combination with Acton Weekly Enterprise, Bedford Weekly Enterprise, Concord Weekly Enterprise, Maynard Weekly Enterprise and Sudbury Weekly Enterprise at .08 per line extra. Weekly combined circulation 7,570.								
MEDFORD 60,113	Mercury, 145 Salem St., Zone 55, Tel.: MY 8-0045 (e ex Sat.) 6,971 .08	Flat	(I) (INS, UP) (5¢, 29¢w) (none)	Medford Publications Inc. John A. Volpe, Pres. David Brickman, Pub.	David Brickman (eep-e) Philip Scheier (ce)	Philip Scheier (ne) Alfred Frezza (sp) Esther Engelman (we)	David Brickman (gm)	Donald S. Hartnett (am)	Donald S. Hartnett (apm)
MILFORD 15,442	News, 4 Park Terrace, Tel.: 570 (e) 7,156 .08	Flat	(I) (INS, UP) (5¢, 32¢w) (Julius Mathews Special Agency, Inc.)	Milford Daily News Co. Wm. F. Wright, Pres.-Pub.	Geo. Billings (eep-e) Edwin Gaskill (ce)	Stanley Jones (sp)	Chas. Miller (gm)	Chas. Miller (ad) Wm. F. Wright (mga) Ray F. Lovell (ram)	Chas. Tomase (ms)
NEW BEDFORD 109,189 133,299-ABC-CZ	Standard-Times, 555 Pleasant Street, Tel.: WY 5-7411 (e) 62,179 .25 Sunday edition (S) 52,742 .21	Flat Flat	(I) (AP, UP, INS) (*S) (5¢, 20¢S, 30¢w-d, 50¢w-d&S, $1.30 mo-d) (Story, Brooks & Finley)	E. Anthony & Sons Inc. Basil Brewer, Pres.-Pub.	Charles J. Lewin (eep-e) J. Richard Early (me) Norman M. Bryden (ce)	John W. Roberts (ne) John H. Ackerman (Su) George L. Patzer (sp) Mrs. Amantha A. Akin (we)	Charles J. Lewin (gm) Dan B. Gaylord (gbm) E. G. Otis (bm) Jeremiah J. Kelleher (cm)	Robert K. O'Neill (ad) Wendell D. Harbert (mga) William Almy, III (cam)	
NEWBURYPORT 14,111 14,111-ABC-CZ	News (e) 6,328 .07	Flat	(UP) (5¢, 30¢w, $1.25 mo) (Julius Mathews Special Agency, Inc.)	Essex County Newspapers, Inc. Philip Weld, Pres.-Pub.	Wm. L. Plante, Jr. (me)	Bill Coltin (ne)		Ralph Gibbs (ad)	Gordon Locke (ms)
NORTH ADAMS 21,587 41,024-ABC-CZ	Transcript, 25 Bank St., Tel.: MOhawk 3-3741 (e) 13,541 .10	Flat	(I) (AP) (5¢, 35¢w) (Julius Mathews Special Agency, Inc.)	Transcript Pub. Ass'n. James A. Hardman, Pub.	Jas. A. Hardman, Jr. (e) Philip A. Lee (me)	Thomas F. McShane (sp)	Robert Hardman (bm) John Shields (cm)	Edward J. Fallon (ad-mga-ram) William L. Graves (cam)	
NORTHAMPTON 29,063 39,757-ABC-CZ	Hampshire Gazette (e) 13,052 .10	Flat	(I) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	H. S. Gere & Sons, Inc. Harriet W. DeRose, Pres.	Edw. J. O'Dea (ce)		Harriet W. DeRose (gm)	Harriet W. DeRose (mga)	
NORTH ATTLEBORO [illegible],146	Chronicle, 12-14 Church St., Tel.: MYrtle 9-4431 (e) 3,800 .06 .05		(I) (INS) (J) (5¢, 30¢w, $1.25mo) (Ralph R. Mulligan)	North Attleboro Chronicle Co. Joseph W. Martin, Jr., Pres.-Pub.	Albert L. Martin (eep-ce) Charles F. Martin (me)	Albert L. Martin (ne-sp)	Edward E. Martin (gm) Robert R. Sherman (bm) Chester Twardzicki (cm)	John Stallard (ad) John Stallard (ram) Chester Twardzicki (cam)	Robt. J. Chabot (ms)
PITTSFIELD 53,348 60,714-ABC-CZ	Berkshire Eagle, 33 Eagle St., Tel.: 7311 (e) 28,235 .16	Flat	(I) (AP, UP) (5¢, 30¢w, $1.35mo) (Julius Mathews Special Agency, Inc.)	Eagle Pub. Co. Donald B. Miller, Pres.-Pub.	Lawrence K. Miller (eep-e-me) Theodore Giddings (ce)	Kingsley R. Fall (ne) Roger O'Gara (sp) Mrs. Mary-Jane Gross (we)	Donald B. Miller (bm-gm) Joseph Cancilla (cm)	Miss Jennie La Dame (mga) J. B. Rabiner (ram) L. Warren Perkins (cam)	Kenneth L. Fawcett (ms)
QUINCY 83,835 139,686-ABC-CZ	Patriot-Ledger, 13-19 Temple St., Zone 69, Tel.: GRanite 2-7000 (e) 41,931 .18	Flat	(I) (AP, INS, UP) (5¢, 30¢w, $1.25mo) (Ward-Griffith, Inc.)	Geo. W. Prescott Pub. Co. G. Prescott Low, Pub.	John R. Herbert (e) Donald C. Wilder (ce)	Prescott E. Hobson (sp) Mabelle Fullerton (we)	Frank Geoghegan (bm) David O. Dahlroos, Jr. (cm)	Ed B. Scott (ad) Wolcott Edwards (mga) James A. Newsom (ram) Lucie A. Spicer (cam)	
SALEM 41,880 94,010-ABC-CZ 101,064-ABC Par. 28	News, 155 Washington St., Tel.: PI 4-0600 (e) 24,761 .15	Flat	(I) (AP) (5¢, 36¢w) (Julius Mathews Special Agency, Inc.)	Salem News Pub. Co. Roland W. Estey, Pres.	Warren F. Rockwell (ce)		Donald M. Keyser (gm) Richard S. Olson (cm)	Leonard F. Willey (ad) Frederick R. Lawson (mga)	
SOUTHBRIDGE 17,519—(Town)	News (e) 4,801 .075 .05		(I) (UP) (3¢, 18¢w, 75¢ mo) (none)	Southbridge Evening News, Inc. V. V. McNitt, Pres.-Pub. Frank McNitt, Asso. Pub.	V. V. McNitt (e) Frank Little (me)	Evelyn B. Norton (we) Joe Capillo (se)	V. V. McNitt (gm) B. S. Goodwin (cm-com)	George Mozley (ad)	
SPRINGFIELD 162,399 168,342	Union (m) 81,366 News (e) 95,535 Combined daily (me) 176,901 .40 Republican (S) 111,788 .25	Flat Flat	(I) (AP, UP, DJ, NANA, INS) (*S) (5¢, 15¢S, 30¢w, $1.25mo) Peter Veronis (New York), George Cole (Chicago), Norman K. Reynolds (Boston), R. J. Birch & Co. (Pacific Coast)	Republican Pub. Co. Charles R. Meyrick, Pres.	Paul F. Craig (eep-me-U) Wm. M. Hatch (assoc. e-U) Roy W. Dykstra (ce-U) Frank H. Kelly (eep-me-N) Geo. F. Hargraves (ce) Horace B. Hill (eep-R) Walter R. Graham (me-R)	Richard Husband (ne-N) Roger Sylvester (ne-U) Walter R. Graham (Su-sp)	Charles R. Meyrick (bm) Francis R. Fennessey (cm) Sidney R. Cook (com)	P. Veronis (mga) J. Duggan (ram) John Mannix (cam)	John Cardinale (apm)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City / 1950 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max. Min.	Politics / Services / Representative Key—Page 27	Publishing Co. / President / Publisher	Editor Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mech. Supt.
TAUNTON 40,109 40,109-ABC-CZ	Gazette, 5-9 Cohannet St., Tel.: VAndyke 4-4033 (e) ⓒ 11,296	.09 Flat	(I-R) (AP) (7¢, 42¢w, $2.00mo) (Julius Mathews Special Agency, Inc.)	Wm. Reed & Sons Co. Katharine R. Davol, Pres. William R. Reed, Pub.	William R. Reed (e) John Ralston (ce)	Robert H. Briggs (ne) John A. Needs (sp)	William R. Reed (gm) Robt. W. MacGlashing (cm)	G. Donald Guthrie (ad) Gardner Woodward (cam)	Milton Reed (pm) William R. Reed (ms)
WAKEFIELD 19,633 22,115	Item, 26 Albion, Tel.: CRystal 9-0080 (e ex Sat.) 5,975	.065 .045	(I-R) (J) (5¢, 31¢w, $1 mo) (none)	Wakefield Item Co. Emma B. Dolbeare, Pres. Cyrus M. Dolbeare, Pub.	Cyrus M. Dolbeare (e) Robert G. Reed (me) Allston Van Wagner (ce)	Robert G. Reed (ne-sp)	Richard B. Dolbeare (gm-bm) Norman D. Sproul (com)	Richard W. Baker (ad-mga) Henry E. Webster (ram) Louise E. Lake (cam)	Richard B. Dolbeare (ms)
WALTHAM 47,187 47,187-ABC-CZ 54,423-ABC Par. 28	News-Tribune, 18 Pine St., Zone 5, Tel.: TWinbrook 3-1670 (e) ⓒ 14,176	.10 Flat	(I-R) (AP, UP) (J) (5¢, 30¢w, $1.25mo) (Johnson, Kent, Gavin & Sinding, Inc.)	Waltham Pub. Co. Jas. L. Connelly, Pres. Alexander T. Skakle, Pub.	Alexander T. Skakle (e) Thos. J. Murphy (me) William B. Hay (ce)	Francis H. Murphy (sp) P. May Cabeceiras (we)	Alexander T. Skakle (gm) Joseph M. Kohler (bm) James L. Connelly (cm)	John A. Skakle (mga-ram-cam)	Arthur M. Kohler (ms)
WOBURN 20,492	Times (e) 6,600	.07 Flat	(I) (INS) (J) (5¢, 25¢w, $1.00mo)	Woburn Daily Times, Inc. J. D. Haggerty, Jr. Pres.-Pub. Paul L. Haggerty, Co-Pub.	M. J. Curran (eep-ce) James D. Haggerty, Jr. (e) P. L. Haggerty (me)	James D. Haggerty, Jr. (ne) Robert L. Varey (sp) Mrs. Joan McGowan (we)	J. D. & P. L. Haggerty (gm-bm) Charles J. Riley (cm)	J. D. Haggerty, Jr. (ad) Wm. Shaughnessy (mga-ram) Betty Devaney (cam)	Wm. Sullivan (pm-apm) Italo Galante (ms)
WORCESTER 203,486 256,888-ABC-CZ	Telegram, 20 Franklin St., Zone 1, PLeasant 5432 (m) ⓒ 57,006 Gazette (e) ⓒ 102,404 Combined daily (me) ⓒ 159,410 Telegram (S) ⓒ 106,047	.51 .45 .39 .33	(R) (AP, RN, INS) (5¢, 20¢S, 30¢w-d, $1.35 mo-d, 90¢mo-S) (I) (AP, INS, UP) (5¢, 20¢S, 30¢w-d, $1.35 mo, 90¢mo-S) (Moloney, Regan & Schmitt, Inc.)	Worcester Telegram Pub. Co., Inc. Harry G. Stoddard, Pres. Howard M. Booth, Pub. M. H. Williams, Asst. to the Pub.	Forrest W. Seymour (e) Leslie E. Moore (exec. e) F. P. Murphy (me-T) Ayton F. Smith (me-G) R. LaRocque & A. Alfred Marcello (ce-T) Stephen D. Donahue (ce-G)	Carl W. Erickson (ne-T) Wm. F. Holland (ne-G) Frederick L. Rushton (Su) Leroy J. Mumpton (sp-T) Edward W. Scannell (sp-G) Mildred Mikkanen (we-T&G)	Richard C. Steele (gm-bm) Hilding C. Peterson (cm) Gordon A. O'Brien (com)	F. R. Twiss (ad) Edward L. Davis (mga) Raymond J. Dowd (ram) Wm. J. Dixon (cam)	Walter F. Hopkins (pm) Alfred S. Arnold (Prod. Mgr.) William Weinrich (ms)

MICHIGAN

City / 1950 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max. Min.	Politics / Services / Representative Key—Page 27	Publishing Co. / President / Publisher	Editor Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mech. Supt.
ADRIAN 18,393 21,632-ABC-CZ 25,508-ABC Par. 28	Telegram (e) ⓒ 18,046	.125 Flat	(I) (AP) (5¢, 30¢w, $1.30mo) (Allen-Klapp Co.)	Stuart H. Perry, Pub. C. K. Wesley, Assoc. Pub.	Donald L. Frazier (e) Hoig L. Gay (me)	Donald Vogel (sp) Madge Millikin (we)	H. F. Bailey (gm) R. D. Benedict (cm)	Edward E. Porter (ad) Stanley Terry (cam)	A. Scott Mills (apm) Dick Martinson (ms)
ALBION 10,406	Recorder, 111 W. Center, Tel.: 3984 (e) 3,760	.06 Flat	(I) (UP) (J) (6¢, 30¢w) (Scheerer & Co.)	The Recorder Press Co. J. C. Bedient, Pres.-Pub. Blair C. Bedient, V.P.	George Mather (eep-e)	George Mather (ne) Dale Arnold (sp) Mrs. Ruth Gable (we)	Blair Bedient (ad-ram)	Blair Bedient (mga-cam)	George Keyes (ms)
ALPENA 13,135 15,090-ABC-CZ	News (e) ⓒ 8,265	.10 Flat	(I) (UP) (7¢, 35¢w) (Theis & Simpson Co., Inc.)	Alpena News-Pub. Co. John Emmet Richards, Pres.-Pub.	Patrick C. Richards (e) Ray McCallum (ce) (me)	Edward E. Allen (sp)	Phil Richards (gm) B. R. Lamp (cm)	Robert Ruth (ad) Betty Crawford (cam)	.....
ANN ARBOR 48,251 53,552-ABC-CZ	News, 340 E. Huron St., Tel.: NOrmandy 3-3361 (e) ⓒ 25,493	.15 Flat	(I) (AP, UP) (7¢, 40¢w) (S. B. Newman, Brice McQuillin, Wm. Shurtliff and A. H. Kuch)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	Arthur Gallagher (eep-e) Dick Emmons (ce)	William Mullendore (ne) Mill Marsh (sp) Marty Papo (we)	Geo. P. McCallum, Jr. (gm) Chas. C. Westenfeld (cm)	Geo. P. McCallum, Jr. (mga) Karl W. Horning (ram) Leo T. Zahn (cam)	.....
BAD AXE 2,973 2,973-ABC-CZ	Huron Tribune, 100 W. Huron Ave., Tel.: 5 (d ex Sat.) ⓒ 3,143*	.06 Flat	(I) (UP) (J) (7¢, 75¢mo) (none)	Huron Daily Tribune (Co-Partnership) Clare J. Hewens, Sr., John C. Hewens, Clare J. Hewens, Jr. Clare J. Hewens, Sr., Pub.	Clare J. Hewens, Jr. (e)	Arnold Adler (sp) Mrs. Jean Adler (we)	Clare J. Hewens, Sr. (gm)	John C. Hewens (am) Robert E. Kerr (mga)	Richard DeChane (ms)
	*Period Oct. 10 '55 to Mar. 31, 1956.								
BATTLE CREEK 48,666 69,798-ABC-CZ	Enquirer & News, 155 W. Van Buren, Tel.: WO 4-7161 (e) ⓒ 36,972 Sunday edition (S) ⓒ 36,807	.18 Flat .18 Flat	(I) (AP, UP) (6¢, 10¢S, 40¢w, $1.80mo) (Sawyer-Ferguson-Walker Co.)	Federated Publications, Inc. R. B. Miller, Pres.	N. Wood (eep) H. A. Chipman (me) A. L. Miller (e) Ralph Koons (ce)	Louis Sinclair (ne) Cecil Munson (Su) Wendell Foltz (sp) Elizabeth Holmberg (we)	R. B. Miller (gm) G. A. Dennis (bm) Andrew Ford (cm)	R. H. Newcomer (ad) J. F. Newman (mga) Frank J. Latoszewski (ram) Marjorie Fleming (cam)	J. F. Newman (pm) Eric Ivany (comp. foreman)
BAY CITY 52,523 62,460-ABC-CZ	Times, 311 Fifth Ave., Tel.: TWinbrook 5-8551 (e) ⓒ 35,897 Sunday edition (S) ⓒ 35,818	.17 Flat .17 Flat	(I) (AP, UP) (7¢, 10¢S, 40¢w-d&S) (S. B. Newman, Brice McQuillin, A. H. Kuch & Wm. Shurtliff)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	Glenn MacDonald (e)	Milton D. Hewes (ne) Mike Sturm (sp) Melda Lynn (we)	John Krafft (gm) Earl Leavens (cm)	Edgar Heiden (mga) Ralph Schweitzer (ram) Lloyd Stevens (cam)	.....
BENTON HARBOR 18,769 43,149-ABC-CZ	News-Palladium (e) ⓒ 21,322	.15* Flat	(R) (AP) (7¢, 35¢w) (E. A. Faulkner & Associates)	Palladium Pub. Co. S. R. Banyon, Pres.-Pub.	S. R. Banyon (eep-e) L. R. White (eep-me) N. A. Lindenfeld (ce)	James Shanahan (sp) Mrs. Gladys Bailey (we)	S. R. Banyon (gm) R. M. Boothby (bm) Chas. Bowie (cm)	R. M. Boothby (ad-mga) J. W. Case (ram-cam)	R. W. Haynes (pm) H. Wesner (ms)
	*Sold only in combination with St. Joseph Herald-Press. See that listing.								
ST. JOSEPH 10,223 (Included in Benton Harbor ABC City Zone)	Herald-Press, 116 State St., Tel.: YU 3-2535 (e) ⓒ 7,315 Combined dailies (e) ⓒ 28,637	.15* Flat .15* Flat	(I-R) (AP) (7¢, 35¢w) (E. A. Faulkner & Associates)	Herald Press Co. W. J. Banyon, Pres.	W. J. Banyon (e) R. V. Wynkoop (me) W. C. Thurman (ce)	Jake Shubinski (sp) Helen Spangenburg (we)	Jim Kolberg (cm)	R. M. Boothby (mga) Kenneth Weidner, Jr. (cam-ram)	Fred Bischoff (ms)
	*All advertising sold in combination only. Same copy appears in Benton Harbor News-Palladium on same day.								
BIG RAPIDS 6,736	Pioneer, 118 N. Michigan, Tel.: 56 (e) 3,648	.055 Flat	(I-R) (UP) (5¢, 30¢w) (Scheerer & Co.)	Arthur E. Anderson, Pub.	Arthur E. Anderson (e)	Lillian Palmer (ne) Joe Wolcewiak (sp) Elaine Shoberg (we)	Mary Fribley (cm)	John E. Anderson (ad) Mary Fribley (cam)	Gilbert Forshee (ms)
CADILLAC 10,425	News, Evening News Bldg., Tel.: PRospect 5-2136 & 5-3377 (e) 5,556	.06 Flat	(I-R) (UP) (6¢, 30¢w) (Scheerer & Co.)	Cadillac Evening News Earl T. Huckle Pres.-Pub.	Earl T. Huckle (eep-e) Jules Wagman (me)	Jules Wagman (ne) C. A. Paulson (sp)	Earl T. Huckle (gm) C. A. Paulson (bm) E. B. Benson (cm)	Carl A. Paulson (mga) Earl Stump (ram) E. B. Benson (cam)	W. L. Laney (ms)
CHEBOYGAN 5,687	Tribune, 308-310 North Main St., Tel.: 71 (e) 3,734	.06 Flat	(I) (UP) (J) (7¢, 30¢w) (Scheerer & Co.)	Cheboygan Pub. Co. Myrton M. Riggs, Pres.-Pub.	M. M. Riggs (e-me) G. J. Turner (ce)	G. J. Turner (ne-sp) Alta Riggs (we)	M. M. Riggs (gm) Mona Weston (bm) Jean Bedell (cm)	Leo Bourrie (ad-ram) M. M. Riggs (mga) Pat Nau (cam)	M. M. Riggs (pm-apm) Oscar Carlson (ms)
COLDWATER 8,594	Reporter, 15 W. Pearl St., Tel.: 60 (e) 5,738	.08 Flat	(I) (UP) (7¢, 35¢w) (Scheerer & Co.)	Coldwater Reporter Co.	Seton Bovee (me) Duke Davidson (ce)	Duke Davidson (ne) Seton Bovee (sp)	Elinor Sweet (com)	A. G. White (ad-ram)	A. G. White (pm-apm) Geo. Hollis (ms)
DETROIT 1,849,568 2,121,699-ABC-CZ	Free Press, Zone 31 (m) ⓒ 456,768 Sunday edition (S) ⓒ 490,174	1.10 Flat 1.20 Flat	(I) (AP, UP, CT-NYN, NYT) (J) (*S) (7¢, 20¢S, 40¢w-d, 60¢w-d&S) (Story, Brooks & Finley, Inc. and Hal Winter Co., Florida)	Knight Newspapers, Inc. John S. Knight, Pres.-Pub. Lee Hills, V.P.	John S. Knight (e) Lee Hills (exec. e) Frank Angelo (me) Fred Olmsted (ce) Royce Howes, (assoc. e)	Walter Pierre (ne) Wm. J. Coughlin (Su) Lyall Smith (sp) B. Dale Davis (we)	H. C. Weidler (bm) C. A. Renwick (asst. bm) E. R. Hatton (cir. consult.) Wm. Tade Walsh (cd)	George Nelson (ad) C. W. Cosgrove (asst. to bm & adv. counsel) Elliott Shumaker (mga) G. J. Hatie (ram) Felix M. Bryan (cam)	F. N. Lowe (pm-apm) R. J. McBride, Jr. (rd) Henry Lentz (ms) Les Griner (Prod. mgr.)



- Always first in the day—
  now FIRST in circulation, too!
  Detroit's brightest and sprightliest paper
  has more readers than any other Michigan newspaper!
  (It's growing faster, too.)

— *you see the friendly* **Free Press** *everywhere!*

*FIRST IN CIRCULATION—**456,768**

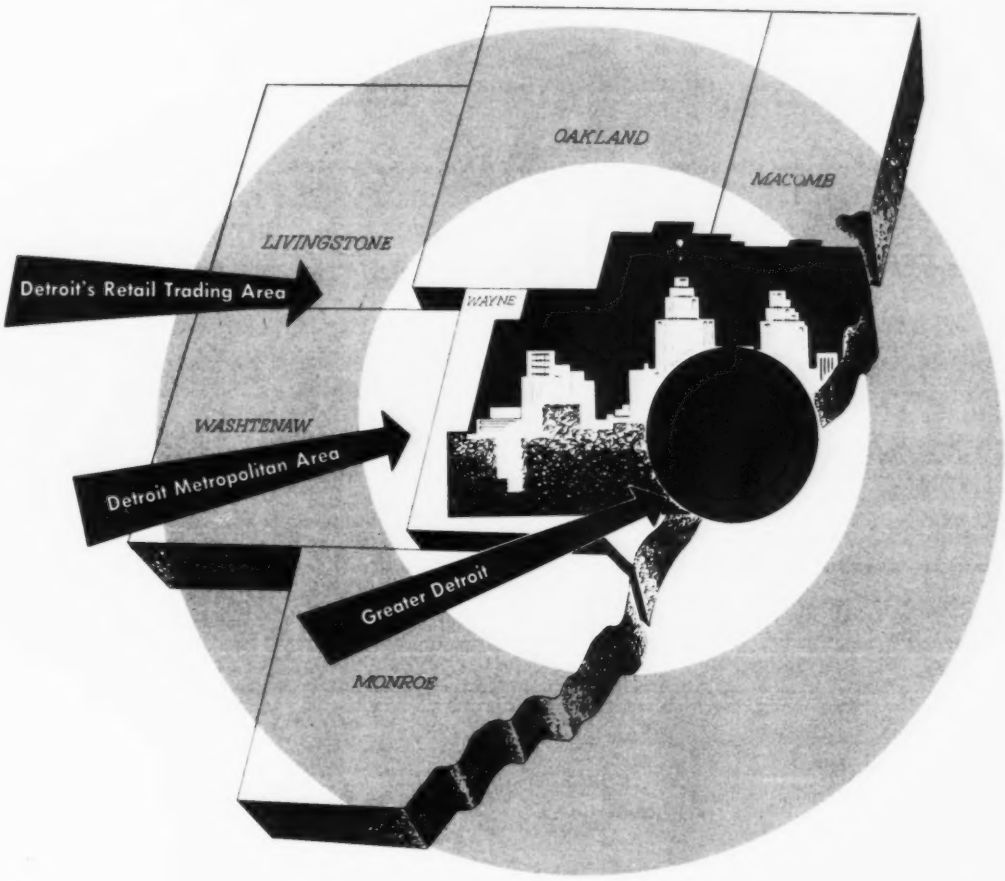
(Daily circulation, Publisher's Statement 9-30-56, as filed with the Audit Bureau of Circulations)

Represented by Story, Brooks and Finley, Hal Winter Company, & Kent Hanson Associates

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics	Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
DETROIT —Continued	News, 615 West Lafayette, Zone 26, Tel.: WOodward 2-2000										
	(e) 453,579	1.10	Flat	(I)	(AP, UP, DJ, NANA, CDN) (*S) (7¢, 20¢S, 40¢w-d, 60¢w-d&S) (H. G. Baker, Chicago; Eastern Office 260 Madison Ave., New York 16; Brice McQuillin, San Francisco; The Leonard Co., Florida)	Evening News Association Warren S. Booth, Pres.	Harry V. Wade (e) Harvey Patton (me) Allen J. Nieber (ce)	John R. Chadwick (ne) Paul D. Aird (Su) H. G. Salsinger (sp) Jane Schermerhorn (we)	D. R. Merrill (gm) R. L. Jones (asst. gm) N. J. Nicholl (bm) Lawrence J. Hamilton (cm) Robert M. Sherwood (com)	Max J. Gerstman (ad) R. G. Brophey (mga) A. H. McKeown (ram) L. Skinner (cam)	J. Albert (pm-rd) Robt. C. Nelson (ms)
	Sunday edition (S) 566,471	1.20	Flat								
	Times, 1370 Cass Ave., Zone 31, Tel.: WOodward 3-8800										
	(e) 396,456	1.10	Flat	(I)	(AP, INS) (7¢, 20¢S, 60¢w-d&S, $2.60 mo-d&S) (Hearst Advertising Service)	Hearst Pub. Co., Inc. Detroit Times Div. W. E. Anderman, Pub.	John C. Manning (eep-e) John MacLellan (me) James Trainor (ce)	Ernest Rapalle (ne) Francis Lenhardt (Su) Edgar Hayes (sp) Victor Packman (we)	W. H. Mills (bm) Walter Aronoff (cm)	J. W. Fleck (ad) F. X. Poster (ram) John D. Burke (nam) A. E. Ball (cam)	Al Munroe (pm) L. H. Burbey (apm) J. J. Riley (ms)
	Sunday edition (S) 496,798	1.20	Flat								
DOWAGIAC 6,534	News, 203 Commercial, Tel.: 345 (e) 3,407	.06	Flat	(I-R)	(UP) (J) (6¢, 35¢ w) (Scheerer & Co.)	The Dowagiac Daily News Co., Inc. John F. Larkin, Pres.	Wm. Michael (me)	Mrs. Victor Phillips (we)	George Zarry (gm) A. F. First (bm) Herbert Hanley (cm)	Fred J. McKenzie (ram)	Leo Kuseske (ms)
ESCANABA 15,170 15,875-ABC-CZ	Press, 600 Ludington, Tel.: Business 692; News 35 (e) 10,701	.11	Flat	(I-R)	(AP) (7¢, 40¢w) (Scheerer & Co.)	Delta Publishing Co., Inc. Frank J. Russell, Pres. James G. Ward, Jr., Assoc. Pub.	Jean Worth (e) C. B. Dunathan (me)	L. A. Danielson (wire-ne) Ray Crandall (sp) Amy B. Moberg (we)	James G. Ward, Jr. (gm) B. M. Stade (bm) Duncan Cameron (cm)	L. F. Sundstrom (ad) A. J. Schmeltzer (mga) Edward McCarthy (cam)	Gust J. Trottier (ms)
FLINT 163,143 223,683-ABC-CZ 257,475-ABC Par. 28	Journal, Zone 2 (e) 92,706	.30	Flat	(I)	(AP, INS, UP) (7¢, 10¢S, 40¢w) (A. H. Kuch; New York; Booth Michigan Newspapers, Chicago, Ill, Detroit Mich.; Brice McQuillin, San Francisco, Calif.)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	Michael A. Gorman (e) Ralph B. Curry (ce)	Harold F. Diehm (ne) Richard F. Shappell (Su) Tom Mercy (sp) Mrs. Joyce Cook (we)	H. M. Utley (mgr) R. W. Taylor (cm)	C. J. Koch (ram) A. C. Howchin (mga) Gilbert Gillett (cam)	
	Sunday edition (S) 92,036	.30	Flat								
GRAND HAVEN 9,536 12,814-ABC-CZ	Tribune (e) 5,961	.07	Flat	(I)	(AP) (7¢, 35¢w) (Scheerer & Co.)	The Daily Tribune (A partnership)	A. W. McCall (e-me) Clarence Poel (ce)	Herman Schaafsma (ne) Don Badcon (sp)	J. W. McCall (bm) Blaine McKenzie (cm)	J. W. McCall (ad) Alden Spencer (ram)	James Siplon (ms)
GRAND RAPIDS 176,515 241,233-ABC-CZ 281,977-ABC Par. 28	Herald, 8-10 Fulton St. E., Tel.: GL 9-4401 (m) 50,829	.18	Flat	(I)	(AP, NYHT) (7¢, 20¢S, 35¢w-d, 55¢w-d&S) (Sawyer-Ferguson-Walker Co.)	Federated Publications, Inc. L. A. Weil, Jr., Pub. R. B. Miller, Pres.	Carleton Cady (eep) John Wurz (e) Willard Baird (me) William H. Bowles (ce)	Charles L. Clapp (ne) Robert Host (sp) Elaine Clapp (we)	Harold B. Burtt (gm) Edgar W. Johnson (cm)	Wm. F. Harmeyer (ad) W. R. Montgomery (mga) Robert A. Morse (ram) Elizabeth Bremer (cam)	
	Sunday edition (S) 81,028	.24	Flat								
	Morning and Sunday (mS) 131,857	.30	Flat								
	Press, 20 E. Fulton, Tel.: GL 1-3511 (e) 114,783	.30	Flat	(I)	(AP, UP) (J) (7¢, 35¢w) (A. H. Kuch, New York; S. B. Newman, Chicago; Brice McQuillan, San Francisco; Wm. Shurtliff, Detroit.)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	Lee M. Woodruff (e) M. M. Kesterson (me) G. Wallace Mouat (ce)	Edgar M. Woods (ne) Roscoe D. Bennett (sp) Mrs. Eleanor Pettersch (we)	H. G. MacMillan (gm) W. J. Raubinger (cm)	Fred R. Ellis (ad) S. H. Vandermeer (mga) Robert I. Darby (cam)	C. M. Greenway (pm)
GREENVILLE 6,668	News (e) 4,877	.06	Flat	(I)	(AP) (7¢, 35¢w) (Scheerer & Co.)	Greenville News Dale Stafford, Pres.-Pub.	Dale Stafford (eep-e) Walter Jaehnig (me-ce)	Walter Jaehnig (ne-sp) Helene Balslev (we)	Dale Stafford (bm) Mark Tuttle (cm)	Robert Howard (ad-mga-ram) Jean MacDonald (cam)	Mark Tuttle (pm) Raymond Eastman (ms)
HILLSDALE 7,297 7,297-ABC-CZ	News, 33 McCollum, Tel.: HE 7-7353 (e) 8,281	.07	Flat	(I)	(AP) (5¢, 30¢w) (Scheerer & Co.)	Hillside Herald, Inc. E. C. Hayhow, Pres.-Pub.	E. C. Hayhow (eep) Herbert F. Hale (me)	Marty Sullivan (sp) Mabel Oppeneer (we)	E. C. Hayhow (gm) Martelle Lanius (cm)	Joe P. Lackey, Jr. (ad) Carmella Bruno (cam)	Albert Spencer (ms)
HOLLAND 15,858 25,056-ABC-CZ	Sentinel, 54-56 West 8th St., Tel.: 3191 (e) 12,380	.10	Flat	(I)	(UP) (5¢, 30¢w) (Scheerer & Co.)	Sentinel Printing Co. W. A. Butler, Pres.-Pub.	W. A. Butler (e-eep)		W. A. Butler (bm)		
HOUGHTON 3,820 9,052-ABC-CZ	Mining Gazette, 65 Isle Royale, Zone 1, Tel.: 2200 (e) 10,374	.10	Flat	(I)	(AP) (J) (6¢, 35¢w, $1.50mo) (Scheerer & Co.)	The Mining Gazette Co. John W. Rice, Pub.	John W. Rice (e) Joel Rippa (me)	Earl Gagnon (ne)	Walter F. Hansen (bm) Lisle Weber (cm)	W. F. Hansen (mga) Urbo Lammi (ram) Irene Waisanen (cam)	W. W. Washburn (apm)
IONIA 6,412	Sentinel-Standard, 114-116 N. Depot, Tel.: 265 or 450 (e) 4,235	.06	Flat	(I)	(AP) (J) (7¢, $1.25mo) (Scheerer & Co.)	The Ionia Sentinel-Standard, Inc. Lucy V. Kidd, Pres.	Fred M. Kidd (e)	Murrel Jinks (ne) Fred M. Kidd, Jr. (sp)	Fred M. Kidd (gm) Fred M. Kidd, Jr. (bm)	Jack L. Welch (mga)	Harry O. Burke (ms)
IRON MOUNTAIN-KINGSFORD 9,679—Iron Mountain 5,038—Kingsford 15,996-ABC-CZ	News (e) 10,409	.11	Flat	(I)	(AP) (7¢, 40¢w) (Scheerer & Co.)	Iron Mountain Pub. Co. Frank J. Russell, Jr., Pres.-Pub.	L. D. Tucker (eep-e) E. O. Erickson (asso. e)	Lyle Anderson (sp) Kathleen Kennedy (we)	Frank J. Russell, Jr. (gm) L. S. Staple (bm) Paul Larson (cm)	Harold Soderberg (mga) Carmen Paoletti (cam)	A. P. Miller (ms)
IRONWOOD 11,466 14,610-ABC-CZ	Globe, 112 E. McLeod Ave., Tel.: 1100 (e) 8,864	.09	Flat	(I)	(AP) (7¢, 35¢w) (none)	Globe Pub. Co. Linwood I. Noyes, Pres.-Pub.	Edwin J. Johnson (me)		Linwood I. Noyes (gm) Edwin J. Johnson (mgr) Arvid Pelto (cm)	Robert Immich (mga-cam)	Henry Lindbloom (ms)
JACKSON 51,088 64,355-ABC-CZ	Citizen-Patriot (e ex Sat.) 36,230	.17	Flat	(I)	(AP, UP) (7¢, 10¢S, 40¢w-d&S) (A. H. Kuch; Sheldon B. Newman; Brice McQuillin; Wm. Shurtliff)	Booth Newspapers, Inc. R. H. Bastien (Pres.)	Carl M. Saunders (eep-e-me) Geo. V. Gregory (ce)	A. C. Baker (ne) Al Cotton (sp) Jane Pitcher (we)	J. A. McDonald (gm) Geo. M. Cowden (mgr) C. G. Cooke (cm)	S. L. Squier (ad-ram) Geo. C. Dorrance (mga) W. D. Wilkinson (cam)	
	Saturday edition (Sat.) 32,595	.17	Flat								
	Sunday edition (S) 36,885	.17	Flat								
KALAMAZOO 57,704 89,213-ABC-CZ	Gazette, 401 S. Burdick, Tel.: FIreside 5-3511 (e) 48,459	.19	Flat	(I)	(AP, UP) (7¢, 10¢S, 40¢w-d&S, $1.74mo) (A. H. Kuch, S. B. Newman, Brice McQuillin, and Wm. Shurtliff)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	John K. Walsh (eep-e) J. W. Foard (ce)	Lowell Plasterer (ne) Jerry Hagan (sp) Marjorie Goldsmith (we)	R. H. Bastien, Jr. (gm) John Hayward (cm)	L. E. Keene (ad-ram) Jack A. Severson (mga) Earl W. Beach (cam)	D. C. Malotte (pm)
	Sunday edition (S) 49,342	.19	Flat								

98% of Detroit's retail business originates in these 3 areas...



Here, The Detroit News has the largest circulation of all 3 Detroit newspapers!

The Detroit News circulation both weekdays and Sunday is concentrated in the high purchasing power homes of the Retail Trading Area. Here it has 85,255 more circulation weekdays and 174,717 more circulation Sundays than the morning newspaper.* This great circulation is 96% home delivered weekdays and 85% home delivered Sundays, for maximum reading attention and maximum advertising results. That is why advertising in The News rings the cash register, and why it prints practically twice as much advertising as either of the other two Detroit newspapers.

**The News weekday circulation is 453,579; Sunday it is 566,471 —the largest of all Michigan Sunday newspapers.*

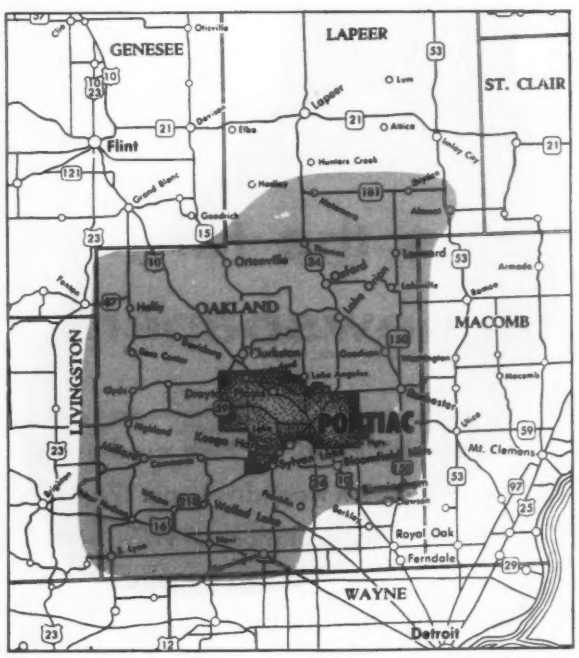
The Detroit News

THE HOME NEWSPAPER

Eastern Office . . . 260 Madison Ave., New York
Pacific Office . . . 785 Market St., San Francisco
Chicago Office . . . 435 N. Michigan Ave., Tribune Tower, Chicago
Miami Beach . . . The Leonard Co., 311 Lincoln Road

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
LANSING 92,129 143,567-ABC-CZ	State Journal, 120 E. Lenawee, Zone 19, Tel.: IV 4-1351 (e) 64,055 .27 Sunday edition (S) 63,245 .27	Flat Flat	(I-R) (AP, UP, INS) (7¢, 10¢S, 40¢w-d &S, $2.00mo) (Sawyer-Ferguson-Walker Co.)	Federated Publications, Inc. R. B. Miller, Pres. Paul A. Martin, Pub.	Frank Sallows (eep) Paul A. Martin (e) Kenneth R. West (me) Hayden R. Palmer (ce)	Richard Murray (tel. ed.) J. Maynard Hill (Su) George S. Alderton (sp) Virginia Baird (we)	Paul A. Martin (gm) Ellis E. Gregg (bm) Willard W. Reed (cm) R. V. DeBarry (com)	Joseph F. Foltz (ad) Robert J. Bowerman (mga) Edward C. McKeone (ram) C. J. Woodruff (cam)	Mark Brouwer (pm) Robert J. Bowerman (apm) Rock O. Wales (ms)
LUDINGTON 9,506 9,506-ABC-CZ	News, North Rath Ave., Tel.: 21 (e) 5,523 .07	Flat	(I) (AP) (5¢d, 30¢w, $1.30mo) (Scheerer & Co.)	Ludington Daily News, Inc. H. P. Furstenau, Pres.-Pub.	H. P. Furstenau (eep-e) Agnes MacLaren (me) Paul S. Peterson (ce)	Agnes MacLaren (ne) Paul S. Peterson (sp) Grace M. Kelly (we)	H. Abrahamson (bm) Kenneth Case (cm)	H. Abrahamson (ram) Marilyn Bentz (cam)	H. Abrahamson (pm-apm) H. Schumacher (ms)
MANISTEE 8,642	News Advocate, 415 Water St., Tel.: 870 or 871 (e) 4,200 .06	Flat	(I) (UP) (7¢, 35¢w) (Scheerer & Co.)	John Batdorff, Pub.	Win Kuehl (e)	Jerry Skiera (sp) Lorraine Bosschem (we)	Fred Charlton (gm) Rita Zientek (cm)	Wm. Henry (ram) Norma Anderson (cam)	Wm. Schimke (ms)
MARQUETTE 17,202 17,202-ABC-CZ	Mining Journal (e) 14,865 .13	Flat	(I) (AP, NYHT) (6¢, 35¢w, $1 50mo) (Scheerer & Co.)	The Mining Journal Co. Ltd. F. J. Russell, Pres.	Kenneth S. Lowe (e) Robert Biolo (ce)	Mary G. Belmore (we)	W. H. Treloar (gm) F. E. Harkin (cm) W. C. Johnson (com)	Jas. H. Luke (ad-mga) J. G. Nicholls (cam)	Frank Koskey (ms)
MARSHALL 5,777 5,777-ABC-CZ	Chronicle, 227 W. Mich. Ave., Tel.: 3943-44 (e) 3,320 .06	Flat	(I-D) (UP) (6¢, 30¢w) (Scheerer & Co.)	J. M. Moses, Pub.	J. M. Moses (eep) Ray Dennis (me)		J. M. Moses (gm) L. W. Rentschler (bm)	Leonard Lewis (ad) Florence Lautenslager (cam)	E. C. Noneman (ms)
MENOMINEE 11,151 11,151-ABC-CZ	Herald-Leader, 120-130 6th Ave., Tel.: UN 3-5544 (e) 5,165 .06	Flat	(I) (AP) (J) (5¢, 25¢ w) (none)	The Herald-Leader Co. P. C. Munroe, Pres.-Pub.	Jas M. Ripley (me) Robert Murphy (ce)	Florence McDermott (ne) Marie Buelow (we)	Henry Haulotte (cm)	Milton Brown (ad mga) Fred Collins (cam)	Alvie Phillips (apm) A. J. Bartlett (ms)
MIDLAND 14,285 25,223 Loc. Surv. '55 19,605-ABC-CZ 22,853-ABC Par. 28	News, 124 S. McDonald St., Tel.: TEmple 5-717 (e) 10,343 .08	Flat	(I) (AP) (7¢d, 35¢w) (Scheerer & Co.)	Rich Pub. House, Inc. P. T. Rich, Pres.-Pub.	N. C. Rumple (eep-me) P. T. Rich (e) Louis Wood (ce)	John Tackas (sp) Marjorie Lefler (we)	P. T. Rich (gm) G. F. Phillips (bm) Wm. Ducham (cm)	Gordon F. Phillips (ad) Arthur Johnstone (mga) Lewis Beals (ram) Mrs. L. Smith (cam)	Philip T. Rich (pm) G. F. Phillips (apm) Eugene Messerschmidt (ms)
MONROE 21,467 25,290-ABC-CZ	News (e) 18,776 .12	Flat	(I) (AP) (5¢, 30¢w) (none)	Monroe Pub. Co. JS Gray, Pres.-Pub.	JS Gray (e) Milton Stewart (me) Roy Hamlin (ce)	Milton Stewart (ne) Harold Funk (sp)	J. S. Gray (gm) C. K. Wesley (bm) Alvin J. Kohler (asst. bm) Grattan Gray (cm)	C. K. Wesley (ad-mga) James Salow (ram)	Grattan Gray (pm) Ben Jago (ms)



SOLID RED, City and Retail Trading Area

Pontiac Press Coverage is Highly Exclusive!

74% of Press Homes take no other daily newspaper
88% of Press Homes take no other evening newspaper

SOURCE: Carrier Survey of Homes, November, 1955

PONTIAC, MICHIGAN

162nd in Population . . .	83,400
112th in Retail Sales . . .	$162,848,000
102nd in Food Sales . . .	$ 36,870,000
118th in Drug Sales . . .	$ 5,119,000
113th in Auto Sales . . .	$ 31,166,000
107th in Family Buy. Income	$ 6,992

OAKLAND COUNTY

46th in Population	542,800
49th in Retail Sales	$729,607,000
39th in Food Sales	$168,715,000
45th in Drug Sales	$ 24,956,000
32nd in Auto Sales	$161,555,000
33rd in Family Buy. Income	$ 6,992

Sales Management 200 Leading Cities and Counties

The Pontiac Retail Trading Area, population 293,801, includes the major portion of Oakland County, second largest in Michigan. Here the Pontiac Press gives adequate and highly exclusive coverage for carrier surveys show 74% of Press homes take no other daily paper and 88% no other evening newspaper.

Net Paid 57,312

PONTIAC PRESS

PONTIAC • MICHIGAN

Scolaro, Meeker & Scott- New York, Philadelphia, Chicago and Detroit
Doyle & Hawley, San Francisco and Los Angeles

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics	Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mach. Supt.
MOUNT CLEMENS 17,087 20,139-ABC-CZ	Monitor-Leader. Tel.: HOward 3-1501 (e ex Sat.) ⓐ 11,793	.09*	Flat	(I)	(AP, UP) (J) (7¢, 35¢w) (Allen-Klapp Co.)	Macomb Pub. Co. Paul W. McKee, Pres.-Pub.	Wallace MacLachlan (eep-e-me) Lawrence Palmer (ce)	Lawrence Palmer (ne) James Mitchell (sp) Dorothy Magee (we)	Paul W. McKee (gm) Gordon Ream (cm)	M. H. Parres (ad-ram) Paul W. McKee (mga) Fred Hahn (cam)	Paul W. McKee (pm) M. H. Parres (apm) Elzie Mumea (ms)
	*.18 includes any issue of daily and South Macomb News (Thursday), combined circulation 35,717.										
MOUNT PLEASANT 11,193 11,193-ABC-CZ	Times-News, 215 W. Broadway, Tel.: SP 3-2071 (e) 4,630	.07	Flat	(I-R)	(UP) (J) (5¢, 30¢ w) (Scheerer & Co.)	Times-Press, Inc. James L. Slattery, Pres.-Pub.	Norman X. Lyons (e)		J. L. Slattery (gm) Ray F. Cline (bm)	R. F. Cline (ad)	
MUSKEGON 46,485 67,819-ABC-CZ	Chronicle, 981 Third St., Tel.: 2-8261 (e) ⓐ 44,902	.20	Flat	(I)	(AP, UP) (8¢, 40¢ w) (S. B. Newman, Chicago; A. H. Kuch, New York; Wm. Shurtliff, Detroit; Brice McQuillin, San Francisco.	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	C. D. McNamee (eep-e-me) Daniel McCauley (ce)	William A. May (ne) James F. Henderson (sp) Agnes Wilde (we)	W. A. Bennetts (mgr) C. A. Wolcott (cm)	W. J. Hasper (mga) Thomas Vanderlaan (ram) Arthur Dephouse (cam)	
NILES 13,145	Star (e) ⓐ 7,708	.07	Flat	(I)	(AP) (5¢, 35¢w) (Scheerer & Co.)	Star Pub. Co. L. J. Plym, Pres.	J. R. Scamehorn (me)	Don W. Carlson (ne)	J. R. Scamehorn (gm) James Gondeck (cm)	Kendall Somers (ad-mga)	
OWOSSO 15,948 16,927-ABC-CZ	Argus-Press (e) ⓐ 13,385	.095	Flat	(I)	(AP) (7¢, 30¢w) (Scheerer & Co.)	Argus Press Co. J. E. Campbell, Pres.	J. E. Campbell (e) Arthur C. Klein (ce)	Richard Hansen (sp) Mary Cheney Campbell (we)	J. E. Campbell (gm) Don. Elliott (cm)	Geo. W. Campbell (ad) Geo. T. Campbell (mga) Paul Prowell (cam)	Warren Smith (ms)
PETOSKEY 6,668	News-Review (e) 5,268	.07	Flat	(I)	(UP) (7¢, 30¢w) (Scheerer & Co.)	Northern Michigan Review, Inc. Albert Schaller, Pres.-Pub.	Jim Doherty (e)	Fred Lovelace (sp)	Albert Schaller (bm) William Holck (cm)	Carl J. Rosenow (ad)	Wilbert Wilton (ms)
PONTIAC 73,681 109,086-ABC-CZ 194,751-ABC Par. 28	Press, 48 W. Huron, P. O. Box 40, Tel.: FEderal 2-8181 (e) ⓐ 56,732	.22	Flat	(I)	(AP, INS) (7¢, 40¢w) (Helen R. Herd)	Pontiac Press Co. Harold A. Fitzgerald, Pres.-Pub.	John W. Fitzgerald (e) Robert B. Tarr (me) Harry Reed (ce)	Bruno Kearns (sp) Judith L. Clemence (we)	Howard H. Fitzgerald, II (bm) Earl Treadwell (cm)	H. F. Brodie (ad) Russell Bassett (mga) W. Chas. Perkins (ram) George Inman (cam)	John Riley (pm) L. Z. Monroe (ms)
PORT HURON 35,725 52,283-ABC-CZ	Times-Herald, 907-909 6th St., Tel.: YU 5-7171 (e) ⓐ 31,811	.17	Flat	(I)	(AP) (7¢, 7¢S, 40¢ w) (Ward-Griffith Co., Inc.)	Times-Herald Co. Louis A. Weil, Sr., Pres.-Pub. F. Granger Weil, Exec. V. P.	Louis A. Weil, Sr. (e) Clarence Burkholder (me) Floyd A. Bernard (ce)	Louis J. Dunn (exec. ne) Fred H. Vincent (sp) Alice Anderson (we)	F. Granger Weil (gm) Fred O. Rouse (bm-cm)	Nelson W. Armstrong (ad) Alex Goetze (mga) Martin Handley (ram) George R. Dodea (cam)	Robert Leighton (pm) Frank E. Marengo (ms)
Sunday edition (S)	ⓐ 31,585	.17	Flat								
ROYAL OAK 46,898 157,605-ABC-CZ 190,741-ABC Par. 28	Tribune, 210 E. Third St., Tel.: Lincoln 1-3000 (e) ⓐ 40,788	.18	Flat	(I)	(AP, UP) (6¢, 30¢ w) (Julius Mathews Special Agency, Inc.)	The Tribune Pub. Co. Lynn S. Miller, Pres. Philip F. Miller, Pub., Vice Pres.	Lynn S. Miller (e) Grant W. Howell (me) John A. Kaichen (ce)	Grant W. Howell (ne) Dayton Perrin (sp) Marie VanSickle (we)	Philip F. Miller (gm) Watson T. Brown (bm) W. Edwin Snyder (cm)	Watson T. Brown (ad-mga) Holland H. Powell (ram) Fred W. Suppnick (cam)	Philip F. Miller (pm) H. Keith La Fountaine (ms)
SAGINAW 82,910 106,626-ABC-CZ	News, 201-3 S. Washington Ave., Tel.: PL 2-7171 (e) ⓐ 49,702	.20	Flat	(I)	(AP, UP) (7¢, 10¢S, 40¢w) The Booth Newspapers, Inc. (Chicago; Detroit); A. H. Kuch (New York); Brice McQuillin (San Francisco)	Booth Newspapers, Inc. Ralph H. Bastien, Pres.	Otto C. Pressprich (eep-e) Glen Boissonneault (ce)	Harold V. Lappin (ne) Louis E. Chiesi (sp) Esther M. Way (we)	Walter McDowell (mgr) Roland H. Ziegler (cm)	Samuel Piacente (mga) Lynwood C. Engle (ram) Wm. H. Severin (cam)	Harry S. Lund (pm)
Sunday edition (S)	ⓐ 49,766	.20	Flat								
ST. JOSEPH	See Benton Harbor, St. Joseph listing.										
SAULT STE. MARIE 17,912 17,912-ABC-CZ	News, 109-111 Arlington, Tel.: ME 2-2235 (e) ⓐ 9,892	.09	Flat	(I-R)	(AP) (J) (7¢, 35¢ w) (Scheerer & Co.)	Sault News Ptg. Co. George A. Osborn, Pres.-Pub.	George A. Osborn (eep-e) E. J. Sundstrom (me) John Matheson (ce)	Herbert Levin (sp) Ruth Clark (we)	George A. Osborn (gm) J. P. Chandler (bm-cm)	J. Harry Burris (ad-ram-cam)	J. Harry Burris (pm) Wheeler Batdorff (ms)
SOUTH HAVEN 5,029 5,29-ABC-CZ	Tribune (e) ⓐ 2,907	.065	Flat	(I)	(UP) (7¢, 35¢) (none)	Paul L. Mixter, Pres.	Paul L. Mixter (e) William Rosegen (exec-e)	Wm. Rosegen (ne-sp) Mabel Anthony (we)	Donald V. Schoenwether (gm-com)	Donald V. Schoenwether (ad) Evelyn Martinson (mga)	Ted Nicholson (ms)
STURGIS 7,798 7,849 Loc. Est.	Journal, 307 W. Chicago Rd., Tel.: 11 (e) 7,849	.08	Flat	(I-R)	(UP) (7¢, 35¢w) (Scheerer & Co.)	Sturgis Journal, Inc. Mark P. Haines, Pres.-Pub.	Mark P. Haines (e)	Marvin Eldridge (ne) Marjorie Waddell (we)	Harold S. Pringle (gm) Kenneth Dillivan (cm)	J. Fred Mayer (ad-mga-ram) Kenneth Dillivan (cam)	George Kitson (ms)
THREE RIVERS 6,785 6,785-ABC-CZ	Commercial (e) ⓐ 4,221	.055	Flat	(I)	(UP) (5¢, 30¢w) (Scheerer & Co.)	Three Rivers Pub. Co. R. M. Shumaker, Pres. Wm. H. Shumaker, Pub.	H. L. Shook (e-ce)	Kathryn Searer (we)	R. M. Shumaker (gm) Darleen Blood (cm)	D. J. Bullock (ram)	Alfred Bolinger (ms)
TRAVERSE CITY 18,974 18,974-ABC-CZ	Record-Eagle, Tel.: 4060 (e) ⓐ 12,760	.11	Flat	(I)	(UP) (7¢d, 35¢w, $1.50mo) (Scheerer & Co.)	Herald & Record Co. Austin C. Batdorff, Pres.-Pub.	Jay P. Smith (eep) William Smith (e)	Ken Bell (sp) Catherine Carroll (we)	Robt. A. Batdorff (gm) John H. Batdorff (bm) Howard E. Sweitzer (cm)	R. A. Batdorff (ad) L. Johnson (mga) Toni Milby (cam)	Robt. A. Batdorff (pm) J. Verreau (ms)
YPSILANTI 10,302	Press (e) 7,200	.10	Flat	(I)	(AP, UP, INS) (7¢, 35¢w) (Scheerer & Co.)	The Ypsilanti Press G. C. Handy, Pres.-Pub.		E. M. Harrison (ne)			

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

MINNESOTA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALBERT LEA 13,545 16,000 Loc. Est. '56 17,423-ABC-CZ 19,004-ABC-Par. 28	Tribune (e ex Sat.) (AC) 10,154 Sunday edition (S) (AC) 9,913	.09 Flat .09 Flat	(I-R) (AP) (7¢, 10¢S, 40¢w-d&S) (Allen-Klapp Co. and Northwest Daily Press Association)	Albert Lea Pub. Co. Paul C. Belknap, Pres.-Pub.	Kenneth Allen (eep)	K. Allen (Su) A. Schmahl (sp)	P. C. Belknap (gm) R. Zavitz (cm) Wm. M. Seymour (bm)	Charles Barrus (mga-ram)	
AUSTIN 23,100 25,327-ABC-CZ	Herald, 512 N. Lansing Ave., Tel.: HEmlock 3-8851 (e) (AC) 12,950	.11 Flat	(I) (AP) (6¢, 35¢w) (Theis & Simpson Co., Inc. and Northwest Daily Press Association)	Herald Pub. Co. H. E. Rasmussen, Pres.-Pub.	H. E. Rasmussen (eep-e) Jay Daane (assoc. e) Clarence Burgeson (me)	Gilbert Jarvis (ce) Tom Koeck (sp) Pat Erdman (we)	Geraldine Rasmussen (gm-bm) Lloyd Fennell (cm)	Kenneth Streeter (ad-mga-ram) Alice Luskow (cam)	Kenneth Streeter (apm) Wm. Nargan (ms)
BEMIDJI 10,001 10,001-ABC-CZ	Pioneer (e) (AC) 5,830	.07* Flat	(I) (AP) (J) (5¢, 30¢w) (Northwest Daily Press Association and Perry Allen, Kansas City, Mo.)	Pioneer Pub. Co. John A. Ainley, Pub.	John Ainley (eep) Marvin Briggs (e-me) Martin Barber (ce)	Martin Barber (ne) Cliff Morlan (sp) Marie Mossefin (we)	John A. Ainley (gm) Casey DeKramer (cm)	Gerald Heck (ad) Don Norman (ram) Sybil Forbes (cam)	John Ainley (pm) Louis Rude (ms)
	*.085 in combination with weekly Sentinel (Friday), circulation 266.								
BRAINERD 12,637	Dispatch (e) 6,952	.07 Flat	(I) (AP) (J) (5¢, 30¢w) (Arthur Hagg & Associates, Inc., & Northwest Daily Press Assn.)	Brainerd Dispatch Newspaper Co H. F. McCollough, Pub.-Pres.	Floyd Emerson (e) Richard Rasmusson (ce)	Jas. Wallace (sp) Beth Duerr (we)	W. J. McCollough (bm) Lawrence Holman (cm)	Chester Hanson (mga) Jane Brown (cam)	Robt. Davis (ms)
CROOKSTON 7,352 7,675-ABC-CZ	Times, 124 S. Broadway, Tel.: 195 (e ex Sat.) (AC) 3,924	.055 Flat	(I-R) (AP) (J) (5¢, 25¢w) (Theis & Simpson Co., Inc. and Northwest Daily Press Association)	Times Ptg. Co. Mrs. D. A. McKenzie, Pres. D. L. McKenzie, Pub.	D. L. McKenzie (eep-e) D. L. McKenzie (me) H. V. Sommer (ce)	H. V. Sommer (ne-sp) Ruth Ross (we)	D. L. McKenzie (gm-bm) Bernou Couette (cm)	Don Norman (ad-mga-ram)	Don Norman (pm-apm) R. W. Kinsbella (ms)
DULUTH 104,511 109,720-ABC-CZ	News-Tribune, 424 West First St., Zone 1, Tel.: RA 2-8333 (m) (AC) 50,688 Herald (e) (AC) 31,006 Combined daily (me) (AC) 81,694 News-Tribune (S) (AC) 74,199	.... .32 Flat .29 Flat	(I) (AP, UP, NANA) (5¢d, 15¢S, 30¢w-e, 45¢w-m&S) (Ridder-Johns, Inc.)	Northwest Publications, Inc. B. H. Ridder, Sr., Pres. B. H. Ridder, Jr., Pub. J. R. Van Horn, Assoc. Pub.	Charles B. (Carl) Costello (eep) Gustaf A. Nordin (exec. e) Orville Lomoe (ce-H) Herbert Coleman (ce-NT)	Jack Fein (ne-NT-H) Earl Finberg (Su) Reidar Lund (sp) Betty Gillespie (we-H) Mary Remillard (we-NT)	Eugene McGuckin (bm) Elwin J. Doe (cm)	Leo G. McGreevy (ad) Earl Vanderyacht (mga) Leo McGreevy (ram) Roger Maxfield (cam)	John Breen (ms)
FAIRMONT 8,193	Sentinel (e) 9,195	.08 Flat	(I) (AP) (5¢, 30¢w) (Northwest Daily Press Association)	Sentinel Pub. Co. W. K. Mickelson Pres.-Pub.	Claude N. Swanson (eep-e) Ray Stougaard (me-ce)	Ray Stougaard (ne) Lyle Domek (sp) Lyle Miller (we)	Earl K. Nelson (gm-bm) Ellis Saxton (cm)	Lew Fiero, Jr. (ad-mga-ram) Mac Patton (cam)	Lew Fiero, Jr. (pm-apm) Harold Busch (ms)
FARIBAULT 16,028 16,028-ABC-CZ	News, 514 Central Ave., Tel.: 4-4383 (e) (AC) 6,668	.07 Flat	(I-R) (5¢, 30¢w, $1.30 mo) (Northwest Daily Press Association)	Faribault Daily News, Inc. C. J. Hunt (Pub.)	C. J. Hunt (eep) L. E. Swanberg (e) Henry Alstrup (ce)	Robert Retzlaff (sp) Jean Hagen (we)	J. I. Gagnon (gm) William Mickelson (cm)	N. C. Van Guilder (ad-mga-ram) W. John Bertram (cam)	N. C. Van Guilder (pm) James Erickson (ms)
FERGUS FALLS 12,917 12,917-ABC-CZ	Journal, 111 Mill St. S., Tel.: 513 (e) (AC) 13,122	.09 Flat	(R) (AP) (5¢, $1mo) (Northwest Daily Press Association)	Fergus Journal Co. R. J. Underwood, Pres. W. L. Robertson, Pub.	W. L. Robertson (eep-e) James Gray (ce)	Clarence P. Lee (sp) Alpha Beito (we)	R. J. Underwood (gm) Paul Koppe (cm)	H. A. Hoglund (mga-ram)	
HIBBING 16,276 16,276-ABC-CZ	Tribune, 2142 First Ave., Tel.: AMherst 2-1011 (e) (AC) 8,424	.09 Flat	(R) (AP) (J) (7¢, 35¢w, $1.50mo) (Burke, Kuipers & Mahoney, Inc. and Northwest Daily Press Association)	Hibbing Tribune Co., Inc. R. W. Hitchcock, Pres.-Pub. P. C. Hitchcock Vice-Pres.	George M. Fisher (eep) Bert E. Ackerson (e-me) L. Walter Anderson (ce)	Roy Naddy (ne) Elmer Corteau (sp)	Paul C. Hitchcock (gm) Irene R. Bedard (bm) Lewis Peterson (cm)	Irene R. Bedard (mga) Earle A. Smith (ad-ram) James P. Hitchcock (cam)	Earle A. Smith (apm) Fred W. Taylor (ms)
INTERNATIONAL FALLS 6,269	Journal, Tel.: AT 3-8411 or AT 3-8413 (e ex Sat.) 4,465	.055 Flat	(I) (AP) (J) (5¢, 25¢w, $1mo) (Northwest Daily Press Association)	Border Pub. Co. Robert Faegre, Pres. Paul A. Anderson, Pub.	Paul A. Anderson (eep-e)	Ken Unger (ne) Alec Kaviuk (sp) Sally Kochaniuk (we)	Lennard Lundin (cm)	H. H. LaBelle (ad-mga-cam)	H. H. LaBelle (pm) Al Olson (ms)
LITTLE FALLS 6,717	Transcript, 50 E. Broadway, Zone 1, Tel.: 27 (e) 4,450	.06 Flat	(R) (AP) (J) (5¢, 25¢w) (Northwest Daily Press Association)	Transcript Pub. Co. Frederick J. Moeglein, Pres. Geo. L. Johnson, Pub.		Robert Pomeroy (e) Mike Lyons, (ne) Gordon Bacon (sp) Anne Merrick, (we)	John L. Truax (gm-bm) Ben C. Billstein (cm)	John L. Truax (mga) Lambert Larson (ram)	Frederick Moeglein (ms)
MANKATO-NORTH MANKATO 18,809—Mankato 4,788—North Mankato 23,964-ABC-CZ 26,033-ABC Par. 28	Free Press (e) (AC) 18,472	.12 Flat	(I-R) (AP) (J) (5¢, $1.50mo) (Ward-Griffith Co., Inc.)	Free Press Co., Inc. Jared How, Pub.	Jared How (eep-e) Franklin Rogers (me)	Russell Robertson (ne) Scott Nelson (sp) Blanche Huntzicker (we)	Nils Hellevik (cm)	Nick Dovolas (mga)	Leo Krautkremer (ms)
MARSHALL 5,923	Messenger, 305 W. Lyon St., Tel.: 2255 (e ex Sat.) 4,607	.06 Flat	(I) (AP) (Northwest Daily Press Assn.)	Donald Olson, Pub.	Donald Olson (e) Dwight Cowden (me) Ken Francis (ce)	Ken Francis (sp) Stell Carrow (we)	Philip S. Duff, Jr. (gm)	Donald Olson (ad) Glenn Deffendall (cam)	Donald Gesme (ms)

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Sunday circulation
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*ABC 12 months ending March 31, 1956

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MINNEAPOLIS 521,718 669,173-ABC-CZ 804,883-ABC Par. 28	Tribune, Zone 15, Tel.: FEderal 3-3111 (m) ⓐ 209,861 Star (e) ⓐ 287,923 Combined daily (me) ⓐ 497,784 Tribune (*S) ⓐ 625,483 Evening and Sunday (eS) ⓐ 913,406 Morning and Sunday (mS) ⓐ 835,344	.... 1.05 1.20 1.80 1.60	.... Flat Flat Flat Flat	(I) (AP, UP, INS, CT-NYN, NYT, RN, CDN) (*S) (5¢d, 20¢S, 30¢w-m or e) (Scolaro, Meeker & Scott and Doyle & Hawley (Pacific Coast)	Minneapolis Star and Tribune Co. John Cowles, Pres.-Pub. Joyce A. Swan (exec. Vice-Pres.)	Wm. P. Steven (exec. e-V.P.) Wilbur Elston (eep) Geo. L. Peterson (eep-S) Paul Swensson (me-S) David Silverman (asst. exec. e) Ralph Mueller (ce-Star) Daniel Upham (ce-T) Bower Hawthorne (asst. exec. e) Daryle Feldmeir (me-T)	Clifford Simak (ne-Star) Robert Hosokawa (ne-T) Harold Quarforth (ne-T) Chas. Johnson (sp) Mary Brown (we)	Lyle K. Anderson (V.P.) Otto A. Silha (V.P.-bm) Stanley Hawks (V.P.) M. E. Fisher (cm) Clarence McCue (com)	John W. Moffe (V.P.-ad) Willis Brown (asst. ad) Wm. A. Cordingley (mga) Robert C. E. Witte (ram) W. A. Perry (cam)	Sidney Goldish (rd) Robert N. Weed (prom. dir.) John R. Copeland (prod. dir.) John McCambridge (asst. prod. dir.) Chas. McGuire (ms)
MOORHEAD 14,870	News (e) 4,347	.08*	Flat	(R) (UP) (5¢, $1.mo) (Arthur H. Hagg Associates, Inc.)	Moorhead News, Inc. Norman D. Black, Jr., Pres.	Lloyd W. Sveen (e)	Wayne Lubenow (ne)	Lloyd W. Sveen (gm) Eugene Shiek (cm)	Lawrence Haglund (ad)	.....
	*Includes insertion in Tri-State Farmer (Thursday) circulation 4,036.									
NEW ULM 9,348 9,348-ABC-CZ	Journal, Tel.: 303 (e) 8,103	.08	Flat	(I) (AP) (5¢, 30¢w) (Northwest Daily Press Association)	New Ulm Journal, Inc. Walter K. Mickelson, Pres.-Pub.	Walter K. Mickelson (eep) Wm. E. Macklin (e-me) H. H. Walter (ce)	Robert C. Christianson (ne) Herbert H. Schaper (sp) Irma Owen (we)	Walter K. Mickelson (gm) Margaret Esser (bm) K. Darlington (cm)	Arthur L. Fischer (ad-mga) Clifford Carlson (ram) Ralph Miller (cam)	Margaret Esser (pm) Rolland G. Nelson, (apm) A. F. Ranweiler (ms)
OWATONNA 10,191	People's Press (m ex Mon.) 5,245 Sunday edition (S) 5,245	.06 .06	Flat Flat	(I) (AP) (J) (5¢, 5¢S, $1mo) (Northwest Daily Press Association)	B. E. Darby & Sons, Inc. Benj. E. Darby, II, Pres.-Pub.	L. R. Ringhofer (me-ce)	Lee Thielman (ne-sp)	Benj. E. Darby, II (gm)	Benj. E. Darby, II (ad) Richard Gilson (ram)	.....
RED WING 10,645 11,036-ABC-CZ	Republican Eagle (e) ⓐ 7,732	.075	Flat	(I) (UP) (5¢, 30¢w) (Northwest Daily Press Association)	Red Wing Pub. Co., Inc. A. M. Marshall, Pres.-Pub.	A. M. Marshall (e) Fred Jonson (me) Elmer W. Olson (assoc. e)	Jack Ladner (sp) Marlene Mumford (we)	Harold A. Webster (cm) Philip S. Duff Jr. (gm)	A. W. Bowe (ad)	Philip S. Duff, Jr. (apm) Wilbur Van Deusen (ms)
ROCHESTER 29,885 29,885-ABC-CZ 35,081-ABC Par. 28	Post-Bulletin (e) ⓐ 19,508	.13	Flat	(I) (AP) (5¢, 30¢w) (Theis & Simpson Co., Inc. and Northwest Daily Press Association)	Post-Bulletin Co. G. S. Withers, Pres.	E. J. Branley (me)	Dale Jensen (sp) Winnie Brown (we)	H. W. Blakely (bm) K. Koelsch (cm)	Robert Withers mga-ram) Honore O'Rourke (cam)	Andrew Pederson (ms)
ST. CLOUD 28,410 33,459-ABC-CZ	Times (e) ⓐ 16,581	.10	Flat	(I) (AP) (J) (5¢, 25¢w, $1.00mo) (Theis & Simpson Co., Inc. and Northwest Daily Press Association)	The Times Pub. Co. Frederick C. Schilplin, Pres.-Pub.	Harold Schoelkopf (eep-e)	Frank Farrington (ne) Clinton A. Grundman (sp) Jet Louise Haxby (we)	Frederick C. Schilplin (gm) Otto A. Rupp (bm) C. H. Belanger (cm)	C. H. Gustafson (ad-mga-ram-cam)	C. H. Gustafson (pm-apm) Don Whiteman (ms)
ST. PAUL 311,349 386,323-ABC-CZ 436,544-ABC Par. 28	Pioneer Press, 55 E. Fourth St., Zone 1, Tel.: CA 2-5011 (m) ⓐ 92,323 Dispatch (e) (e) ⓐ 122,445 Combined daily (me) ⓐ 214,768 Pioneer Press (S) ⓐ 190,736 Morning, Evening & Sunday (meS) ⓐ 405,504	.... .62 .57 1.14	.... Flat Flat Flat	(I) (AP, UP) (*S) (J) (5¢d, 15¢S, 45¢w-eS, 70¢w-me&S) (Ridder-Johns, Inc.)	Northwest Publications, Inc. Bernard H. Ridder, Pres. Daniel H. Ridder, Pub. Harold Shugard, Asso. Pub.	Herbert Lewis (eep) V. E. Fairbanks (exec.e) F. S. Heaberlin (me) D. B. Jones (me-night) Walton Streightiff (ce-PP) I. E. Richard (ce-D)	E. B. Olwin (ne-D) W. R. Greer (ne-PP) Ernest T. Larsen (Su) George R. Edmond (sp) Amy Birdsall (we)	Ivan G. Sundberg (cm) W. P. Britton (com) N. W. Pub. R. A. Kortmann (com Disp.-PP)	John F. Lewis (ad) George H. McFadden (mga) Wilbert H. Roth (ram) Thos. J. Hougnon (cam)	Earl R. Truax, Jr. (pm-apm) A. E. Rosene (ms)
STILLWATER 7,674	Gazette (e ex Sat.) 2,700	.055*	Flat	(I) (UP) (5¢, 20¢w) (Northwest Daily Press Association)	Easton-Masterman Co.	E. L. Roney (e) Ned Easton (me)	I. J. Daly (ad) Gussie B. Easton (we)	Ned Easton (gm-bm-cm)	I. J. Daly (sp)	.....
	*Rate includes insertion in weekly Gazette (Thursday), circulation 2,320.									
VIRGINIA 13,750 12,801-ABC-CZ	Mesabi News (e) ⓐ 10,166	.10*	Flat	(I) (AP) (5¢, 30¢w $1.30mo) (Burke, Kuipers & Mahoney, Inc. and Northwest Daily Press Association)	The Enterprise Ptg. & Pub. Co. Morgan Murphy, Pres. Burt D. Pearson, Pub.	Burt D. Pearson (eep-e) Everett C. Blomgren (me)	E. C. Blomgren (ne) Armando M. De Yoannes (sp) Jean Pycha (we)	Burt D. Pearson (gm) Jay O. Bergeson (compt.) Herbert C. Peterson (cm) Hope Reid (cashier)	Roy H. Westman (ad-mga) Carroll J. Nimtz (ram)	Roy H. Westman (pm)
	*Rate includes insertion in Range Facts published weekly (Thursday), circulation ⓐ 1,984.									
WILLMAR 9,410 11,335-CZ Loc. Est.	Tribune (e) 9,029	.085	Flat	(D) (AP) (J) (5¢, 30¢w, $1.25mo) (Northwest Daily Press Association)	Tribune Ptg. Co., Inc. V. E. Lawson, Pub. O. B. Augustson, Pres.	O. B. Augustson (eep)	Stanley Halvorson (ne) Loren Wolfe (sp) Joan Alinder (we)	O. B. Augustson (gm) Sig Pederson (bm) Lowell Lundquist (cm)	R. Bengtson (ad) Theresa Van Rosendahl (cam)	E. Strom (ms)
WINONA 25,031 25,808-ABC-CZ	News, 601 Franklin St., Tel.: 3327 or 5313 (e) ⓐ 21,099	.13	Flat	(D) (AP) (6¢, 35¢w) (Jann & Kelley, Inc. and Northwest Daily Press Association)	Republican-Herald Pub. Co. M. H. White, Pres.-Pub.	G. R. Closway (eep-e) W. J. Cole (me) A. F. Bremer (ce)	Robert Ziebell (sp) May Murray (we)	Wm. F. White (bm) H. G. Hymes (cm)	C. E. Linden (ad-ram) Arthur Rian (cam)	B. H. Habeck (ms) Joseph Rizzardi (pm)
WORTHINGTON 7,923	Globe, 300 Eleventh St., Tel.: 2-2601 (e ex Sat.) 8,450	.08	Flat	(I) (AP) (J) (5¢, 25¢w) (Northwest Daily Press Association)	Worthington Daily Globe, Inc. V. M. Vance, Pres.-Pub.	Jim Geladas (eep-e-me) Jim Vance (ce)	Jim Geladas (ne) Chas. Brace (sp) Faith Palmer (we)	V. M. Vance (gm) R. M. Vance (bm) Wm. G. Miller (cm)	Robert M. Vance (ad-mga-ram) Mrs. Olive Priester (cam)	V. M. Vance (pm) R. M. Vance (apm) Don Camery (ms)

MISSISSIPPI

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BILOXI-GULFPORT 37,425 Biloxi 22,659 Gulfport 71,914-ABC-CZ	Herald, Biloxi, or Gulfport, Miss., Tel.: Biloxi ID 6-4311, Gulfport 2561 (e) ⓐ 25,792	.15	Flat	(I-D)(AP) (5¢, 25¢w) (Newspapers South, Inc.)	Biloxi-Gulfport Daily Herald, Inc. E. P. Wilkes, Pres.-Pub.	E. P. Wilkes (eep-e) C. H. Eisendrath (me-B) C. C. Blackwell (me-G)	Owen R. Lightsey (sp)	E. P. Wilkes (gm) Mrs. Jo Wilkes Reicker (bm) C. H. Rose (cm)	Harry Stone (ad)	Walter Wilkes (Prod. Mgr.) Paul A. Gilly (ms)
CLARKSDALE 16,539 16,539-ABC-CZ	Press Register, 351 Delta Ave., Tel.: MAin 4-2514 (e) ⓐ 4,397	.06	Flat	(I) (AP) (5¢, 25¢w, $1.10mo) (Wallace Witmer Co.)	Delta Press Pub. Co., Inc. Jos. F. Ellis, Jr., Pres.-Pub.	Jos. F. Ellis, Jr. (eep-e) Harry B. Abernathy (me) B. J. Skelton (ce)	B. J. Skelton (ne) Robert M. Jennings (sp) Mrs. Lois J. Schultz (we)	Jos. F. Ellis, Jr. (gm-bm) John H. Leigh (cm)	Guy P. Clark (ad-ram) Mrs. Joyce Edmondson (mga-cam)	Jos. F. Ellis, Jr. (pm)
COLUMBUS 17,172	Commercial Dispatch, 516 Main, Tel.: FAirfax 8-2424 (e ex Sat.) 9,045 Sunday edition (S) 9,045	.075 .075	Flat Flat	(D) (AP, INS) (5¢, 10¢S, $1.35mo) (Wallace Witmer Co.)	Commercial Dispatch Pub. Co. Birney Imes, Jr., Pub.	Birney Imes, Jr. (eep-e) Douglas Bateman (me)	Norman Mathews (ne) Dot Clark (we)	Lyle Burdick (bm) Sam Raper (cm)	Harvey Myrick (ad-ram) Helen Gault (cam)	W. Carrol (ms)
CORINTH 9,785	Corinthian, 808 Waldron, Tel.: 3366 (e ex Sat.) 4,601 Sunday edition (S) 4,601	.06 .06	Flat Flat	(D) (AP) (5¢,10¢S,25¢w, $1.10mo) (Wallace Witmer Co.)	Corinthian Pub. Co., Inc. Jas. H. Skewes, Pres. Frederick Jay, Pub.	Carlie Bradley (off. mgr.)	Ed Criswell (ne) Fred Dillon (sp) Mildred Sawyer (we)	F. M. Jay (bm) Wayne McDaniel (cm)	F. M. Jay (adv. mgr.)	H. H. Henry (ms) H. H. Henry (Comp. Frman)

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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
GREENVILLE	Delta Democrat-Times, 201-09 Main, Tel.: 2-8121									
29,936 36,036-ABC-CZ 41,547-ABC Par. 28	(e ex Sat.) 13,944 .11 Sunday edition (S) 13,829 .11	Flat Flat		(I) (AP) (UP) (J) (5¢, 10¢S, 30¢w-d&S, $1.25mo) (Wallace Witmer Co.)	Delta Democrat Pub. Co., Inc. Hodding Carter, Pres.-Pub.	Hodding Carter (e) David Brown (ce) Jay Milner (me)	Charles Kerg (sp) Mrs. Louise E. Crump (we)	John T. Gibson (gm) C. A. McDonald (cm)	Edgar Willis (ad) Warren K. Denniston (ram) Furd Love (cam)	
GREENWOOD	Commonwealth, 209 W. Market, Tel.: 32-33									
18,061 18,887-ABC-CZ 20,355-ABC Par. 28	(e) 3,988 .06	Flat		(D) (AP) (5¢) (Mississippi Dailies)	Commonwealth Pub. Co. Sumter Gillespie, Pres.-Pub	Tom Shepherd (e)	W. S. Richardson (sp) Elizabeth Rovenhorst (we)	Henry Chandler (cm)	John W. Ray (mga)	
	Star (m ex Mon.) 3,872 .05 Sunday edition (S) 3,872 .05	Flat Flat		(I-D) (UP) (5¢d, 10¢S, 20¢w, 85¢mo) (Wallace Witmer Co.)	Star Pub. Co. Virgil Adams, Pub.	Virgil Adams (e)	L. K. Adams (we)	Virgil Adams (gm) James R. Moore (cm)	Virgil Adams (ad) Kenneth Strickland (mga)	
GRENADA	Sentinel-Star									
7,388	(e) 2,579 .05	Flat		(D) (UP) (J) (5¢, 25¢w) (Wallace Witmer Co.)	Grenada Sentinel-Star. Joseph B. Lee, Pres.-Pub.	M. M. Grimes (e)	Jeffie W. Rich (we)		B. W. Henderson (ram)	
GULFPORT	See Biloxi-Gulfport.									
HATTIESBURG	American									
29,474 31,622-ABC-CZ	(e) 14,795 .12	Flat		(D) (AP) (5¢, 25¢w, $1.10mo) (Shannon & Associates, Inc.)	Hattiesburg American, Inc. Francis S. Harmon, Pres.	C. G. Andrews Harmon (eep) Leonard Lowrey (me)	C. G. A. Harmon (ne) Robert Harper (sp)	Thos. St. John (bm) M. E. Laird (cm)	Thomas St. John (ad-mga) J. M. Hughes (ram) C. Reed (cam)	J. M. Hughes (apm) K. B. Cress (ms)
JACKSON	Clarion-Ledger, 311 E. Pearl, Tel.: 3-2421									
98,271 112,271-ABC-CZ	(m) 44,317			(D) (AP, INS) (AP Wire Photo) (5¢, 15¢S, $1.30mo. d; 1.70 mo. d&S) (The Katz Agency Inc.)	Mississippi Publishers Corporation R. M. Hederman, Jr., Pub.	T. M. Hederman Jr. (e) Purser Hewitt (me) Gene Wirth (ce)	Carl McIntire (Su) Arnold Hederman (sp) Mrs. John Bookhart (we)	R. M. Hederman (gm) Frank Gwynn (cm) A. R. Dillard (com)	Mack Smythe (ad) Frank Lewis (mga) Clarence Methvin (ram) Emmett Sutton (cam)	Al Sorge (rd-pm) David "Rusty" Lipscomb (apm)
	News (e) 37,564 Combined daily (m & e) 81,881 .34 Clarion Ledger & News (S) 76,178 .34	Flat Flat		(D) (AP, UP, INS, NEA) (AP Wire Photo) (5¢, 15¢S, $1.30mo. d; 1.70 mo. d&S) (The Katz Agency Inc.)		Frederick Sullens (e) James Ward (me) Jack Fairly (ce)	Carl McIntire (Su) Tom Bynum (ne) Harold E. Foreman (sp) Seymour Gordon (we)			
	State Times, Zone 1 (e) 22,807 .16 Sunday edition (S) 22,977 .16	Flat Flat		(I) (UP) (5¢d, 10¢S, 35¢wk, $1.50mo) (Burke, Kuipers & Mahoney, Inc.)	Citizens Pub. Co. R. E. Dumas Milner, Pres. O. A. Robinson, Pub.	Paul Tiblier (e) Robert E. Webb (a e) Geo. Harmon (ce)	Jimmie McDowell (sp) Madora Sharp (we)	O. A. Robinson (gm) Marion Seaton (cm)	Jack H. Nolan (mga) Kenneth E. Dahlstrom (ram) Wm. L. Brown (cam)	John W. Gray (ms)
LAUREL	Leader-Call									
25,038 25,038-ABC-CZ 26,517-ABC Par. 28	(e) 11,261 .09	Flat		(I-D) (AP) (5¢, 25¢w, $1.10mo) (Mississippi Dailies)	Laurel Daily Leader, Inc. Thos. M. Gibbons, Pub. J. H. Skewes, Pres.	H. S. Gibbons (eep) Ralph Hays (me)	Miss Alice Patrick (we)	Thos. M. Gibbons (gm) R. W. Miller (cm)	Mrs. C. S. Herring (mga) Jas. Bishop (ram) L. M. Boone (cam)	
McCOMB	Enterprise-Journal, 129 N. Broadway, Tel.: 17 & 18									
10,401	(e ex Sat.) 5,136 .06	Flat		(I-D) (AP) (J) (5¢, 85¢mo) (Mississippi Dailies)	J. O. Emmerich, Pub.	J. O. Emmerich (eep-e) Charles B. Gordon (me-ce)	Charles B. Gordon (ne-sp) Joy Thomas (we)	J. O. Emmerich (gm-bm) J. E. Johnston (cm)	John Watts (ad) J. O. Emmerich (mga)	W. E. Pickett (ms)
MERIDIAN	Star, Tel.: 8181									
41,893 42,543-ABC-CZ 50,725-ABC Par. 28	(e) 19,094 .15 Sunday edition (S) 19,103 .15	Flat Flat		(D) (AP) (CDN) (CT-NYN) (INS) (UP) (5¢, 10¢S, 40¢w, $1.70mo) (Shannon and Associates, Inc.)	Meridian Star, Inc. Jas. H. Skewes, Ed. & Pub. James Buckingham Skewes, Associate Editor and Pub.	Jas. H. Skewes (eep-e) W. L. Ellison (asst. ed.) C. H. Phillips (ce)	Dick Smith (sp) Helen Crooks (we)	D. P. Self (gm) Ethel Anderson (bm) Robert W. Reetz (cm)	E. A. Schafer (ad) Clark Huggins (mga) Edward J. Boga (cam)	Jerry Kerns (pm) Clinton Rawlings (ms)
NATCHEZ	Democrat									
22,740 22,740-ABC-CZ 25,195-ABC Par. 28	(m ex Mon.) 6,428 .055 Sunday edition (S) 6,651 .055	Flat Flat		(D) (AP) (5¢, 10¢S, 20¢w) (Inland Newspaper Representatives, Inc.)	Natchez Democrat Printing & Publishing Co., Inc. J. W. Lambert, Pres.-Pub.	Elliott Trimble (eep-ce) Jas. W. Lambert (me)	Robert Simonton (ne) James W. Lambert (Su) Joe Mosby (sp) Mrs. Ethel Stevens (we)	John Q. Lambert (gm) Gary Burford (cm)	J. Q. Lambert (ad) L. R. Lambert (cam)	John Q. Lambert (pm) J. B. Lambert (ms)
	Times, 111 N. Pine St., Tel.: 6461 (e ex Sat.) 7,288 .06 Sunday edition (S) 7,099 .06	.037 .037		(I) (INS, UP, CT-NYN) (5¢d, 10¢S, 20¢w, 85¢mo) (Mississippi Dailies)	Natchez Times Pub. Co. E. E. Blanchard, Pres. Fred C. Schleet Ex.-Vice Pres.	Herman L. Moore (e) Jeanerette Harlow (me)	Ray C Hurt (sp) Miss Marie Grover (we)	Fred C. Schleet (gm) Charles Hammond (cm)		J. W. Eidt (ms)
TUPELO	Journal, Magazine, Tel.: 8 or 9									
11,527 11,839-ABC-CZ	(m) 12,669 .09	Flat		(I-D) (UP) (5¢, 30¢w, $1.20mo) (Wallace Witmer Co.)	Journal Pub. Co. George McLean, Pres.-Pub.	Harry Rutherford (e)	Gene Gratz (ne) Bill Ross (sp) Mrs. W. H. Daniel (we)	W. G. Stroud (gm)	W. G. Stroud (mga) Andy Andreaus (ram) Jack Carroll (cam)	
VICKSBURG	Herald, 920 South St., Tel.: 3200									
27,948 27,948-ABC-CZ 30,486-ABC Par. 28	(m ex Mon.) 3,159 Post (e) 9,345 Combined daily (me) 12,504 .09 Post-Herald (S) 9,240 Evening and Sunday (eS) 18,585 .11	Flat Flat		(D) (AP) (5¢, 10¢S) (The John Budd Co.)	J. G. Cashman & Sons L. P. Cashman, Pub.	L. P. Cashman (e) Burrell Conway (me) Chas. Faulk (ce)	Billy Ray (sp) Mrs. J. E. Sanders (we)	L. P. Cashman, Jr. (bm) P. L. Barclift (cm)	Joseph Knapp (mga)	John A. Boa (ms)
WEST POINT	Times-Leader, 27-29 Court St., Tel.: 192 and 193									
6,432	(e) 4,778 .06	Flat		(D) (AP) (5¢, 25¢w) (Wallace Witmer Co.)	Beulah L., and Henry Harris, Partnership	Henry Harris (eep-e)				

MISSOURI

AURORA	Advertiser									
4,153	(e) 2,682 .045	Flat		(I) (J) (5¢, 60¢mo) (none)	Robert G. Lowry, Pub.	Robert G. Lowry (eep-me) Ray Royce (e)	Robert G. Lowry (ne)	Robert G. Lowry (gm) Mrs. Opal Irwin (cm)	Robert G. Lowry (ad) Mrs. O. Irwin (mga)	Glenn Seburn (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
BOONVILLE 4,898 8,668-ABC-CZ	News, Tel.: TU 2-5335 (e)	(ABC) 3,215	.05*	Flat (I-R) (AP) (5¢, $1.00 mo) (Missouri Associated Dailies)	Boonville Daily News, Oliver T. Maxwell, Pub.	Gene Davis (eep-e me-ce)	Gene Davis (ne) Gene Sigman (sp) Mariana Neal (we)	O. T. Maxwell (gm-bm) Chas. Haley (cm)	Emil Summers (ad-mga-ram) Patty Cochran (cam)	O. T. Maxwell (pm) Emil Summers (apm) F. Derendinger (ms)
	*.07 in combination with weekly Advertiser (Friday), circulation (ABC) 1,126									
BROOKFIELD 5,010	News-Bulletin (e ex Sat.)	4,148	.06	Flat (I) (AP) (J) (5¢, 80¢ mo) (Inland Newspaper Representatives, Inc.)	Brookfield Pub. Co. Ira J. Williams, Pres.-Pub.	Ira J. Williams (e)	Tom Hartman (ne) Leigh Simpson (sp) Isabel Leonard (we)	Ira J. Williams (gm) George Williams (bm) Don Weaver (cm)	Geo. Williams (ad-mga) Keith Morris, (cam)	
BUTLER 3,333	Democrat, North Side Sq. (e ex Sat.)	950	.04*	Flat (D) (J) (none)	R. A. Ellis, Pub.	Mary L. Ellis (asso-e)				
	*Daily and weekly circulation 3,750. Combined rate .06.									
CAMERON 3,570	News-Observer, Tel.: 39 (e)	1,460*	.04	Flat (D) (AP) (J) (5¢, 15¢w) (none)	Thomas W. McAllen, Pub.	Thomas W. McAllen (e)		Agnes I. McAllen (gm-bm-cm)		
	*Daily and weekly combination (Sun, Thurs.) .06; comb. circulation 2,795.									
CAPE GIRARDEAU 21,578 21,578-ABC-CZ	Southeast Missourian, 301-313 Broadway, Tel.: 5-6611 (e)	(ABC) 14,677	.11	Flat (I) (AP) (5¢, 30¢w) (West-Holliday Co., Inc.)	Naeter Bros. Pub. Co Fred W. Naeter, Pres. Fred W. and Geo. A. Naeter, Pubs.	Juel Mosley (me)		Alvin Macke (bm) H. H. Howes (cm)	Keith Reed (ad) R. R. Schade (ram)	D. J. Barks (ms)
	Address all editorial correspondence to Mr. Juel Mosley, Managing Editor									
CARROLLTON 4,380	Democrat (e)	2,650	.05*	Flat (D) (AP) (J) (5¢, 70¢ mo) (none)	Democrat Ptg. Co.	Earl F. Cheesman (eep-e-me)	Dave Stampfli (sp) Mrs. Victor Nunn (we)	Earl F. Cheesman (gm-bm) Helen Earp (cm)	Dave Stampfli (ad-mga-ram-cam)	Dave Stampfli (apm) Jesse Cauthon (ms)
	*.06 in combination with weekly issue, circulation 586.									
CARTHAGE 11,188	Press, 527 S. Main, Tel.: 2191 (e)	6,145	.07*	Flat (R) (AP) (J) (5¢, 20¢ w, $1.00mo) (Inland Newspaper Representatives, Inc.)	Carthage Pub. Co. E. L. Dale, Pres.-Pub.	E. L. Dale (eep-e-me-ce)	Jack Harshaw (sp) Myrle Benedict (we)	E. L. Dale (gm) Elmer R. Johnson (bm-cm)	Robert S. Dale (ad-mga) Elmer R. Johnson (cam)	Robert Crusa (ms)
	*.07 in combination with weekly issue, circulation 586.									
CHILLICOTHE 8,694	Constitution-Tribune, 504 Washington, Tel.: 105 (e)	5,461	.06	Flat (I) (AP) (5¢, 20¢w, 85¢mo) (none)	Chillicothe Pub. Co. Chas. E. Watkins, Pres.-Pub.	Wm. H. Plummer (e)	Wm. H. Plummer (ne) Dick Rebbick (sp) Mrs. Ann Hamilton (we)	Phil Bohn (bm) Garland Newton (cm)	Phil Bohn (mga-ram) Miss Virginia Page (cam)	Todd Homan (ms)
CLINTON 6,075	Democrat, 212 S. Washington St., Tel.: 85 or 1449 (e ex Sat.)	3,201	.06	Flat (D) (UP) (J) (6¢) (none)	Democrat Pub. Co.		Mahlon N. White and Daniel B. Miles (ne)	Mahlon N. White (gm) Mrs. K. K. White (bm)	Charles Mansfield (ad) K. K. White (mga)	Alva Gene Martin (ms)
COLUMBIA 31,974 31,974-ABC-CZ	Missourian, Walter Williams Hall, Tel.: GI 2-3161 (University of Missouri) (e)	(ABC) 3,415	.06	Flat (I) (AP, UP) (5¢d, 25¢ w, $1.00mo) (none)	University Missourian Assn. John C. Stapel, Pres.	Maurice Votaw (eep) W. B. Bickley (e) Eugene Sharp (me)	Miss Queen Smith (we)	L. D. Flynn (gm) E. B. Swift (bm) Jack C. Carr (cm)	Ruth Bratek (ad-cam)	L. D. Flynn (apm) Reed Coday (ms)
	Tribune, 7th & Cherry Sts., Tel.: Gibson 3-4131 (e)	(ABC) 9,930	.09	Flat (D) (AP, INS) (5¢, $1 mo) (Missouri Select Dailies)	Tribune Pub. Co. H. J. Waters, Jr., Pres.-Pub.	H. J. Waters, Jr. (e) John Philip Hamel (me)	Mrs. Joan Lipscomb (we) J. P. Hamel (sp)	M. D. Jett (bm) L. Francis Pike (cm)	John Lawson (mga) Austin C. Rynerson (cam)	Mike C. Creasy (ms)
EXCELSIOR SPRINGS 5,886	Standard (e ex Sat. & Mon.)	3,777	.075	Flat (D) (UP) (J) (5¢, 5¢S, 25¢w) (none)	Standard Pub. Co. D. J. McGriffin, Pres.-Pub.	Marvin Crowley (eep-e)	Tillie Emmons (we)	B. Tufts (cm)	Harold Withers (mga) Bea Albertson (cam)	Carl Sattrlee (ms)
	Sunday edition (S)	3,777	.075	Flat						
FESTUS-CRYSTAL CITY 5,196—Festus 3,488—Crystal City 8,586—Total	News-Democrat, 12 Main St., Tel.: YE 7-3636 (e ex Sat.)	4,090	.065	Flat (D) (UP) (J) (5¢, 20¢ w) (Inland Newspapers)	News-Democrat, Inc. Lloyd W. Wright, Pres.-Pub.	Harold L. Wright (eep-me) Sam Schapiro (ce)	Carol Gray (we) Sam Schapiro (sp)	Harold L. Wright (gm) James Lundstrom (cm)	Lloyd W. Wright (ad) Betty Ragsdale (cam)	Fay A. Warner (ms)
FLAT RIVER 3,308	St. Francois County Journal, 20 E. Main St., Tel.: GE 1-2010 (e ex Sat.)	5,256	.05	Flat (R) (J) (5¢, 15¢w, 60¢mo) (Inland Newspaper Representatives, Inc.)	Daily St. Francois County Journal, Inc. C. B. Dees, N. A. Gerig, Carroll B. Gerig (pub.)	C. B. Gerig (e)		C. B. Dees (gm-bm)	C. B. Dees (ad)	
FULTON 10,052	Sun-Gazette, 115 W. 5th St., Tel.: 543 (e)	4,214	.06	Flat (D) (AP) (J) (5¢) (none)	Sun Printing Co. V. A. Johnston, Sr. and Virgil Johnston, Jr., Co-Pubs.	V. A. Johnston, Sr. and Virgil Johnston, Jr. (e) Jack Webb (ce)	Jack Webb (sp) Florence Wilkerson (we)	Gretchen Nichols (cm)	R. O. Winter (ram)	Geo. C. Robertson (ms)
HANNIBAL 20,444 20,675-ABC-CZ	Courier Post (e)	(ABC) 10,909	.09	Flat (I-R) (AP) (5¢, 35¢w) (Jann & Kelley, Inc.)	Courier-Post Pub. Co. P. D. Adler, Pres. E. L. Sparks, Pub.	Wm. A. Cable (eep-e) C. J. Cary (me)	Ed. O'Neill (sp) Kay Bowen (we)	E. L. Sparks (gm) B. E. Emerson (bm) D. M. Skoglund (cm)	E. L. Sparks (mga) C. R. Munson (ad-ram) Ivan Lewellen (cam)	E. L. Sparks, Jr. (ms)
INDEPENDENCE 36,963	Examiner, 321 W. Lexington, Tel.: CLifton 4-8600 (e)	9,779	.10	Flat (I) (UP) (5¢, 20¢w, 85¢ mo) (Burke, Kuipers & Mahoney, Inc.)	Examiner Pub. Co. Oscar S. Stauffer, Pres.-Pub.	T. Hall Collinson (e) Sue Gentry (ce) James A. Southern (me) John W. McDonald, (Associate ed.)	Sue Gentry (ne) Claud Clapp (sp) Marie Butts (we)	T. Hall Collinson (gm) T. Hall Collinson (bm) David Beliles (cm)	R. E. Blake (ad-ram) T. Hall Collinson (mga) Beulah Boone (cam)	T. Hall Collinson (pm) Ed Moore (apm) Cliff Roudebush (ms)
	News (e)	3,433	.071	Flat (I-D) (AP) (J) (5¢d, 5¢S, 15¢w-d&S) (none)	Craig Siegfried Publications, Craig Siegfried, Owner	Craig Siegfried (eep) Wendle Burns (me-ce)		Jim Hough (cm)	Bob Dawson (ad)	
	Sunday edition (S)	3,433	.071	Flat						
JEFFERSON CITY 31,099 32,388-CZ-C of C Est., '56	Capital News (m ex Mon.)	4,987	.....	..... (D)	News Tribune Co. Mrs. R. C. Goshorn, Pres. & Pub.	Richard Shelton (e-PT) Kenneth Johnson (e-CN) Joseph Majersky (me)	Darrell Sifford (sp)	R. L. Rose (gm) W. D. Tetrick (bm) Don Rice (cm)	R. L. Rose (mga) James McLellan (ram) William James (cam)	Orva Silfies (ms)
	Post-Tribune (e ex Sat.)	9,367	.....	..... (R) (AP) (5¢, 10¢S, 35¢w) (Bogner & Martin)						
	Combined daily (me)	14,354	.10	Flat						
	Capital News Post-Tribune (S)	13,868	.10	Flat (I)						
JOPLIN 38,711 40,026-ABC-CZ 41,134-ABC Par. 28	Globe, 117 E. 4th St., Tel.: MA 3-3480 (m ex Mon.)	(ABC) 30,681	.....	.....	Joplin Globe Pub. Co. Cowgill Blair, Pres.-Pub.	Ray S. Cochran (me) Rex Newman (eep) S. A. Smith (ce-NH) George Ober (ce-G)	Lang Rogers (ne) Porter Wittich (sp) Elizabeth Molicy (we)	Cowgill Blair (gm) Fred G. Hughes (bm) H. J. Leggett (cm)	C. A. Blair (ad-mga) Wm. Fehrenbach (ram) E. D. Orton (cam)	C. A. Blair (pm) Tyler Conrad (ms)
	News-Herald (e)	(ABC) 11,800	.....	..... (I) (AP) (5¢, 10¢S, 40¢ w) (The Katz Agency, Inc.)						
	Combined daily (me)	(ABC) 42,481	.23	Flat						
	Globe (S)	(ABC) 35,037	.....	.....						
	Sunday & evening (eS)	(ABC) 46,837	.23	Flat						
	Morning & Sunday (mS)	(ABC) 65,718	.32	Flat						

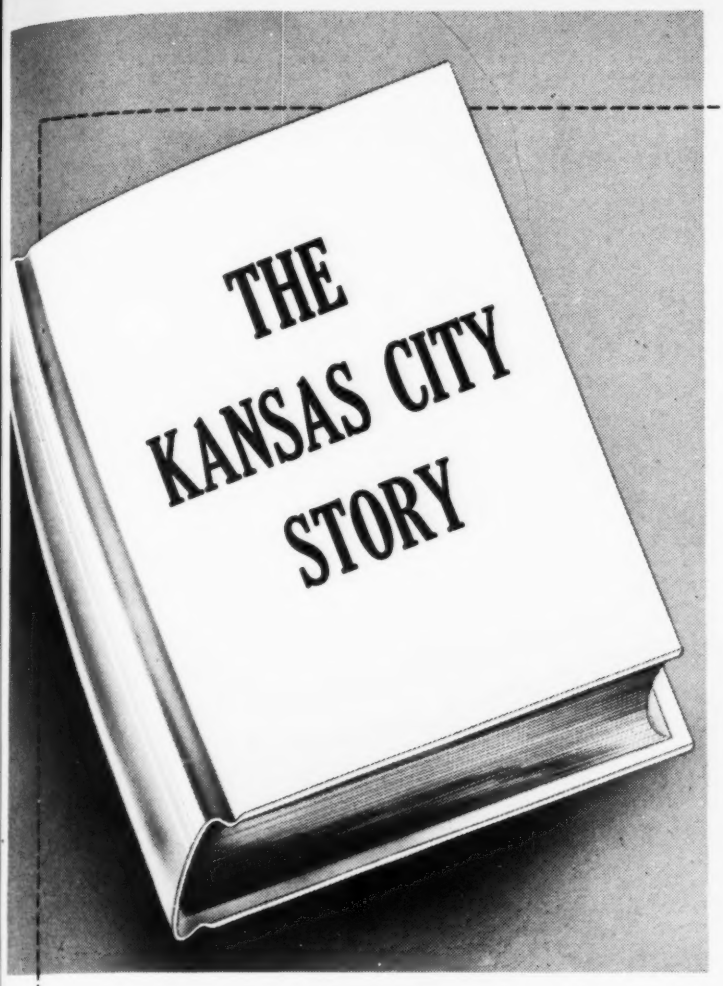
EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone, Circulation General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
KANSAS CITY 456,622 750,328-ABC-CZ	News-Press, 3611 Troost Ave., Zone 9, Tel.: WE 1-2000 (d. Mon.-Thurs.) 3,099 .11 Flat Friday issue (Fri.) 6,017 .11 Flat	(D) (J) (INS, NYHT, UP) (5¢) (Shannon & Associates, Inc.)	Garrett L. Smalley, Pub.	Garrett L. Smalley (e)			Garrett L. Smalley, Jr. (ad) Robert W. Smalley (mga)	
	Star, 1729 Grand Ave., Zone 8, Tel.: HA 1-1200 (e) Ⓐ 344,070 Times (morning edition of Star) (m) Ⓐ 337,244 Combined daily (me) Ⓐ 681,314 1.00 Flat Star (S) Ⓐ 361,620 .70 Flat	(I) (AP, CDN, CT-NYN, RN, INS, UP, NANA, NYT) (5¢, 15¢S, 40¢w-m, e&S, $1.74mo) Dwight I. Dollison (New York), L. I. Weishar (Chicago) West-Holliday Co., Inc. (Pacific Coast)	Kansas City Star Co. Roy A. Roberts, Pres.	Richard B. Fowler (eep) Roy A. Roberts (e) C. G. Wellington (ex. ed.) John W. Colt (me-S) Arthur F. Duncan (me-T) Ralph Eades (ce-S) James Turnbaugh (ce-T)	Paul Miner (ne) E. B. Garnett (Su) Ernest Mehl (sp) Erma Young (we)	Roy A. Roberts (gm) Arthur C. Wahlstedt (bus. m) J. R. O'Donnell (cm)	Emil A. Sees (ad) James L. Barrick (nat. ad) Fred R. Kenower (ram) Roscoe Gillaspie (cam)	R. A. Barrows (pr-apm) Frank McKinney (prod. mgr.)
KENNETT	Dunklin Democrat (e ex Sat.) 4,777* .055 Flat	(D) (AP) (J) (5¢d, 25¢w, $1.00mo) (Wallace-Witmer Co.)	Jack Stapleton, Sr., Pres. Jack Stapleton, Jr., Pub.	Wm. E. Dye (e)	James Dollins (sp)	Hardie Craft, Jr. (cm)	David Dunn (am)	Cecil M. Taylor (ms)
KIRKSVILLE 11,110	Express & News (e ex Sat.) Ⓐ 6,512 .06 Flat Sunday edition (S) Ⓐ 6,664 .06 Flat	(I-R) (UP) (5¢, 5¢S, 90¢mo) (Missouri Select Dailies)	Express Publishing Co., Inc. E. E. Swain, Pres.-Pub.	E. E. Swain (eep-e-me) Dave Murdock (ce)	Wm. Bricker (ne) Eldon Drennan (sp) Mary S. Greer (we)	E. E. Swain, Jr. (bm)	E. E. Swain, Jr. (ad-mga-ram) Bob N. Reed (cam)	L. T. Shubert (ms)
LAMAR 3,233	Democrat, 108 W. 10th, Tel.: OV 2-4413 (e) 3,010 .05 Flat	(D) (J) (none)	Madeline Aull Van Hafften (Editor)			Stanley E. White (bm)		
LEBANON 6,808 6,808-ABC-CZ	Record, 221 E. Commercial, Tel.: 1017 (e) Ⓐ 3,364 .07 Flat	(I) (UP) (J) (5¢, 20¢w) (none)	Lebanon Pub. Co., Inc. O. R. Wright, Pres.-Pub.	Doyle Hilton (eep-e-me-ce)	Lee Dryden Goans (ne) Doyle Hilton (sp) Virginia MasKesson (we)	O. R. Wright (gm-bm) C. J. Fairfield (cm)	B. K. Sheppard (ad-mga)	Chas. F. Walstrom (ms)
LEXINGTON 5,074	Advertiser-News, 1018 Main St., Tel.: 220-245 (e) 3,093 .055 Flat	(I) (UP) (5¢, 60¢m) (none)	Lexington News Pub. Co. John H. Shea, Pres.-Pub.	John H. Shea (e) J. V. Shannon, Jr. (me-ce)	J. V. Shannon, Jr. (ne-sp) Mary Lou Ely (we)	John H. Shea (gm-bm)	B. M. Little, Jr. (ad-mga-ram)	Calvin Lorenz (ms)
MACON 4,152	Chronicle-Herald, 223-25-27 N. Rollins, Tel.: 2126, 2127 (e) 4,416 .055 Flat	(D) (AP) (J) (5¢, 80¢ mo) (none)	Chronicle-Herald Pub. Co.	Frank P. Briggs (e)	M. Poteet (ne)	F. M. Sagaser (gm)	Tom Briggs (ram)	W. L. King (ms)
MARSHALL 8,850	Democrat News, 121 N. Lafayette, Tel.: 1000 (e) 4,020 .05 Flat	(D) (AP) (J) (5¢, 20¢) (none)	Democrat News Ptg. Co. R. N. Hains, Pub.	R. N. Hains (e) John R. Hall (ce)	Mrs. Marianna Egan (we)	R. K. Hains (gm) Mrs. Marianna Egan (cm)	Randall K. Hains (ram)	Jack Cress (ms)
MARYVILLE 6,834 6,834-ABC-CZ	Forum (e) Ⓐ 5,773 .06 Flat	(I) (AP) (5¢, 25¢w) (none)	Forum Pub. Co. O. S. Stauffer, Pres. M. W. Stauffer, Pub.	B. J. Alcott (e)	Jurel Jackson (we)	M. W. Stauffer (gm-bm-cm)	Frank Merenchi (mga)	
MEXICO 11,623 11,623-ABC-CZ	Ledger, Ledger Square, Tel.: 1600 (e) Ⓐ 7,435 .08 Flat	(I-D) (AP) (UP) (5¢, $1.10mo) (Missouri Select Dailies)	Ledger Newspapers, Inc. L. M. White, Pres. L. M. White and R. M. White, II, co-Pubs.	R. M. White, II (eep) L. M. & R. M. White co-editors James E. Sterner (me)	F. L. Kreisler (sp) Laurene Miller (we)	R. M. White, II (gm) William Haas (bm) Vernon Duffy (cm)	William Haas (ad) John Plesko (ram)	Lebbius Ball (ms)
MOBERLY 13,115 13,115-ABC-CZ	Monitor-Index & Democrat (e) 8,771 .07 Flat	(D) (AP) (5¢, 25¢w) (Missouri Select Dailies; Arthur H. Hagg & Associates, Inc.)	Moberly Index Ptg. Co. James Todd, Pres.-Pub.	W. T. Van Cleve (e) James Todd (me)	Bradley Powell (ne) Stanley Isle (sp) Jo Driskell (we)	James Todd (gm) J. K. Van Cleve (bm) Jim Carney (cm)	Jack VanCleve (ad) Mrs. C. N. Smith (cam)	Willard May (ms)
MONETT 4,771	Times, 212 Fifth St., Tel.: BElmont 5-3135 (e) 3,995 .06 Flat	(I-R) (J) (5¢) (Missouri Press Assn. Adv. Serv.)	Monett Times Co. Kenneth G. Meuser, Pub.		Dick Brady (ne) Mrs. Walter Kepner (we)		Hal Martin (ad)	
NEOSHO 5,790	News (e ex Sat.) 5,329 .06 Flat Sunday edition (S) 5,329 .06 Flat	(I) (UP) (J) (5¢, 5¢S, 25¢w) (Inland Newspaper Reps.)	Neosho Pub. Co., Inc. Howard L. Bush, Pres.-Pub.	Howard L. Bush (eep-me)		Howard L. Bush (gm-bm)	John Hall (ad)	John Hall (pm)
NEVADA 8,009	Mail, 125 S. Cedar, Tel.: 1200-1201 (e) 4,469 .06 Flat Herald (S) 4,561 .06 Flat	(D) (AP) (J) (7¢d, 10¢ S, $1.30mo)	Nevada Pub. Co. Oscar S. Stauffer, Pres. Ben F. Weir, Pub.	Peter V. McCoy (me)	Glessie Ewing (we)	Ben F. Weir (gm-bm) Ludmila Weir (cm)	Edward Steele (ad-mga-ram)	Edward Steele (pr-apm)
POPLAR BLUFF 15,064 15,064-ABC-CZ	American Republic, 220 Poplar St., Tel.: SU 5-4621 (e) Ⓐ 12,233 .09 Flat	(I) (AP) (J) (5¢, 30¢w) (none)	Poplar Bluff Ptg. Co. Mrs. John H. Wolpers, Pub.	Robt. M. Wolpers (e-me) Jas. Hendrickson (ce)	James Hendrickson (ne) Robt. E. Gray (sp) Agnes Maske (we)	Robt. M. Wolpers (gm) R. M. Saracini (cm)	F. P. Jacobs (ad) Thelma Porter (mga) K. Barrow (cam) Ed. Wilmore (ram)	Herb Piper (ms)
ROLLA 9,354	Daily Herald (e) 1,890 .05 .04	(I) (AP) (J) (5¢, 25¢w, $1mo, $5 yr by mail in county)	Wm. B. Breuer, Pres.-Pub.	Wm. B. Breuer (e)	Sally Lane (we)	Vivien Humphrey (bm) James Roach (cm)	Garvin Berry (ad) Vivien Humphrey (nam) Virginia Daly (cam)	Garvin Berry (apm)
	News, 101-7 W. 7th St., Tel.: 110 (e ex Sat.) 5,207 .07* Flat	(I-D) (UP) (7¢) (Missouri Select Dailies)	Edward W. Sowers, Pub.	Edward W. Sowers (e)	Barney Miller (ne) Christine I... tler (we)	Geo. Madden (bm) Jim Mesko (cm)	Geo. Madden (mga) Clyde Roberts (ram)	
ST. CHARLES 14,314	Banner-News, 200 S. Main, Tel.: RAndolph 4-0120 (e ex Sat.) 4,775 .06 Flat	(D) (J) (4¢, 20¢w) (none)	Banner-News Co., Inc. M. A. Thomson, Pub.	R. Kelch (ce)	R. Kelch (sp)	M. A. Thomson (gm) E. Keene (cm)	J. L. Bricker (ad)	
	Cosmos-Monitor (e ex Sat.) .045 Flat	(I-R) (J) (5¢, 15¢w) (none)	St. Charles Pub. Co., Inc. Amon C. Weeke, Pres. Amon C. Weeke and Darby R. Tally Co-Pubs.	Darby R. Tally (eep-e-me) Glenn Goellner (ce)	Glen Goellner (ne-sp)	Darby R. Tally (gm-bm-cm)	Darby R. Tally (ad-mga-ram) Ella Woehrle (cam)	Amon Weeke (ms)
ST. JOSEPH 78,588 87,005-ABC-CZ 91,353-ABC Par. 28	Gazette, 9th & Edmond, Zone 1, Tel.: 4-5671 (m ex Sat.) Ⓐ 40,623 News-Press (e ex Sat.) Ⓐ 48,129 Combined daily (me) Ⓐ 88,752 .32 Flat News-Press (S) Ⓐ 49,901 .23 Flat	(I-R) (AP, UP, INS) (5¢, 15¢S, 60¢w-d&S) (Kelly-Smith Co.)	The News Press & Gazette Co. Henry D. Bradley, Pres. David R. Bradley, Pub.	Arthur V. Burrowes (e) Merrill Chilcote (me-ne) Harold Slater (ce-NP) Don Houseworth (ce-G)	Harold Mills (ne-G) Merrill Chilcote (Su) Wm. Scott (sp-NP) Tom Reno (sp-G) Jane Erickson (we)	Knowlton Parker (bm) Robt. J. Yeaney (cm)	Victor A. Modeer (ad) Ethan H. Campbell (mga) Chas. Sullivan (cam)	Knowlton Parker (pm) N. Hetherington (ms)

*First issue Apr. 2, 1956. (Kennett)

*.07 daily only or daily and weekly New Era (Thur) circ. 1,503. (Rolla News)



A MARKET OF DEMONSTRATED BUYING POWER FAR IN EXCESS OF POPULATION INDEX

	Metropolitan Area Rank in Nation	Metropolitan Area Total
Population	18	955,500
Families	17	314,400
Effective Buying Income	17	$1,849,781,000.00
Total Retail Sales	15	$1,360,225,000.00
Food Store Sales	18	$ 247,120,000.00
General Merchandise	14	$ 308,658,000.00
Home Furnishings	19	$ 59,340,000.00
Automotive Store Sales	17	$ 253,048,000.00
Filling Station Sales	18	$ 67,824,000.00
Drug Store Sales	13	$ 65,660,000.00
Building Material and Hardware	12	$ 100,841,000.00

Quality of Market: 25.2% above national average

Average Household Income	$5,465.00
Owner-Occupied Homes	61.4%
Families Living in Single Detached Units	75%

Sources: 1956 S. R. D. S. Marketing Survey of Buying Power; 1956 S. R. D. S. Consumer Markets; 1954 Community Studies, Inc.

THE KANSAS CITY STAR

KANSAS CITY
1729 Grand Ave.
HArrison 1-1200

CHICAGO
202 S. State St.
WEbster 9-0532

NEW YORK
21 E. 40th St.
Murray Hill 3-6161

SAN FRANCISCO
625 Market St.
GArfield 1-2003

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ST. LOUIS	Globe, Democrat, 1133 Franklin Ave., Zone 1, Tel.: GA 1-1212									
856,796 1,418,588-ABC-CZ 1,556,964-ABC Par. 28	(m ex Sat.) 310,243	.81	Flat	(I) (AP, CT-NYN) (DJ) (NANA) (RN) (*S) (5¢, 15¢S, 45¢ w-d&S, $1.90mo) (Moloney, Regan & Schmitt) Hal Winter Co. (Florida)	Globe-Dem. Pub. Co. Richard H. Amberg, Pub. C. Arthur Weis, Pres.	Louis LaCoss (eep & V.P.) George Killenberg (ce) Charles E. Pierson (exec-e) Aaron G. Benesch (me)	Martin Duggan (ne) Paul Tredway (Su) Robert Burnes (sp) Frances G. Smiley (we)	Walter I. Evans (c dir) Louis Mohs (cm) H. O. Wilkat (gen. auditor)	Ernest G. Hoffsten (ad) Al Stokman (ad mgr) C. C. Callihan (mga) E. Anderson (adv. am) T. Frank James (ram) Herbert G. Schaefer (cam)	Edward W. Evers (Prod. Mgr.) George Carson (pm)
	Saturday edition (Sat.) 292,155	.81	Flat							
	Sunday edition (S) 362,897	.84	Flat							
	Post-Dispatch, 1111 Olive St., Zone 1, Tel.: MAin 1-1111									
	(e ex Sat.) 396,603	.88	Flat	(I) (AP, UP, INS, NYT, NYHT, CDN) (*S) (J) (5¢, 15¢, $1.25mo-d) J. V. Ambrose (New York) R. C. Rowden (Chicago) Leonard Co. (Florida) West-Holliday Co., Inc. (Pacific Coast)	Joseph Pulitzer, Jr., Pres-Pub. Charles J. Hentschell, Vice-Pres. Dell B. Stafford, Treas.	Joseph Pulitzer, Jr. (e) Irving Dilliard (eep) Raymond L. Crowley (me) Evarts A. Graham, Jr. (ce)	A. L. Clarke (ne) H. T. Meek (ne) Sidney R. Stanard (ne) Julius H. Klyman (Sun. Pictures) J. Roy Stockton (sp) Alfred D. Offer (we)	Charles J. Hentschell (bm) G. R. Kershaw (cm)	Fred F. Rowden (ad) Douglas Day (mga) Paul Talbot (ram) B. C. Corrigan (cam)	John P. Baker (apm) Alex T. Primm (prod mgr.)
	Saturday edition (Sat.) 311,364	.88	Flat							
	Sunday edition (S) 487,213	.92	Flat							
SEDALIA	Capital, 108-10 W. 4th St., Tel.: 1000									
20,354 21,131-ABC-CZ	(m ex Mon.) 4,192	.....	.....	(I-R)						
	Democrat (e ex Sat.) 7,935	.....	.....	(I-D) (AP) (7¢, 10¢S, 30¢w) (none)	Sedalia Democrat Co. Dear Publication & Radio, Inc. J. Albert Dear, Treas.	Geo. H. Scruton (eep-e-me) Peter Potter (ce)	Peter Potter (ne-Su) D. Kelly Scruton (sp) Hazel Lang (we)	K. U. Love (bm) Joe Forsee (cm)	K. U. Love (ad-mga-ram-cam)	K. U. Love (pm-apm) Chas. Behrens (ms)
	Combined daily (me) 12,127	.09	Flat							
	Sunday edition (S) 12,373	.09	Flat							
SIKESTON	Standard, 205 S. New Market, Tel.: 78-137-138									
11,640 11,640-ABC-CZ	(e) 4,611	.065	Flat	(D) (AP) (J) (5¢, 25¢w, $1.00mo) (Wallace Witmer Co.)	Sikeston Publishing Co. Mrs. C. L. Blanton. Pres. C. L. Blanton, Jr., Pub. K. S. Blanton, Secy.-Treas.	C. L. Blanton, Jr. (eep-e-me) Josh Bolles (ce)	Bob Yorke (ne)	C. L. Blanton III (bm) A. L. Arnold (cm) C. M. Star (com)	Willis Mills (ad) Fred Harris (ram) R. Hunter (cam)	G. W. Gardner (mm)
SPRINGFIELD	News, 651 Boonville Ave., Zone 1, Tel.: 4-4411									
66,731 79,124-ABC-CZ 91,910-ABC Par. 28	(m) 21,595	.....	.....	(I) (AP, INS, UP) (5¢, 15¢S, 35¢w-d&S, $1.50mo) (The Branham Co.)	Springfield Newspapers, Inc. T. W. Duvall, Pres.	C. W. Johnson (eep-me) Perry E. Smith (ce)	Walter Brunkhorst (ne) Perry E. Smith (Su) Don Mahnken (sp-m) Marty Eddlemon (sp-e) Elaine Phillips (we)	Tams Bixby, Jr. (gm) Arch A. Watson (bm) Gene Fergerson (cm-city) Geo. Woomer (cm-rural)	Dan H. Wheeler (ad-ram) Robert A. Tinkler (mga) Ralph Leeson (cam)	Arch A. Watson (gm) Dan H. Wheeler (apm) Irvan H. Darnall (ms)
	Leader & Press (e) 35,557	.....	.....							
	Combined daily (me) 57,152	.24	Flat							
	News & Leader (S) 58,396	.24	Flat							
TRENTON	Republican-Times & Gazette									
6,157	(m) 3,947	.06	Flat	(R) (AP) (5¢) (Thos. Clark Co., Inc.)	W. B. Rogers Ptg. Co., Inc. Ray Van Meter, Pres.-Pub.	Ray Van Meter (me)	.....	Ray Van Meter (gm)	Ray Van Meter (ad)	.....
WARRENSBURG	Star-Journal, 108 West Culton St., Tel.: 123									
6,857	(e ex Sat.) 2,900	.06*	Flat	(D) (UP) (J) (5¢, 80¢ mo) (none)	The Star-Journal Pub. Co. William C. Tucker, Pres.	William C. Tucker (e) Leland Markward (ce)	Leland Markward (ne) Caroline Anderson (we)	William C. Tucker (gm-bm)	William C. Tucker (ad) Floraetta Wilson (cam)	V. K. White (ms)
	*Rate includes insertion in semi-weekly Star-Journal (Tuesday and Friday), circulation 2,010.									
WEBB CITY	Sentinel, 13 S. Main, Tel.: 2									
6,919	(e) 924	.025	Flat	(R) (J) (5¢, 10¢w) (none)	Hal M. Wise, Jr., Pub.	Hal M. Wise, Jr. (e-me-ce)	Dorothy Wise (we)	Hal M. Wise, Jr. (gm) Mrs. Hal M. Wise, Jr. (bm)	Charles Smuck (ad) Mrs. Hal M. Wise, Jr. (cam)	Charles Smuck (apm) J. W. Potter (ms)
WEST PLAINS	Quill, 202 South Main, Tel.: 307 & 677									
4,916	(e ex Sat.) 5,560	.07	Flat	(I-D) (AP) (J) (5¢, 70¢, mo) (Missouri Press Assn.)	Quill Press Co. Frank L. Martin, Jr. Pub.	Frank L. Martin, Jr. (e-me) Harold L. Nance (ce)	Frank L. Martin (ne-sp) Ailene Chapin (we)	Jewell Magenot (bm) Opal Smith (cm)	John Horton (ad-mga)	Marvin Collins (ms)

MONTANA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BILLINGS	Gazette, 2701 Montana Ave., Tel.: 3-3057, 2-2854									
31,834 42,608-ABC-CZ 51,685-ABC Par. 28	(m) 25,141	.....	.....	(I) (AP,UP) (J) (5¢ 10¢ S, 35¢w-d&S) (Jann & Kelly, Inc.)	The Gazette Ptg. Co. Fred W. Pierce, Pres.	Tom Stout and Oscar Chaffee (eep) Harold Seipp (e-me)	Roy Anderson (sp)	Fred W. Pierce (bm) E. C. Aitchison (cm)	J. S. Hilleboe (ad)	.....
	Gazette (e) 10,562	.....	.....							
	Combined daily (me) 35,703	.20	Flat							
	Sunday edition (S) 37,337	.20	Flat							
	Evening and Sunday (eS) 47,899	.24	Flat							
BOZEMAN	Chronicle									
11,325	(e ex Sat.) 4,770	.08	Flat	(I) (AP) (5¢, 5¢S, $1.25mo) (Gilman, Nicoll & Ruthman)	Gallatin Pub. Co. G. Nicholas Ifft, III, Pres. (Scripps League)	Nicholas Ifft, III (eep-e) Walter Secor (me) Ralph Evans (ce)	John Saxman (sp) Lucille Sheridan (we)	Nicholas Ifft, III (gm) Lillian Ellerkamp (bm) Garph Lords (cm)	A. R. McPherson (ad-ram) Audre Gerry (cam)	Nicholas Ifft, III (pm) Richard Lingard (ms)
	Sunday edition (S) 4,992	.08	Flat							
BUTTE-ANACONDA	Montana Standard									
47,089-Butte 11,754-Anaconda 58,843-ABC-CZ	(m) 18,954	.....	.....	(I) (AP) (J) (5¢d, 10¢ S, 40¢w-d&S) (Jann & Kelly, Inc.)	Standard Pub. Co. R. H. Glover, Pres.	Law Risken (e-me) Tom Wigal (ce)	Jean Jordan (sp) Madge Kilroy (we)	H. V. Tower (cm)	Ward Fanning (ad) Duncan Campbell (mga) Wm. Stimpson (cam)	Cliff Bowman (ms)
	Post (e) 10,688	.....	.....							
	Combined daily (me) 29,642	.18	Flat	(I) (J) (AP) (5¢, 30¢ w) (Jann & Kelley, Inc.)	Post Pub. Co. J. H. Dickey, Jr., Pres.	G. W. Moon (e) Law Risken (me) Tom Wigal (ce)	Frank Quinn (sp) Mabel French (we)	Law Risken (gm) H. V. Tower (cm)	Ward Fanning (ad) Duncan Campbell (mga) Wm. Stimpson (cam)	Cliff Bowman (ms)
	Montana Standard (S) 25,330	.....	.....							
	Evening and Sunday (eS) 36,018	.20	Flat							
DILLON	Tribune									
3,268	(e ex Sat.) 1,893	.06	Flat	(I-R) (UP) (J) (5¢, 50¢ mo) (Inland Newspaper Representatives, Inc.)	Tribune Pub. Co. E. C. & Hazel A. Townsend, a partnership	H. A. Townsend (eep-e-me-ce)	E. S. Townsend (ne-sp-we)	E. C. Townsend (gm-bm-cm)	E. C. Townsend (ad-mga-ram-cam)	E. C. Townsend (pm-apm-ms)
GLENDIVE	Ranger, 114 W. Towne, Tel.: EM 5-3303									
6,842	(e ex Mon. and Sat.) 2,973	.06	Flat	(I-R) (UP) (5¢, 5¢S, 25¢w, $1.20mo) (Arthur H. Hagg & Associates, Inc.)	Eastern Montana Pub. Co. Ken Byerly, Pres.-Pub.	Bill Ellis (e) Bob Downing (ce) Max M. Lewis (me)	Bob Downing (ne-Su) Bob Downing (sp) Jean Amundson (we)	Max M. Lewis (gm-bm) Ken Swanson (cm)	Glen Som (ad-mga-ram) Jean Amundson (cam)	Glen Som (pm-apm) Max M. Lewis (ms)
	Sunday edition (S) 2,973	.06	Flat							
GREAT FALLS	Tribune, 4th and Second Ave. N., Tel.: 2-8585									
42,804-ABC-CZ 50,265-ABC Par. 28	(m) 33,447	.....	.....	(D) (AP, UP) (J) (5¢, 15¢S, $1.80mo) (Reynolds-Fitzgerald Co.)	The Tribune Alexander S. Warden, Pub.-Pres.	R. D. Warden (me) Wm. Zadick (ce)	Ron Rice (sp)	Beecher Cushman (bm) Don Hoffman (cm) Joel Koppang (com)	N. S. Monsos (mga) Frank Eigemen (ram) Walter Valacich (cam)	.....
	Leader (e) 8,932	.....	.....							
	Combined daily (me) 42,379	.23	Flat							
	Tribune (S) 37,645	.23	Flat	(R) (AP, UP) (5¢, 30¢ w-d&S) (Reynolds-gerald Co.)	The Leader Co. Alexander Warden, Pres.	Robert Barnes (me-ce)	Tom Kerin (sp) Eleanor Doty (we)	Beecher Cushman (bm) Jim Denham (cm) Joel Koppang (com)	Norman S. Monsos (mga) Frank Eigeman (ram)	.....
	Evening and Sunday (eS) 46,577	.24	Flat							
HAMILTON	Ravalli Republican									
2,678	(e ex Sat.) 1,937	.05	Flat	(R) (J) (5¢) (Newspaper Associates, Inc.)	Ravalli Republican Jack E. Coulter, Pub.	Jack E. Coulter (e)	Jack E. Coulter (ne-sp)	Jack E. Coulter (gm-bm-cm)	Jack E. Coulter (ad-mga-cam)	Roland Hall (ms)

Better than ever in 1956

MORE THAN

39,000,000

LINES OF ADVERTISING

The POST-DISPATCH established a new high record for a ST. LOUIS newspaper by publishing more than 39,000,000 lines of advertising during 1956.

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ST. LOUIS POST-DISPATCH

The selling force behind St. Louis Business

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, F. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
HAVRE 8,086	News (e ex Sat.) 4,345	.07	Flat	(R) (AP) (J) (5¢, 80¢ mo) (Arthur H. Hagg & Associates, Inc.)	Hill County Pub. Co. J. R. Larcombe, Pres. John F. M. Travis Sec. Treas and Pub. (co-ownership)	H. C. Watts, Jr. (e)	Louis Bach (sp) Joan Harbolt (we)	John F. M. Travis (gm) Josephine Faltrino (cm)	John F. M. Travis (ad) Clyde D. Floren (mga)	W. N. Cole (ms)
HELENA 17,581 17,581-ABC-CZ	Independent-Record (e) 7,618 Sunday edition (S) 7,795	.10 .10	Flat Flat	(I) (AP,NYHT) (J) (5¢, 5¢S, 30¢w) (Jann & Kelley, Inc.)	Mont. Record Pub. Co. T. B. Weir, Pres.	E. A. Dye (eep-e) Al Gaskill (me-ce)	Thos. E. Mooney (ne) Gladys LeFors (we)	Ray G. Smidt (bm) Elmer Olson (cm)	Wm. C. Campbell (ad-mga-ram-cam)	
KALISPELL 9,737 10,879-ABC-CZ	Inter Lake, Tel.: 3666 (e) 6,596 Sunday edition (S) 6,914	.09 .09	Flat Flat	(I) (UP) (5¢, 10¢S, $1.50mo) (Gilman, Nicoll & Ruthman)	Inter Lake Ptg. Co. Wm. B. Sweetland, Pres.-Pub. (Scripps League)	Wm. Sweetland (eep-e) Bob Paulos (me)	Dean Krenz (ne) Marian Abbott (we)	Wm. Sweetland (gm-bm) Wm. Johnson (cm)	B. E. Jensen (ad-ram)	Wm. Sweetland (pm) W. E. O'Leary (ms)
LEWISTOWN 6,573 9,103 (Spec. U.S. '55 Census)	News (e ex Sat. & Mon.) 4,385 Sunday edition (S) 4,385	.09 .09	Flat Flat	(I) (UP) (J) (5¢, 10¢S, $1.25mo) (Arthur H. Hagg Associates, Inc.)	Byerly Publishing Co. K. R. Byerly, Pres.-Pub.	K. R. Byerly (eep) Roger Conley (e-me)	Lou Ayers (Su-we) Gunter Hauck (sp)	Lloyd C. Raw (gm-bm) Ken Wallih (cm)	Paul Erickson (ad-mga) Warren Raitt (ram) Betty Puckett (cam)	Lloyd C. Raw (pm) Paul Erickson (apm) Konrad Braaten (ms)
	Combination with Argus-Farmer (weekly) rate .09; combined circulation 6,284.									
LIVINGSTON 7,683 7,683-ABC-CZ	Enterprise, 120 N. Main, Tel.: 78 (e) 2,712	.06	Flat	(I) (AP) (J) (5¢, 25¢w) (Jann & Kelley, Inc.)	Livingston Pub. Co. R. E. Miller, Pres.	R. E. Miller, (eep-e-me) Francis Powell (ce)		J. G. Lake (gm-bm) G. C. Oliphant (cm)	J. G. Lake (ad-mga)	Robert Dick (ms)
MILES CITY 9,243	Star (e) 4,777 Sunday edition (S) 4,777	.08 .08	Flat Flat	(IR) (AP, UP) (J) (5¢, 10¢S, $1.00mo) (Arthur H. Hagg & Associates, Inc.)	Star Ptg. Co. Robert J. Scanlan, Pub.	Robert J. Scanlan. (eep-me)		Robert J. Scanlan (gm) W. B. Hawke (cm)	Robert Donahue (mga)	
MISSOULA 22,485 31,864-ABC-CZ	Missoulian, 502 No. Higgins, Tel.: 2-2161 (m) 14,405 Sentinel (e) 3,491 Combined daily (me) 17,896 Missoulian (S) 17,485	.... .13 .13	.... Flat Flat	(I) (AP) (J) (5¢, 10¢S, 40¢w-d&S) (Jann & Kelley, Inc.)	Missoulian Pub. Co. J. H. Dickey, Jr., Pres.	Guy Mooney (me) Deane Jones (ce)	Ray Rocene (sp) Gertrude Bassett (we)	R. E. Morrison (bm) J. L. Stocke (cm)	R. E. Morrison (mga) E. A. Holmes (ram) D. M. Boding (cam)	

NEBRASKA

City 1950 Population ABC City Zone Population	Name of Newspaper, F. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALLIANCE 7,891 7,891-ABC-CZ	Times-Herald, 114 E. 4th, Tel.: 61-62 (e) 3,742	.055	Flat	(R) (UP) (J) (5¢, 30¢ cty, 25¢cty) (Inland Newspaper Representatives, Inc.)	Alliance Pub. Co., Inc. Fred A. Seaton, Pres. Gene Kemper, Pub.	Gene Kemper (eep-e) Dick Manley (me)	Don Christensen (sp) Helen Kemper (we)	Gene Kemper (gm)	Hugh Bunnell (ad-mga)	Marc Miller (ms)
BEATRICE 11,813 11,813-ABC-CZ	Sun (e ex Sat.) 9,858 Sunday edition (S) 9,951	.09 .09	Flat Flat	(I) (AP (5¢, 10¢S, 25¢w-d&S) (Arthur H. Hagg & Associates, Inc.)	The Beatrice Daily Sun, a partnership E. M. Marvin, Pub.	E. M. Marvin (eep-e) R. S. Marvin (me)	Al Riddington (sp) Hazel Sabin (we)	R. S. Marvin (gm) Alexis Schumacher (cm)	George F. Marvin (ad)	K. Stolzenberg (ms)
COLUMBUS 8,884 8,884-ABC-CZ	Telegram, 1261 27th Ave., Tel.: (Bus.) 5132; (News) 5232 (e) 7,544	.07	Flat	(I-D) (UP) (J) (5¢, 15¢w) (Inland Newspaper Representatives, Inc.)	The Telegram Co., Inc. R. F. Kennedy, Pres. Z. H. Loomis and R. F. Kennedy, Pubs.	Z. H. Loomis (e-me)	Paul Ernst (sp)	Z. H. Loomis (gm) R. F. Kennedy (bm-cm)	R. F. Kennedy (ad)	
FAIRBURY 6,395	News, 528 E. St., Tel.: 107 or 207 (e) 3,946	.05	Flat	(R) (AP) (J) (5¢, 15¢w) (Inland Newspaper Representatives, Inc.)	The News Pub. Co. Virg Hill, et al, owner	Virg Hill (e) Kenneth Clinefelter (me)	Ruth Hill (we)	Harry Morris (cm)	Virg Hill (ad)	Vernon D. Haws (ms)
FALLS CITY 6,203	Journal (e) 4,656	.06	Flat	(I) (UP) (J) (3¢, 20¢w) (Inland Newspaper Representatives, Inc.)	Journal Pub. Co. Virgil Falloon, Pres. N. W. Todd and Leo F. Nusbaum, Co-Pub.	N. W. Todd (e) G. W. Schock (ce)	G. W. Schock (sp) Rosetta Hahn (we)	Leo F. Nusbaum (bm) Marjorie Loucks (cm)	Wilma Hahn (ad)	L. R. Dodds (ms)
FREMONT 14,762 14,762-ABC-CZ	Guide & Tribune, 101-107 East 5th St., Tel.: PArk 1-5000 (e) 11,264	.08	Flat	(I) (AP) (5¢, 30¢w) (Ward-Griffith Co. Inc.)	Walker Newspapers, Inc. Lester A. Walker, Pres.-Pub	Lester A. Walker (e) Russell W. Weber (me)	Tim Tippett (ne) Jim Patten (sp) Cherry King (we)	Lester A. Walker (gm)	Grant M. Coover (ad) Ruth Tressel (cam)	
GRAND ISLAND 22,682 24,013-ABC-CZ 27,550-ABC Par. 28	Independent, 113 N. Locust St., Tel.: 3010 (e) 18,565	.12	Flat	(I-R) (AP) (5¢, 30¢w) (Arthur H. Hagg & Associates, Inc.)	The Grand Island Independent Pub. Co. Oscar S. Stauffer, Pres. F. H. Vandegrift, Pub.	Arch W. Jarrell (eep-e-me) Harold Hartley (ce)	John H. Conant (ne)	F. H. Vandegrift (gm-bm) Eugene Buddie (cm)	Ralph Clark (ad-mga-ram-cam)	Ralph A. Clark (pm-apm) Raymond Stroh (ms)
HASTINGS 20,211 20,211-ABC-CZ	Tribune (e) 16,289	.12	Flat	(I) (AP, INS, UP) (J) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Seaton Pub. Co., Inc. Fred A. Seaton, Pres.-Pub.	Fred A. Seaton (eep) Burt James (me) James Rippey (ce)	Tom Lathen (ne) Lois Weyand (we)	Fred A. Seaton (gm) L. P. Kissinger (bm) H. R. Purdum (cm)	Robert Hunter (ad) Bud Meiniger (cam)	Cy Wolfe (ms)
HOLDREGE 4,381 5,187 (Spec. Census '55)	Citizen (e) 3,875	.05	Flat	(I) (UP) (5¢d, 25¢w) (Inland Newspaper Representatives, Inc.)	Citizen Pub. Co. LaMonte M. Lundstrom, Pres. Harold L. Spence, Pub.	Harold L. Spence (e) Barbara Noble (ce)	Don Lindstrom (sp) Barbara Artz (we)	Jack Jackson (cm)	Clarke Bradley (ad)	
KEARNEY 12,115 12,115-ABC-CZ	Hub, 13-15 E. 22nd, Tel.: 2153 (e) 6,204	.07	Flat	(I-R) (AP) (5¢, 30¢w) (Arthur H. Hagg & Associates)	Kearney Hub Pub. Co. Ormond P. Hill, Pub.	E. E. Chittenden (eep-e-me) Rod Riggs (ce)	Bob Vantine (sp) Lillian Hirchfeld (we)	Ormond P. Hill (gm) Robert S. Ayres (bm-cm)	Bill Miller (mga-ram-cam)	Bill Miller (pm) William Goodman (ms)
LINCOLN 98,884 106,931-ABC-CZ 122,471-ABC Par. 28	Star, Zone 1 (m) 24,399	.....	.....	(I) (AP, INS) (J) (5¢, 30¢w, 74¢w-m-e&S) (Jann & Kelley, Inc.)	Journal-Star Printing Co. Fred Seacrest, Pres. Walter W. White, Pub.	James E. Lawrence (e) Earl Dyer (ce)	Larry Becker (ne) Don Bryant (sp) Lynelle Greer (we) Maxine Wolf (state ed)	Fred Seacrest, Joe W. Seacrest, Walter W. White (gm) Mark T. Seacrest (cir. dir.) Jay F. Seacrest (prod. mgr.)	Dorsey G. McIntyre (ram) Ray Hitchcock (mga) Wm. Golding (cam)	Alex Schneider (ms)
	Journal (e) 45,591 Combined daily (me) 69,990 Journal-Star (S) 50,334	.... .27 .25	 ..... Flat Flat	(I) (AP, UP, CDN) (J) (5¢, 30¢w, 74¢w-m-e&S) (I) (AP, INS, CDN, UP) (J) (15¢S, 74¢w-m, e&S) (Jann & Kelley, Inc.)	Journal-Star Printing Co. Fred Seacrest, Pres. & Co-Pub. Joe W. Seacrest, Co-Pub.	R. A. McConnell, Jr. & Joe W. Seacrest & Fred Seacrest (e) Joe R. Seacrest (asso. ed.) Neale Copple (ce)	Gil Savory (ne) Dale L. Griffing (Su) Dick Becker (sp) Helen Haggie (we) Hub Ogden (state ed)			

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McCOOK 7,678 7,678-ABC-CZ	Gazette (e ex Sat.) 5,741 Sunday edition (S) 5,760	.07 .07	Flat Flat	(I) (UP) (5¢, 30¢w) (Arthur H. Hagg & Associates)	McCook Daily Gazette H. D. Strunk, Pub.-Pres.	H. D. Strunk (e) Allen D. Strunk (me)	Liz Johnson (sp) Dennis Converse (we)	A. D. Strunk (gm) Charles Watson (cm)		L. E. "Bus" Bahl (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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NEBRASKA CITY 11,072 11,072-ABC-CZ	News-Press (e ex Sat.) 5,724	.06	Flat	(I-R) (UP) (J) (5¢, 5¢S, 25¢w-d&S) (Inland Newspaper Representatives, Inc.)	The Press Ptg. Co., Inc. J. H. Sweet, Pres.-Pub.	J. H. Sweet (eep-e) Arthur Sweet (me-ce)	Jack Andersen (sp) Dorine Duffet (we)	J. H. Sweet (gm-bm) John Buckman (cm)	Marie J. Duncan (ad-mga-ram) June Douey (cam)	Fred Boerner (ms)
	Sunday edition (S) 5,810	.06	Flat							
NORFOLK 11,335 11,335-ABC-CZ	News, 120 North 4th, Tel.: 20 (e) 13,701	.09	Flat	(R) (AP) (J) (5¢, 30¢w) (Ward-Griffith Co., Inc.)	The Huse Pub. Co. Gene Huse, Pres. Jerry Huse, Pub.	Sterling McCaw (eep-me) Nelson Barth (ce)	Horace Gomon (ne) Nelson Barth (sp) Noreen Alderman (we)	Fritz Asmus (gm-bm) John Goossen (cm)	Gene W. Day (ad-mga) Vern Whalen (ram) Gerald Putjenter (cam)	Gene Day (pm-apm) Jerry Huse (ms)
NORTH PLATTE 15,453 17,743-ABC-CZ	Telegraph-Bulletin, 315 East 5th, Tel.: 312 (e) 10,658	.09	Flat	(I) (AP) (J) (5¢d, 30¢w) (Arthur H. Hagg & Associates)	North Platte Pub. Co. L. A. Kelly, Pres.-Pub.	Keith Blackledge (me) Robert Agee (ce)	James Hansen (sp) Marie Shannon (we)	C. H. Cooper (gm)	J. W. Kirkman (mga-ram) Esther Lentfoehr (cam)	Richard Downing (ms)
OMAHA 251,117 317,761-ABC-CZ	World-Herald, 14th and Dodge Sts., Zone 2, Tel.: AT 0300 (m) 129,288	.....	.....	(I) (AP, UP, INS, CT-NYN, NANA, NYT, RN) (5¢d, 15¢S, 30¢w-m or e, 45¢w-m or e&S) (O'Mara & Ormsbee, Inc.)	World Pub. Co. H. Doorly, Ch. of Bd. W. E. Christenson, Pres. Ben H. Cowdery, V.-P.	W. E. Christenson (eep-e & Pres.) Frederick Ware (me) Louis Gerdes (ce)	Hugh A. Fogarty (ne) Henry Molden (nighted.) Hugo Slama (Su) Wallace B. Provost (sp) Evelyn Simpson (we)	Lyle A. Johnson (bm) C. M. Wandborg (cm-city) M. F. Tynan (cm-ctry.)	Eugene B. Carrigan (ram) Harold W. Deadman (cam) Wayne L. Sams (mga)	James P. Ince (pm) Thos. F. Gougarty (prod. mgr.)
	World-Herald (e) 121,071	.....	.....							
	Combined daily (me) 250,359	.63	Flat							
	Sunday edition (S) 261,195	.63	Flat							
SCOTTSBLUFF 12,858 17,570-ABC-CZ	Star-Herald (m ex Mon.) 13,588	.09	Flat	(I-R) (AP) (J) (5¢, 5¢S, 30¢w-d&S) (West-Holliday Co., Inc.)	Star-Herald Ptg. Co. Warren C. Wood, Pres.	Floyd C. Wisner (ms) Gil Rusk (ce)	Larry Batson (ne) Bill Madden (sp) Nellie Justis (we)	V. R. Blackledge (bm) Neal R. Wallace (cm)	Frank H. Wisner (ad-mga) Homer Schenbeck (cam)	Dick Batt (ms)
	Sunday edition (S) 13,678	.09	Flat							
YORK 8,178	News-Times, 612 Grant Ave., Tel.: 178 (e) 4,228	.06	Flat	(I-R) (UP) (5¢, $1.00 mo)	News-Times Pub. Co. Oscar S. Stauffer, Pres. W. A. Stauffer, Pub.	Thomas Bourke (me-ce)	Thomas Bourke (sp) Fern Rose (we)	W. A. Stauffer (gm-bm) Antoinette Bourke (cm)	C. E. Bradwell (ad)	.....

NEVADA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
CARSON CITY 5,082	Appeal (e ex Sat.) 1,686	.055	Flat	(I) (J) (UP) (5¢, 25¢w) (Western Dailies)	Neal Van Sooy, Pub.	Neal Van Sooy (e) Bob Smith (ce)	Bob Smith (sp)	Neal Van Sooy (gm) O. Z. Newton (cm)	Bill Dolan (ram) Olive Newton (cam)	T. M. Haines (ms)
ELKO 3,703	Free Press, Fourth & Court Sts., Tel.: 123 or 923 (e ex Sat.) 2,375	.055	Flat	(I) (UP) (J) (5¢, 30¢w. $1mo) (West-Holliday Co., Inc.)	Free Press Pub. Co. Chris H. Sheerin and E. B. Steninger, Pubs.	Chris H. Sheerin (eep-e-me) Gene Evans (ce)	Gene Evans (ne-sp) Mrs. Billie Glock (we)	Chris H. Sheerin and E. B. Steninger (gm-bm)	Earl Frantzen (ad-mga-ram-cam)	E. B. Steninger (ms)
ELY 4,500	Times, 655 Aultman St., Tel.: AMherst 4-4491 (e) 2,250†	.06	Flat	(I) (UP) (J) (25¢ per week) (Western Dailies)	Donald W. Reynolds, Pub.	Darwin S. Lambert (e)	Darwin S. Lambert (ne-sp)	Leah Bryan (cm)	Jay E. Steed (gm) "Bogy" Ellenbogen (ram-mga) Leah Bryan (cam)	Jay E. Steed (ms)
	†Mar. 31, 1956.									
LAS VEGAS 24,624 30,895-ABC-CZ 31,966-ABC Par. 28	Review-Journal (e ex Sat.) 21,513	.17	Flat	(I) (AP, CT-NYN, INS, NANA, UP) (10¢, 10¢S, 35¢w, $1.50 mo)	Southwestern Pub. Co. Donald W. Reynolds, Pres.-Pub.	A. E. Cahlan (eep) John F. Cahlan (me) Joe McClain (ce)	Joe McClain (ne) John Romero (sp) Maisie Gibson (we)	A. E. Cahlan (mgr.dir.) N. V. Wood (cm)	John Daly (mga) W. V. Wright (ram) N. Noell (cam)	Norwin Yoffie (pm) Alvin Schellack (ms)
	Sunday edition (S) 24,518	.17	Flat							
	Sun, 900 So. Main St., Tel.: Du 2-6100 (m ex Sat.) 13,149	.11	Flat	(I) (AP, UP) (10d, 15¢S, $1.75mo) (Don R. Picken Co.)	H. M. Greenspun, Pub.-Editor	Ed. Onchen (eep)	Adam Yacenda (Su) Chris Schaller (sp) Sandra Mitts (we)	C. D. James (gm) Kenneth R. Liskum (cm)	Robt. Belz (ad) Kay Murray (cam)	Percy Villa (pm) Al Millspaugh (ms)
	Sunday edition (S) 12,293	.11	Flat							
RENO 32,497 45,185-ABC-CZ	Nevada State Journal (m ex Mon.) 12,776	.....	.....	(D) (UP)	Reno Newspapers, Inc. Charles H. Stout, Pres.	Paul A. Leonard (e-SJ) John Sanford (e-G) Frank Sullivan (me-SJ) Jos. R. Jackson (me-G) Robert Trego (ce-SJ)	Geo. Umbenhaur (sp-G) Ty Cobb (sp-SJ) Mrs. Alice Melarkey (we-SJ) Katherine Mergen (we-G)	Clarence Jones (bm) Milton Gerwin (cm)	Albert D. Conton (ad) Alvide Saumer (mga) Karl Karrasch (ram)	Victor Anderson (ms)
	Gazette (e) 17,312	.....	.....	(R) (AP) (10¢, 15¢S, 40¢w) (West-Holliday Co., Inc.)						
	Combined daily (me) 30,088	.20*	Flat							
	Nevada State Journal (S) 20,426	.20*	Flat	(D) (UP)						
	Evening & Sunday (eS) 37,736	.20*	Flat							
	*Sunday copy may run either Saturday or Monday in evening paper.									
WINNEMUCCA 2,047	Humboldt Star (e ex Sat.) 2,396	.055*	Flat	(I) (UP) (J) (7¢, $1mo) (West-Holliday Co., Inc.)	The Humboldt Star A. D. Stitser, Pub.	.....	Peter R. Jenkins (ne)	Avery D. Stitser (gm-bm) Helen Kirklin (cm)	Robert Fleener (ad)	.....
	*.08 in combination with weekly Battle Mountain Scout, combined circulation 3,342.									

NEW HAMPSHIRE

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
CLAREMONT 12,811 12,811-ABC-CZ	Eagle, 19 Sullivan St., Tel.: 1500 (e) 8,807	.08	Flat	(I) (AP) (J) (5¢, 35¢w, $1.45mo) (Julius Mathews Special Agency, Inc.)	Claremont Pub. Co. Inc. Mrs. Rhoda Shaw Clark, Pres.-Pub.	Kenneth Whipple (e) Nelson W. Bryant (me) Frank P. Biggs (ce) Howard Swain (state e)	Charles Spencer (sp) Cynthia McKee (we)	.....	Marshall Carroll, Jr. (am) Edna Whipple (cam)	Harold Woodward (ms)
CONCORD 27,988 27,988-ABC-CZ	Monitor & New Hampshire Patriot (e) 12,067	.10	Flat	(I-R) (AP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Monitor-Patriot Co. James M. Langley, Pres.-Pub.	James M. Langley (eep-e-me) William P. Newell (ce)	William P. Newell (ne) Ruel N. Colby (sp) Nyleen Morrison (we)	James M. Langley (gm-bm) Clarence E. Jesseman (cm)	Arthur F. Babineau (mga-ram) Clarence E. Jesseman (cam)	Clarence E. Jesseman (rd) Arthur F. Babineau (apm) Harold Harris (ms)
DOVER 13,874	Foster's Democrat (e) 8,125	.08	Flat	(I) (AP) (J) (Julius Mathews Special Agency, Inc.)	Geo. J. Foster & Co. Fred Foster, Pub.	Philip Foster (me) Roland Jenkins (ce)	James Aldrich (ne) Tosloph Issakson (se) Edith Waymouth (we)	Rob't. N. Foster (gm) Fred Foster (bm) Arthur Foster (cm)	Robt. H. Foster (ad) Martha Andrews (mga) Patrick Belponte (ram)	.....
KEENE 15,538	Sentinel, 60 West St., Tel.: ELmwood 2-1234 (e) 6,304	.07*	Flat	(I) (AP) (7¢, $1.75mo) (Ralph R. Mulligan)	Keene Publishing Corporation J. D. Ewing, Pub. Walter C. Paine, Pres. Kenneth F. Zwicker, Asst. Pub.	Ralph W. Newell (e) Bob Slosser (me)	Justin Gallagher (sp)	J. D. Ewing (gm) E. V. deMoya (cm)	Carlton C. Buckman (ad)	V. J. Bressett (ms)
	*.08 in combination with New Hampshire Sentinel (weekly), circulation 830.									
LACONIA 14,745 14,745-ABC-CZ	Citizen, 18 Beacon, Tel.: 1040 (e) 6,137	.07	Flat	(I) (AP) (J) (6¢, 35¢w) (Ralph R. Mulligan)	Citizen Pub. Co. Edw. J. Gallagher, Pub. Alma Gallagher Asst. Pub.	Edw. J. Gallagher (e) Ebba M. Janson (ce)	Ray Smith (sp)	Marie Ella Harel (cm)	J. Oliva Huot (ad)	Elie Levasseur (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
LEBANON	Valley News, P.O. Box 70, White River Jct., Tel.: Hanover 150; Lebanon 330; West Lebanon 1270 or 1271								
8,495 10,162-ABC-CZ	(e) ⊠ 5,337	.07 Flat	(I) (UP) (5¢, 35¢w, $1.45mo) (Ralph R. Mulligan)	Valley Publishing Corp. James D. Ewing, Pres. Walter C. Paine, Pub.	James L. Farley (e) Michael DeSherbinin (me)	Marvin Midgette (sp) Jeanie Begg (mga)		George W. Browne (mga) Isabel Barber (cam)	Victor W. Richards (ms)
MANCHESTER	Union Leader								
82,732 82,732-ABC-CZ	(d) ⊠ 46,517	.24 Flat	(I) (AP, NANA, UP) (7¢, 40¢w) (Story, Brooks & Finley, Inc.)	Union-Leader Corp. William Loeb, Pres.-Pub.	T. A. Dearborn (eep) Hugh R. O'Neil (e) James R. Bucknam (ce-am) Walter P. Mullen (ce-pm)	Joseph Barnea (sp) Meg Geraghty (we)	William J. Montague (gm) Robert E. Ellis (comp) George E. Connell (cm)	William J. Montague (ad) David P. Bliven (ram) J. Donovan Mills (mga) C. Fred Carlson (cam)	David P. Bliven (apm) L. R. DesRuisseaux (pm)
	Sunday News (S) ⊠ 36,172	.17* Flat	(I) (AP, NANA, UP) (15¢, 70¢mo) (Story, Brooks & Finley, Inc.)	Union-Leader Corp. Wm. Loeb, Pres-Pub. B. J. McQuaid, Asso. Pub.	B. J. McQuaid (eep-e) W. R. Emerson (ce)	W. R. Emerson (ne) Leo A. Cloutier (sp) Lucile Bangs (we)	Wm. Montague (gm) George E. Connell (cm) Robert E. Ellis (com)	Wm. Montague (ad) David P. Bliven (ram) J. Donovan Mills (mga) C. Fred Carlson (cam)	David P. Bliven (apm) L. R. DesRuisseaux (pm)
	*.26 in combination with Monday Morning or Evening Union Leader. Same copy in both issues.								
NASHUA	Telegraph								
34,669	(e) 11,121	.10 Flat	(I-R) (AP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Telegraph Pub. Co. Philip McQuesten, Pres. I. R. VanAurmen, Pub.	Fred H. Dobens (e) George Boire (ce)		I. R. VanAurmen (gm) B. E. Annis (bm)	I. R. VanAurmen (ad) Lorette A. Richard (ram)	
PORTSMOUTH	Herald, 82 Congress St., Tel.: GEneva 6-1800								
18,830 29,370-ABC-CZ	(e) ⊠ 12,007	.12 Flat	(I) (AP) (7¢, 42¢w, $1.75mo) (Julius Mathews Special Agency, Inc.)	Herald Publishing Co, Inc. J. D. Hartford, Pres.-Pub.	J. D. Hartford (eep-e) Richard Blalock (me)	Robert G. Kennedy (sp) Dorothy Cunningham (we)	J. D. Hartford (gm) David A. Tober (bm) R. R. Thompson (cm dir) M. P. M. Hartford (com)	J. R. Morrissey (ad-mga-ram-cam)	J. R. Morrissey (pm-apm) Wm. E. Colwell (prod mgr.)

NEW JERSEY

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
ASBURY PARK	Press, Press Plaza, Tel.: PRospect 4-3000								
17,094 66,658-ABC-CZ	(e) ⊠ 33,445 Sunday edition	.17 Flat	(I) (AP) (5¢, I2¢S) (none)	Asbury Park Press, Inc. Ernest W. Lass, Pub.	Wayne D. McMurray (e)	Thos. B. Tighe (ne)	Thos. B. Tighe (gm) Ernest W. Lass (bm-cm) Malcolm T. Swan (com)	Jos. J. Coupe (ad) M. C. Steelman (mga)	Jules L. Plangere (prod. mgr.) Richard B. Brown (ms)
	(S) ⊠ 28,518	.17 Flat							
ATLANTIC CITY	Press, 1900 Atlantic Ave., Tel.: 5-1111								
61,657 104,651-ABC-CZ	(m) ⊠ 38,716 Press	.19 Flat	(I) (AP) (5¢, 10¢S, 40¢w) (Gallagher-DeLisser Inc.)	Atlantic City Press Rolland L. Adams, Pres. John S. Adams, Pub.	Samuel Winett (eep) Stanley Fink (e) Joseph Walker (ce)	Paul Learn (Su) Henry Gruhler (sp) Elizabeth Gore (we)	Monroe L. Mendelsohn (gm) MacDonald Rice (cm)	Neill Mitchell (ad) Howard T. Ashman (ram) Ralph Girard (cam)	Donald L. Baker (ms)
	(S) ⊠ 27,990	.17 Flat							
BAYONNE	Times								
77,203 77,203-ABC-CZ	(e ex Sat.) ⊠ 15,351 Saturday edition	.11 Flat	(I-D) (UP) (5¢, 30¢w, $1.25mo) (Bogner & Martin)	Evening Times Ptg. & Pub. Co., Inc. Herman Lazarus, Jr., Pres. & Pub.	Herman Lazarus, Jr. (e) Robert N. Caldwell (me) Al. Davies (ce)	Morris L. Rosenberg (sp) Patricia S. Mertz (we)	Herman Lazarus, Jr. (gm) Maurice Zinader (bm) Martin A. Miner (cm) Eve Facter (com)	Herman Ulrich (mga) Michael Balint (ram) Robert W. Stevenson (cam)	
	(Sat.) ⊠ 14,334	.11 Flat							

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

THE ONLY KEY TO WEALTHY UNION COUNTY!

$8972

C.S.I. PER HOUSEHOLD

HIGHEST IN NEW JERSEY

ELIZABETH DAILY JOURNAL CIRCULATION NOW 50,498

A NEW HIGH!

Metropolitan Elizabeth, a self-contained market, comprises fifteen prosperous Union County communities. THE ELIZABETH DAILY JOURNAL offers top coverage of this rich market and is the single daily newspaper that publishes all the news and pictures of local interest, plus coverage of state, national and international news.

COMPARE THE ELIZABETH JOURNAL with New York daily newspapers in grocery advertising linage 1st 6 mos. 1956.

	No. of Lines
THE ELIZABETH JOURNAL	1,087,928
N. Y. Journal American	1,001,887
N. Y. World Telegram-Sun	877,654
N. Y. Post	761,789
N. Y. Daily News	606,987
N. Y. Mirror	374,507
N. Y. Times	207,590
N. Y. Herald-Tribune	135,000

Source: Media Records, Adv. Linage Ser.

NOTE THE NEW HIGHS IN WEALTHY UNION COUNTY

Population	459,500
C. S. Income	$1,193,857,000
Retail Sales	605,515,000
Food Sales	158,671,000
Drug Sales	14,959,000
Auto. Sales	113,694,000
Gas St. Sales	38,296,000

Source: Consumer Markets November 1956

EXCELLENT FOUR-COLOR REPRODUCTION IS AVAILABLE IN THE ELIZABETH DAILY JOURNAL

NATIONALLY REPRESENTED BY WARD-GRIFFITH CO., INC.

Elizabeth Daily Journal

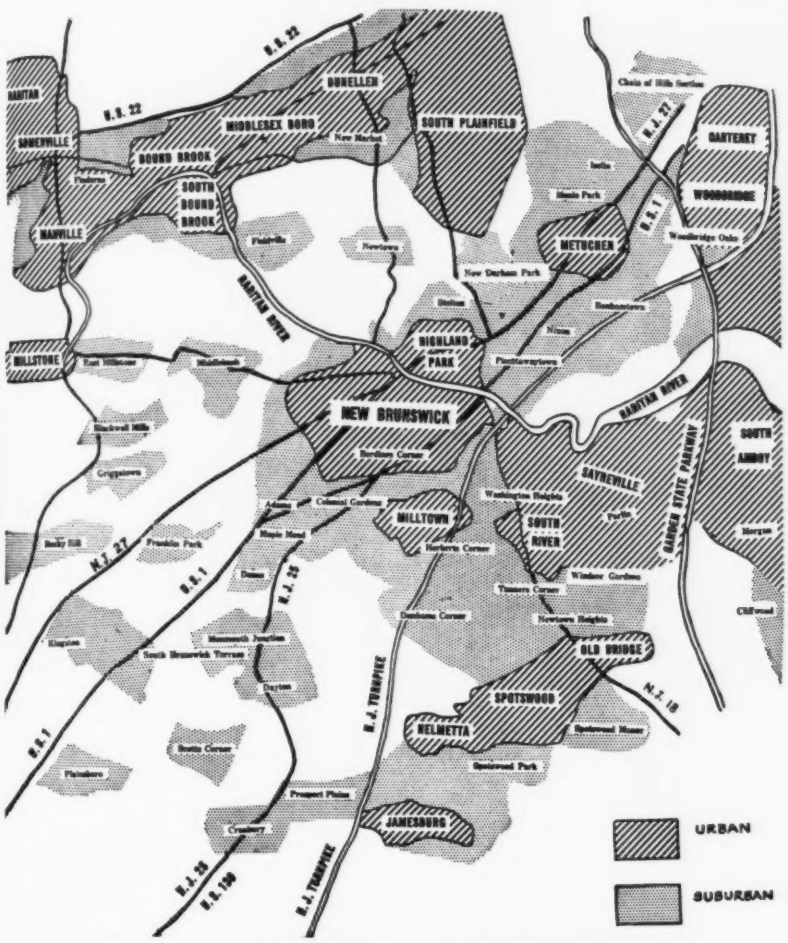
ELIZABETH, NEW JERSEY

NATIONALLY REPRESENTED BY WARD-GRIFFITH CO., INC.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
BRIDGETON 18,778 21,130-ABC-CZ 22,974-ABC Par. 28	News, 74 E. Commerce St., Tel.: 9-1000 (e) ⓒ 10,391 .09 Flat		(I-R) (AP) (J) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Evening News Co.	Ralph A. Brandt (eep-me) J. Meade Landis (ce)	Henry Quinton (sp) L. A. Taylor (we)	John T. Schofield (gm) W. R. Wilson (bm) Jos. Lawrence (cm)	John T. Schofield (ad) C. Ina Stevens (mga) Edwin J. Schofield (cam) Willard S. Shook (ram)	Edwin J. Schofield (pm) Wm. B. Hoyer (ms)
CAMDEN 124,555 232,440-ABC-CZ	Courier-Post, Zone 1, Tel.: N. J.-Woodlawn 3-6000; Phila.-Walnut 2-5742 (e ex Sat.) ⓒ 77,080 .35 Flat Saturday edition (Sat.) ⓒ 70,232 .35 Flat		(I) (UP, INS, RN) (5¢, 30¢w) (Geo. A. McDevitt Co., Inc.)	Camden Newspapers, Inc. Mrs. Harold A. Stretch Pres.-Pub.	Jane A. Stretch (e) James M. O'Neill (exec. e-me) Stephen M. O'Keefe (ce) Samuel N. Laird (e-ep)	James M. O'Neill (ne) Thomas H. Ryan (sp) Hilda Shivers (we)	Wm. A. Stretch (gm) Neal E. Dyer (bm) Clement W.Kozak (cm) Leroy P. Evans (com)	Maurice L. Platt (ad) John W. Burk (mga) Harold A. Stretch, Jr. (ram) Herman Trasmondi (cam)	Virginia W. Wilton (pm) Neal E. Dyer (ms)
ELIZABETH 112,817 220,106-ABC-CZ	Journal, 295 No. Broad, Zone 3, Tel.: EL-45000 (e) ⓒ 49,614 .24 Flat		(I) (AP, INS, RN) (5¢, 36¢w, $1.50mo) (Ward-Griffith Co., Inc.)	Elizabeth Daily Journal Robert C. Crane, Pub.-Pres.	John J. Hall (eep) Robert C. Crane (e) Valentine A. Fallon (exec. e) Donald K. Wylie (asst. exec. e-ce)	Milton Farb (sp)	Harry P. Frank (gm-asst. pub.) Willard B. Gross (circ-dir.)	John B. Lake (ad) F. L. Umber (mga) John L. Tilson (ram) Joseph M. Johnson (cam)	John B. Lake (pm) Myron A. Pier (ms)
HACKENSACK 20,219 125,963-ABC-CZ	Bergen Evening Record, 150 River St., Tel.: Gil. 4-0800, HU 2-8000, Wisc. 7-8330 (e) ⓒ 67,604 .28 .25		(I) (AP, INS) (5¢, 33¢w (Ward-Griffith Co., Inc.)	Bergen Evening Record Corp. Donald G. Borg, Pres. Pub.	William A. Caldwell (eep) Donald G Borg (e) Rossman H. Wynkoop (me) Kenneth L. Demarest (ce)	Al Del Greco (sp) Nancy Eisenbraun (we)	Russell L. Binder (bm) Edw. L. Bennett (cm) Kenneth L. Doty (com)	Thomas N. Prime (ad) Russell L. Binder (mga) Morris Krever (ram) Earle I. DuBois (cam)	Leonard Goldblatt (pm) Charles T. Shoemaker (ms)

THE DAILY HOME NEWS — THE SUNDAY HOME NEWS



Can Sell Your Product in the Fast Growing

NEW BRUNSWICK
RARITAN VALLEY
MARKET

ALCOA—OKONITE—REVLON—U. S. ENVELOPE—WESTINGHOUSE AND GRAYBAR ARE AMONG THE RECENT ADDITIONS TO OUR RAPIDLY GROWING FAMILY OF NATIONALLY KNOWN INDUSTRIES, LOCATING HERE.

New manufacturers recently moving here are providing more than 4,000 new jobs at better than the average wage.

Arnold Constable is among the retailers seizing the opportunity to share in the more than $150,000,000 in annual sales in the area.

Why not follow them to the New Brunswick market and use the Daily Home News and Sunday Home News to deliver your advertising message to the more than 36,000 FAMILIES IN THE BIGGEST NEWSPAPER MARKET IN THE LUSH RARITAN VALLEY AND IN CENTRAL NEW JERSEY.

NEW BRUNSWICK – THE INDUSTRIAL HUB OF NEW JERSEY AND THE GATEWAY TO THE FABULOUS RARITAN VALLEY

The map above shows the New Brunswick retail trading area, a market of more than 150,000 people who spend more than $150,000,000 annually in retail sales.
The New Brunswick Trading Area includes nearly all of Middlesex County and a large part of Somerset County where over 500 industrial plants, many of them manufacturers of nationally known products are located.

NEW BRUNSWICK HOME NEWS---DAILY and SUNDAY

Branch Office 45 West 45th St., New York, N. Y.—JUdson 6-3682 New Brunswick, N. J.—Kilmer 5-4000

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
JERSEY CITY 299,017 591,822-ABC-CZ	Jersey Journal, Zone 6 (e ex Sat.) 98,565 Saturday edition (Sat.) 86,538	.34 .34	Flat Flat	(I) (INS, UP) (5¢, 30¢w) (Moloney, Regan & Schmitt)	The Evening Journal Assn. S. I. Newhouse, Pres.	Paul A. Tierney (e)	Jack Powers (sp) Lois J. Fegan (we)	Ed Gluntz (cm)	Fred A. Stickel (ad) Ralph Merante (mga) Aaron A. Zucker (cam)	John I. Horton (ms)
LAKEWOOD 9,970	Times, 121 Second St., Tel.: LA 6-0230 (e) 2,449	.06	Flat	(I) (AP) (J) (5¢d, 35¢w) (Gallagher-De-Lisser, Inc.)	Ocean County Pub. Co. George J. Peterson, Pres.	Sam A. Christopher (e)		George J. Peterson (bm)	Harold J. Loeffler (ad)	Bert Skidmore (ms)
LONG BRANCH 23,090	Record (e) 16,211	.15	.14	(I) (AP, INS) (J) (5¢, 30¢w, $1.20mo) (Bogner & Martin)	Monmouth County Pub. Co., Inc. E. D. DeWitt, Pres.-Pub.	R. Barry Kamm (eep-e) Edwin D. DeWitt (e)	Sal Foderaro (ne) Charles H. Johnson (sp) Eleanor Rich (we)	Louis H. Farb (gm) Carl M. Cohen (cm)	Louis H. Farb (ram) Robert Webb (cam)	Philip D. Dewitt (pm) Howard G. Noble (ms)
MILLVILLE 16,041 16,041-ABC-CZ	Republican, 129 E. Main, Tel.: TA 5-3456 (e) 5,310	.06	Flat	(I-R) (AP) (J) (5¢, 30¢w) (Howland & Howland, Inc. and Robert Hitchings)	Millville Pub. Co. Carl H. Johnson, Pub.	David T. Gifford (me)		Carl H. Johnson, Jr. (cm)	Paul L. Shaw (ad)	
MORRISTOWN 17,124 31,019-ABC-CZ	Record (e) 13,400	.11	.10	(I-R) (AP) (J) (5¢) $1.65mo) (Burke, Kuipers & Mahoney, Inc.)	Morristown Daily Record Norman B. Tomlinson, Pub.	Norman B. Tomlinson (eep-e-me) Norman B. Tomlinson, Jr. (ce)	John Brodhead (sp) Bette Dempster (we)	N. B. Tomlinson (gm) Mrs. Patrick Moylen (cm)	Frank J. Byrne (ad) Mrs. Virginia Cardozo (mga) Mrs. Robert Smith (cam)	William Prier (ms)
NEWARK 438,776 1,043,759-ABC-CZ	News, Zone 1, Tel.: MArket 4-1000 (e ex Sat.) 275,829 Saturday edition (Sat.) 217,171 Sunday edition (S) 321,395	.73 .73 .56	Flat Flat Flat	(I) (AP, UP, INS) (*S) (5¢, 12¢S, 42¢w, $1.68mo) (O'Mara & Ormsbee, Inc.)	Evening News Pub. Co. Edward W. Scudder, Jr. Pres. Richard B. Scudder, Pub.	Lloyd M. Felmly (e-me) Henry G. Cott (ce)	A. D. Walling (ne) John J. Farrell (Su) Leonard Elliott (sp) Robert T. Taylor (we)	Benjamin J. Foley (gm) Jere C. Healy (cm) Edward D. Sugrue (com)	James A. Doyle (ad) Andrew J. Flanagan (mga) James P. Sweeney (cam)	T. D. Kenney (pm)
	Star-Ledger, Zone 1 (m) 220,353 Sunday edition (S) 338,497	.51 .56	Flat Flat	(I) (AP, CDN, UP, INS) (*S) (5¢, 10¢S, 30¢w-d, 40¢w-d&S, $1.60 mo) (Moloney, Regan & Schmitt, Inc.)	Star Ledger Co. S. I. Newhouse, Pres.-Pub. George P. Slockbower, Assoc.-Pub.	Philip Hochstein (e) Eugene Farrell (assoc. e) Joseph P. Dietz (exec. e) Dean R. McCollough (me)	Richard Strong (ne) Stanley Woodward (sp)	Wm. H. Dempsey (circ. dir.) Joe L. Youngblood (em)	Jas. S. Wear (ad) Martin J. Weir (mga) James E. Ewing (ram) Chas. H. Sadusk (cam)	Fred Jablons (pm) Dale Douglas (ms)
NEW BRUNSWICK 38,811 70,973-ABC-CZ	Daily Home News (e) 35,758 Sunday Home News (S) 31,073	.18 .18	Flat Flat	(I) (AP) (5¢, 10¢S, 30¢w-d) (Richard S. Kain)	Home News Pub. Co. Hugh N. Boyd, Pres.-Pub.	Alexander M. Jones (eep) John K. Quad (exec.-e) H. Rodney Luery (me) H. Wesley Bogle (ce)	H. Wesley Bogle (ne) Leon A. Carpenter (Su) Alfred K. Miller (sp) Mrs. Viola W. Jennings (we)	Richard N. Sheble (bm) W. Melvin Ellis (cm) James J. Castles (com)	Harvey A. Huff (ad-ram) Richard S. Kain (mga) Walter P. Nelson (cam)	Harvey A. Huff (agr) John T. Arnold (ms)
PASSAIC-CLIFTON 57,702—Passaic 64,511—Clifton 230,768-ABC-CZ	Herald-News, 140 Prospect St., Tel.: PRescott 7-6000 (e) 63,332	.25	Flat	(I) (AP, UP, CDN) (5¢, 30¢w) (James J. Todd)	Passaic Daily News Co. Dow H. Drukker, Pub.-Ch. Bd. Richard Drukker, Pres.	Allen W. Smith (exec. e) Arthur G. McMahon (ce)	Joseph E. Lovas (sp) Mrs. Ellen W. Moser (we)	Harry B. Adsit (mgr) Merritt E. Ierley (cm)	Wm. J. Hay (mga) Leon Kondell (ram) Linton Buck (cam)	Robert J. Curley (pm) Charles Seaquist (prod. mgr)
	Sunday Eagle, 1 William St., Tel.: GRegory 3-5000 (S) 7,000	.10	.07	(I) (UP) (J) (5¢) (none)	Matzner Publications Joseph Matzner, Pub. Joseph G. Donovan, Assoc. Pub.	Norman Mates (e)	Harold Matzner (sp)	Joseph G. Donovan (gm)	Harry Gordon (ad)	Edward Deptula (ms)
PATERSON 139,336 139,336-ABC-CZ	Call, 33 Church St., Tel.: AR 4-6060 (m) 36,241	.22	.16	(I) (AP, INS) (J) (5¢, 35¢w, $1.50mo) (Burke, Kuipers & Mahoney)	The Call Ptg. & Pub. Co. Henry A. Williams, 3rd, Pres.-Pub.	Noah Krieger (me) Robert J. B. Fleming (ce)	Robert Whiting (sp) Helen Galbreath (we)	Nicoline Romei (bm) Winston Knight (cm)	Joseph C. Iandoli (ad) H. C. Sallee (cam)	
	News, 143 Ellison St., Zone 1, Tel.: ARmory 4-2000 (e) 45,889	.25	.20	(I) (AP, UP) (5¢, 32¢w $1.50mo) (Story, Brooks & Finley, Inc.)	News Ptg. Co. Harry B. Haines, Pres. Pub.	Harry B. Haines (eep) Abe J. Greene (asso-e-me) Robert Stakesing (ce)	James R. Cahill (ne) Joseph Gootter (sp) Mrs. Elaine Stelzenmueller (we)	Edward B. Haines (gm-bm) Thomas Dunkley (cm)	Edward B. Haines (ad-ram) James Stephens (cam)	Edward B. Haines (pm-apm) Daniel B. Watson (ms)
	Sunday Eagle, c/o 1 William St., Passaic, N. J., Tel.: ARmory 4-7979 (S) 16,000	.12	.09	(I) (UP) (J) (5¢) (none)	Matzner Publications Joseph Matzner, Pub.	Joseph G. Donovan (e)	Harold Matzner (sp)	Joseph G. Donovan (gm)	Harry Gordon (ad)	Edward Deptula (ms)
PERTH AMBOY 41,330 140,821-ABC-CZ	News (e) 31,853	.17	Flat	(I) (AP) (5¢, 30¢w) (George A. McDevitt Co., Inc.)	The Perth Amboy Evening News Co. John J. McDonnell, (Pres.)	John J. McDonnell (eep) Jacob W. Perlin (ce)	J. W. Perlin (ne) Lorne T. Ayres (sp)	John J. McDonnell (gm) George Rooke (cm)	E. G. Alexander (ad) George Montgomery (cam)	
PLAINFIELD 42,366 89,376-ABC-CZ 115,945-ABC Par. 28	Courier-News (e) 32,743	.14	Flat	(I-R) (AP, UP Wire Photo Service)(J. P. McKinney & Son)	Plainfield-Courier-News Co. Frank E. Gannett, Pres. Chauncey F. Stout, Pub.	Henry J. Leader (e) Eugene F. Hampson (ce)	Milton Marcus (te) Don Murray (sp)	Harvey L. Benner (bm) Robert J. Stover (cd)	A. Wallace Zimmerman (ad) Mrs. Louise Dore (cam) Gerald E. Schmechel (ram)	Frank J. Frisch (ms)
TRENTON 128,009 200,446-ABC-CZ	Times, Zone 5 (e ex Sat.) 64,492 Times-Advertiser (S) 64,365	.28 .28	Flat Flat	(I) (AP, UP, CDN, INS) (J) (ROP-1) (5¢, 10¢S) Geo. A. McDevitt Co.)	Trenton Times Corp. Mrs. James Kerney, Pres.-Pub.	James Kerney, Jr. (eep-e) Fred Burgner (me) B. Kirk Ringkamp (ce)	Karl G. Hastedt (Su) W. Russell Thomas (sp) Thelma Thomas (we)	Thomas L. Kerney (gm) John E. Kerney (bm) Alexander Wink (cm)	James J. Dougherty (ad) John H. Clark (cam)	
	Trentonian, 306 E. Front St., Zone 10, Export 2-3401 (m) 35,112	.18	Flat	(I) (UP) (5¢, 30¢w) (Ralph R. Mulligan)	Goodrich Pub. Co. Edmund Goodrich, Pres.-Pub.	Edmund Goodrich (e) J. W. Hoffman (exec. ed-eep) William Blitman (me)	J. Willard Hoffman (e) Florence N. Block (we)	Julian J. Tenaglia (bm) Edward Hoffman (cm)	Ferd W. Spor (ad-mga-ram) Mrs. Lee Van Riper (cam)	
UNION CITY 55,537 224,250-ABC-CZ	Hudson Dispatch (m) 56,825	.20	Flat	(D) (AP) (J) (5¢, 30¢w, $1.25mo) (Bogner & Martin)	Hudson Dispatch William Rubel, Pres.-Pub.	John Mitchell (eep-e) A. Bruce Cook (me) Francis R. Oliver (ce)	Lud Shahbazian (sp) Mrs. Lillian Dennegar (we)	William Rubel (gm) Lloyd J. Whitford (bm) Thomas Meegan (cm)	Bertram J. Kersen (ad) Mrs. Dorothy R. Young (mga) Alan Freedman (cam)	Nicholas Sweetman (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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VINELAND 20,573* 20,573-ABC-CZ	Times-Journal, 7 S. 7th St., Tel.: VI 7-5000 (e) 12,176	.09	Flat	(I) (AP) (5¢, 30¢w) (Theis & Simpson Co., Inc. and Felker-Mahony, Inc.)		Vineland Times Pub. Co. A. M. Bass, Pres.-Pub.	Ralph C. Squillace (e-me) Delbert Brandt (ce)	Tom Flynn (sp) Cecily Sturges (we)	Ben Z. Leuchter (gm) C. P. Leuchter (bm) Lewis Gorsuch (cm)	A. M. Bass (ad-mga) Clark Nelson (rma) Dorothy Worthington (cam)	Joel C. Leuchter (pm) Wilfred Boisvert (ms)
*Consolidated Borough of Vineland and Township of Landis.											
WOODBURY 10,931	Times (e) 11,465	.08	Flat	(I-R) (UP) (J) (5¢, 30¢w, $1.00mo) (Gallagher-DeLisser, Inc.)		Woodbury Daily Times Co. (a partnership)	Harry F. Wilson (e) F. S. Yeiter (ce)		Harry E. Wilson (gm-mgr)		

NEW MEXICO

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics	Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALAMOGORDO 14,909	News, 901 Maryland, Tel.: 400 (e) 4,275 (S) 4,275	.07 .07	Flat	(D) (AP) (None)		Alamogordo News Co. Billie Holder, Pub.	Arlynn Bruer (me)	Virginia Chappell (we)	Billie Holder (gm)	Bern Price (ad)	Ed Webb (ms)
ALBUQUERQUE 96,815 135,522-ABC-CZ	Journal (m) 40,776 Sunday edition (S) 53,623	.19 .24	Flat Flat	(I) (AP, INS) (7¢, 15¢S, 40¢w) (Reynolds-Fitzgerald, Inc.)		Journal Pub. Co. C. Thompson Lang, Pres.	H. P. Pickrell (eep-e) R. A. Brown (me) Bill Hesch (ce)	G. M. Hunsley (ne) J. D. Kailer (sp) Sigrid Holien (we)	D. S. Murdock (bm) C. B. Billman (cm)	D. S. Murdock (ad) Malcolm A. Bolles (ram) Geo. Ramczyk (mga) J. D. Burrows (cam)	M. A. Bolles (apm) C. H. Eklund (ms)
	Tribune (e) 26,695 Combined daily (me) 67,471	.16 .29	Flat Flat	(I) (AP, SHNA, UP, INS) (7¢, 30¢w) (Scripps-Howard Newspapers, Gen. Adv. Dept.)		New Mexico State Tribune Co.	Dan Burrows (eep-e) George Baldwin (me) Ralph Looney (ce)	George Baldwin (ne) Carlos Salazar (sp) Vera Napier (we)	D. S. Murdock (bm) C. B. Billman (cm)	D. S. Murdock (ad) Malcolm A. Bolles (ram) Geo. Ramczyk (mga) J. D. Burrows (cam)	C. H. Eklund (ms)
ARTESIA 8,244 10,134-ABC-CZ 12,192-ABC Par. 28	Press, 503 W. Main, Tel.: SHerwood 6-352A (e ex Sat.) 2,914 Sunday edition (S) 2,891	.07 .07	Flat Flat	(I) (UP) (5¢, 10¢S, 30¢w, $1.30mo) (Texas Daily Press League)		Southern New Mexico Newspapers, Inc. Lincoln O'Brien, Pres. James K. Green, V. P.-Pub.	Bill Canino (e) O. L. Peterman (ce)	Maurine Mathis (we) Bill Canino (sp)	Harry W. Kelley (cm)	Gerry Barton (ad) Maxine Hughes (cam)	Milton Houston (ms)
CARLSBAD 17,975	Current-Argus, Main and Mermod, Tel.: TUxedo 5-6100 (e ex Sat.) 8,670 Sunday edition (S) 8,670	.08 .08	Flat Flat	(D) (AP) (UP) (5¢, 10¢S, 30¢d&S) (Texas Daily Press League, Inc.)		Current-Argus Pub. Co. Floyd B. Rigdon, Pres.-Pub.	Jeter Bryan (e)	John Alexander (sp) Lillian Bryan (we)	F. B. Rigdon (gm) Virginia Rigdon (bm) Charles Proctor (cm)	W. E. Colvert (ad) Betty Ingle (cam)	W. E. Colvert (apm) Dudley Flowers (ms)
CLOVIS 17,318 17,318-ABC-CZ	News-Journal, 68 Pile, Tel.: 3431 (e ex Sat.) 7,788 Sunday edition (S) 7,879	.09 .09	Flat Flat	(I) (AP, UP) (5¢, 10¢S, 30¢w-d&S, $1.30mo) (Texas Daily Press League, Inc.)		Clovis News-Journal Charles H. Fischer, Pub.	R. C. Hoiles (eep) Charles Stanfield (me)	Charles Stanfield (ne) Dave Smoker (sp) Pat Davis (we)	Charles H. Fischer (gm-bm) J. R. Spencer (cm)	Robert E. Lea (ad) N. Douglass Turney (cam)	Charles H. Fischer (pm) Robert E. Lea (apm) Roy Dickie (ms)
FARMINGTON 3,677 15,115 (Spec. U.S. '56 census) 12,449-ABC-CZ	Times, Allen & Arrington Sts., Tel.: DAvis 5-2821 (e ex Sat.) 5,044 Sunday edition (S) 4,928	.07 .07	Flat Flat	(I) (UP) (7¢, 40¢w, $1.60mo) (Texas Daily Press League, Inc.)		New Mexico Newspapers, Inc. Lincoln O'Brien, Pres.-Pub.	James Deitch (me) Bill Prime (ce)	Bill Prime (ne) John Paul Smith (sp) Vera Colin (we)	Charles T. Patten (bm) Avis Kelly (cm)	Frank McNitt (mga) Elaine Steele (cam)	R. H. Coslett (ms)
GALLUP 9,133 10,322-ABC-CZ 10,915-ABC Par. 28	Independent, 203 S. Third, Tel.: UNion 3-4455 (e ex Sat.) 3,284† Sunday edition (S) 3,315†	.07 .07	Flat Flat	(I) (UP) (7¢d, 35¢w, $1.50mo) (Inland Newspaper Representatives, Inc.)		Gallup Independent Newspaper, Inc. Lincoln O'Brien, Pres. Wallace Leach, Pub.	Ernest C. Garcia (e)	Leyla Beaver (we)	E. M. Webb (cm)	Calvin H. Jones (mga) Helen Mills (cam)	
†Mar. 31, 1956.											
HOBBS 13,075	News & Sun (e ex Sat.) 8,539 Sunday edition (S) 8,539	.07 .07	Flat Flat	(I-D) (AP) (J) (5¢d, 10¢S, 30¢w-d&S, $1.30mo) (Inland Newspaper Representatives, Inc.)		Sun Pub. Corp. Thomas G. Summers, Pres. Robt. L. Summers, Pub.	Robt. McGrath (eep-e-ce) Robt. L. Summers (me)	Robt. McGrath (ne) Raymond Waters (Su) Art Gatts (sp) Kathryn Morris (we)	Robert L. Summers (gm) M. L. Barnard (bm) Herman Harrell (cm)	Bob Perkins (ad) Mozelle Barnard (cam)	R. M. White (ms)
LAS CRUCES 12,325 12,325-ABC-CZ	Sun-News, 241 North Water, Tel.: JA 6-6626 (e ex Sat.) 4,097 Sunday edition (S) 4,326	.06 .06	Flat Flat	(I) (AP) (5¢, 5¢S, 25¢w-d&S, $1mo) (Inland Newspaper Representatives, Inc.)		The Sunshine Press, Inc. Jas. H. Skewes, Pres. Orville E. Priestley, Pub.	Orville E. Priestley (eep-e) Chester Seltzer (ce)	Chester Seltzer (ne) Gene Priestley (sp) Mrs. Ruth Harwell (we)	Roy Bean (cm)	Joe LaPoint (ad)	Joe LaPoint (pm-apm) Fred Rivera (ms)
LAS VEGAS 7,494	Optic, 612 Lincoln, Tel.: 2, 3, 48 (e) 4,427	.07	Flat	(I) (UP) (J) (7¢, 35¢w, $1.50mo) (Texas Daily Press League, Inc.)		Thomas R. Wright, Owner-Pub.	Walter Vivian (e)	Audrey Simpson (we)	Manuel Maese (cm)	Delma Vivian (ad) Mattie Bryant (cam)	Ralph Martinez (ms)
LOVINGTON 3,134 13,000-CZ-Loc. Est.	Leader, 18 W. Ave. B, Tel.: 3421 (m) 3,600	.06	Flat	(I) (UP)		Mrs. Agnes Kastner Head, Pub.	Mrs. Agnes Kastner Head (e) Ellis Finch (ce)	Leona Sparks (we)	Mrs. Ben Graham (cm)	Rena Hyman (am)	Ken Stahnke (ms)
PORTALES 6,112 6,112-ABC-CZ	News (e ex Sat.) 2,821 Sunday edition (S) 2,867	.06 .06	Flat Flat	(I-D) (AP) (5¢, 5¢S, 25¢w-d&S) (Texas Daily Press League, Inc.)		Portales Daily News G. K. Greaves and M. M. Stinnett, Co-Pubs.	Gordon K. Greaves (e)	Elden Rawlings (sp) Georgiana Cooper (we)	M. M. Stinnett (bm-cm)	M. M. Stinnett (ad) W. S. Pearson (ram)	Jas. M. Warnica (ms)
	Tribune (e ex Sat.) 3,500 Sunday edition (S) 3,528	.055 .055	Flat Flat	(D) (UP) (5¢d) (Inland Newspaper Representatives, Inc.)		Earl Stratton, Jr., Pub.	Earl Stratton, Jr. (me)			Porter A. Stratton (am)	
RATON 8,241	Range, 208 S. Third, Tel.: 89 or 90 (e) 3,978	.05	Flat	(I) (AP) (J) (5¢, $1.00mo) (West-Holliday Co., Inc.)		Frank Pfeiffer, Pub.	Jim Colegrove (e)	Skip Repola (we)	Frank Pfeiffer (gm-bm) Thelma Groves (cm)	Frank Pfeiffer (mga) Kay Pfeiffer (ram) Thelma Groves (cam)	Kay Pfeiffer (apm) V. J. Cox (ms)
ROSWELL 25,736 25,736-ABC-CZ	Record, 424 N. Main, Tel.: MA 2-7710 (e ex Sat.) 10,409 Sunday edition (S) 10,443	.09 .09	Flat Flat	(I) (AP) (5¢, 10¢S, $1.25mo) (Inland Newspaper Representatives, Inc.)		Record Pub. Co. Thomas B. Shearman, Pres. Robert H. Beck, Pub.	Albert Stubbs (me)	Max Odendahl (sp) Frances B. Wolfe (we)	Lynn W. Croissant (bm) R. M. Higginbotham (cm)	Leo E. Cox (ram)	H. R. Bear (ms)
SANTA FE 27,998 27,998-ABC-CZ	New Mexican (e ex Sat.) 11,710 Sunday edition (S) 12,354	.12 .12	Flat Flat	(D) (AP, INS) (7¢, 12¢S, $1.65mo) (West-Holliday Co., Inc.)		The New Mexican, Inc. Robt. McKinney, Pres.-Pub.	Robert McKinney (e) Joseph G. Lawler (ce)	Joseph Lawler (ne-Su) Dan Russell (sp) Ann D. Clarke (we)	Emory J. Bahr (gm) Herbert Bolinger (cm)	George Mouchette (ad)	Emory J. Bahr (pm-ms)
SILVER CITY 7,022	Press & Independent, 300 Market St., Tel.: 25 or 443 (e) 4,850	.06	Flat	(I) (AP) (J) (5¢w, 25¢w) (Inland Newspaper Representatives, Inc.)		Silver City Daily Press & Independent Pub. Clyde E. Ely, Pres.-Pub.	Clyde E. Ely (eep) Jack Kroenkhe (e, ce)	Mildred Turner (we)		Wm. F. Ely (ad)	Gail Bowen (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, F. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
TUCUMCARI 8,419	News, P.O. Box 247, Tel.: 1320 (e ex Sat. & Mon.) 4,312 Sunday edition (S) 4,312	.06 Flat .06 Flat	(I) (UP) (5¢, 30¢w, $1.30mo) (Inland Newspaper Representatives)	Robinson Pub. Co., Inc. Claude W. Robinson, Pres.-Pub.	J. E. Price (e)	Pauline D. Sartain (we)	Jesse Branchau (bm)	Al Brown (mga)	

NEW YORK

City 1950 Population ABC City Zone Population	Name of Newspaper, F. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALBANY 134,995 148,304-ABC-CZ	Knickerbocker News, 18-22 Beaver St., Zone 1, Tel.: 4-7111 (e) (ⓐ) 53,178	.24 Flat	(I-R) (AP, DJ, UP) (7¢, 40¢w) (J. P. McKinney & Son and Robt. S. Farley (financial)	The Press Co., Inc. Frank E. Gannett, Pres. Gerald H. Salisbury, Pub.	David H. Beetle (e) Chas. L. Mooney (me) Duane La Fleche (e)	Charles Young (sp) Rhoda Hathaway (we)	Gerald H. Salisbury (gm) Richard C. Taylor (bm) Charles J. Latus (cm)	Henry W. Stock (ad) Herman Moecker (mga) George C. Frank (ram) Evan Mitchell (cam)	James J. Morris (ms)
	Times-Union, 24 Sheridan Ave., Zone 7, Tel.: 3-3131 (m) (ⓐ) 61,009 Sunday edition (S) (ⓐ) 119,412 Morning and Sunday (mS) (ⓐ) 180,421	.26 Flat .40 Flat .52 Flat	(I) (AP, INS) (*S) (7¢, 20¢S, 60¢w-d&S) (Hearst Advertising Service)	The Hearst Corp., Albany T.-U Div. Gene Robb (Pub.)	A. J. Bearup (me) Cornelius J. Heffernan (ce)	E. J. W. Nowinski (ne) Roy Travis (Su) Richard J. Walsh (sp) Jean Myers (we)	H. P. Haas (bm) M. D. Bohen (cm)	Mark F. Collins (ad) A. M. Monaco (asst. am) William J. Meehan (mga) E. Perren Hayes (cam)	Barnett Fowler (pm) Floyd Laurenty (prod. dir.)
AMSTERDAM 32,240 32,240-ABC-CZ	Recorder, 12-16 Railroad St., Tel.: Victor 3-1100 (e) (ⓐ) 13,789	.09 Flat	(I-R) (AP) (J) (7¢, 40¢ (none)	Wm. J. Kline & Son, Inc. Gardiner Kline, Pres.-Pub.	Robert W. Stanley (eep-me) Stanley Silvernail (ce)	John Page (sp) Mildred Wilkins (we)	W. B. LeFavour (gm-bm) J. A. Blanchfield (cm) Henry Ley (com)	Harold Frank (ad) Laura Rogers (mga) Theresa Ostrowski (cam)	
AUBURN 36,722	Citizen-Advertiser, 34-36 Dill St., Tel.: 3-6211 (e) 11,565	.09 Flat	(I-D) (AP, UP) (6¢, 36¢w, $1.56mo) (Julius Mathews Special Agency, Inc.)	Auburn Pub. Co. Charles D. Osborne, Pres.-Pub.	Charles J. Wellner (e) William O. Dapping (me)			Alfred G. Patrick (ad)	
BATAVIA 17,799 17,799-ABC-CZ	News, 19-25 Jackson St., Tel.: 58 (e) (ⓐ) 12,059	.11 Flat	(I-R) (AP) (6¢, 35¢w) (none)	Griswold & McWain, (Inc. Evelyn H. Griswold, Pres. Milton R. Miller, Pub. Robert H. Nagel, Asst. Pub.	John H. Connor (eep) Milton R. Miller (e) Jeremiah E. Brown (me) Leo F. Decker (ce)	M. Paul Bostwick (sp) Francis H. Fiske (we)	Harry L. Trietley (bm)	A. J. McWain (cam)	
BATH 5,416	Steuben Advocate, 56 Liberty St., Tel.: PRospect 6-2121 (e) 2,016	.11* Flat	(D) (AP) (5¢, 30¢w) Johnson, Kent, Gavin & Sinding, Inc.	Steuben Advocate, Inc. Louis Buisch, Pres.-Pub.	Merritt M. Landon (eep-e-me) T. S. Denham (ce)	T. S. Denham (ne-sp) Helena L'Hommedieu (we)	Clarence Roberts (gm-bm) Leroy Welch (cm)	Clarence Roberts (ad-mga)	Clarence S. Roberts (pm-apm) Frederick Simons (ms)

*Sold only in combination with Hornell Tribune.

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

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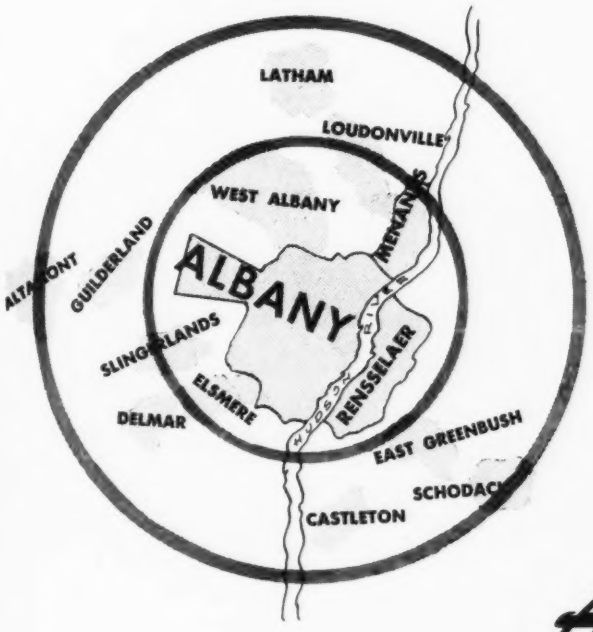

★ THE SUBURBS

★ ALBANY COUNTY

★ CITY and RETAIL TRADING AREA

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HERE'S THE RECORD

RETAIL ADVERTISING*

	Knickerbocker News	Times Union (Morning)	Times Union (Sunday)
Department Stores	2,422,745	524,787	1,014,182
	61%	13%	26%
Clothing	1,901,463	504,462	519,995
	65%	17%	18%
Food	1,558,032	1,065,762	249,246
	54%	37%	9%
Drug	130,492	25,779	5,522
	81%	16%	3%
Total Retail	8,616,478	4,994,387	3,660,950
	50%	29%	21%

GENERAL ADVERTISING*

	Knickerbocker News	Times Union (Morning)	Times Union (Sunday)
Groceries	788,412	249,135	52,868
	72%	23%	5%
Tobacco	122,729	70,509	13,000
	60%	34%	6%
Toilet Req.	60,773	20,893	22,410
	58%	20%	22%
Total General	1,620,217	871,855	539,137
	53%	29%	18%

*Exc. Alcoholic Beverage lineage (not acceptable to The Knickerbocker News) and American Weekly & Comic Weekly lineage. Times Union (S) figures include 186,027 lines of "part run" copy.

* 1st 11 months 1956

THE KNICKERBOCKER NEWS

Member: The Gannett Group

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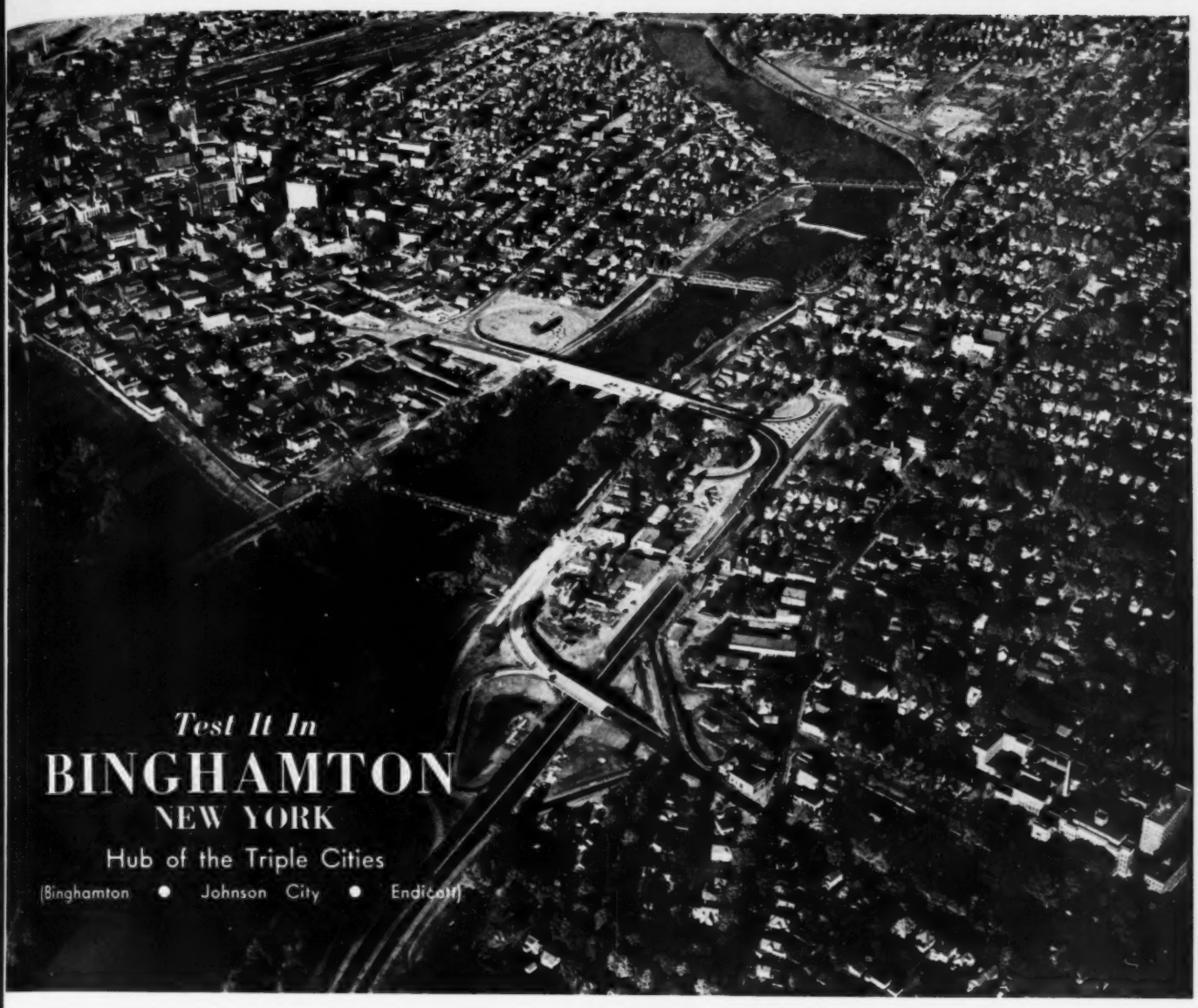
PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BEACON	News*—See Newburgh News. *Beacon News and Newburgh News sold in combination only.									
BINGHAMTON 80,674 141,800-ABC-CZ	Press, 19 Chenango St., Tel.: 2-3411 (e) 62,771 .22 Sunday edition (S) 63,992 .22	Flat Flat		(I) (AP, UP, CDN) (5¢, 15¢S, 45¢w-d&S, $2.10mo-d&S) (J. P. McKinney & Son)	Binghamton Press Co. Inc.	Fred W. Stein (eep-e-me) Erwin C. Cronk (ce)	Merle A. Jones (ne) Kimball Davis (Su) John W. Fox (sp) Patricia Hogarbome (we)	A. B. Engelbert (gm) A. W. Cockerill (cm)	J. J. Burnett (ad) J. Fred Jones (mga) R. L. Sturdevant (ram) Howard L. Meaker (cam)	Dorrence F. Smith (pm)
	Sun, 64 Henry St., Tel.: Binghamton 4-4311 (m) 31,705 .16	Flat		(R) (AP) (5¢, 30¢w, $1.35mo) (Bogner & Martin)	The Morning Sun, Inc. William H. Hill, Pres.-Pub.	Walter J. Lyon (me) Charles W. Voorhis (ce)	Marvin J. Behr (sp)	William H. Hill (gm) H. M. Ayres (bm) Arket Lewis (cm)	A. W. Poulter (ad-mga-ram) R. O'Brien (cam)	Frank A. Mangan (mn)
BUFFALO 580,132 755,948-ABC-CZ	Courier-Express, Zone 5 (m) 168,672 .42 Sunday edition (S) 308,605 .75	Flat Flat		(I) (AP, UP, INS, CT-NYN, NYT) (*S) (5¢, 20¢S, 30¢w, 50¢ w-d&S, $1.30mo-d, 86¢mo-S, $2.16 mo-d&S) (Scolaro, Meeker & Scott, Doyle & Hawley (Pacific Coast), McAskill & Herman, Inc. (Florida)	Courier Express, Inc. Wm. J. Conners, III, Pres.-Pub. Frank J. Clancy, Ch. Bd.	Carroll McPherson (eep) Leonard G. Feldmann (me) Cy King (exec. e) James Schrader (ce)	Albert J. Duffy (ne) Lawrence C. Smith (Su) Jack Laing (sp)	A. Gordon Bennett (gm) Raymond G. Urban (bm) Howard W. Bishop (cm) Howard Clother (treas)	H. A. Rosenfield (ad) Frank J. Butler (mga) J. F. Clement (ram) P. D. Crawford (cam)	James C. Kennedy (pm) E. J. Fitzmorris (apm & rd)
	News, 214-218 Main St., Zone 5, Tel.: Mohawk 3333 (e) 297,660 .75	Flat		(I-R) (AP, CDN, RN, INS, NANA, NYHT, UP) (5¢, 30¢w, $1.25mo) (Kelly-Smith Co.)	Buffalo Evening News, Inc. Mrs. Edward H. Butler Pres. James H. Richter, Pub. Alfred H. Kirchofer, Exec. Vice-Pres.	M. C. Browne (e-eep) Alfred H. Kirchofer (e) Nelson Griswold (ex.-ce)	John Manion (ne) Charles Young (sp) Joan Danzig (we)	Clayton G. Underhill (gm) Theodore E. Massing (cm) Edward A. Schutt (com)	Ernest D. Anderson (ad) Gordon E. Smith (mga) John J. Connolly (cam)	David E. Prospect (pm) Wm. E. Keightley (ms)
CANANDAIGUA 8,332	Messenger (e) 4,732† .06	Flat		(I) (AP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Canandaigua Messenger, Inc. J. J. Waterbury, Pres.-Pub.	Lawrence Gracey (eep-me) Jim Tate Lacy (e) Phil Feldman (ce)	Catherine Welch (we) R. A. Wade (sp)	A. C. Waterbury (bm) R. E. Wade (cm)	Robert Salvato (ad-ram) A. C. Waterbury (mga) C. Wolfe (cam)	R. E. Wade (pm) Howard Megaffee (ms)
	†Mar. 31, 1956.									
CATSKILL 5,392	Mail (e) 3,950 .05	Flat		(I-D) (UP) (J) (5¢) (none)	Catskill Daily Mail Howard E. Silberstein, Pub.	Howard E. Silberstein (eep-e) Karl Elish (ce) John Behuniak (me)	John Behunak (sp) Mrs. L. H. Boice (we)	Howard E. Silberstein (gm-bm)	Charles Calcagno (ram)	Albert Salvato (ms)
CORNING 17,684 26,352-ABC-CZ	Leader, 149 East Pulteney St., Tel.: 6-4651 (e) 13,277 .11	Flat		(I-R) (AP) (6¢, 35¢w) (Julius Mathews Special Agency, Inc.)	Corning Leader, Inc. W. A. Underhill, Pres. W. A. & E. S. Underhill, Jr., Pubs. L. D. Kimble, Asst. Pub.	George A. Bevan (e) H. A. Van Dusen (ce) Walter Valerius (assoc. e)	Frank Watts (sp) Mrs. Helen Starr (we)	E. S. Underhill, III (bm) M. F. Carney, Jr. (cm)	C. R. Comstock (ad) Jean Grandi (cam)	M. F. Carney, Jr. (pm) Wm. Richardson (ms)
CORTLAND 18,152	Standard, 110 Main St., Tel.: SK 6-5665 (e) 8,530 .07	Flat		(R) (AP) (5¢, 30¢w, $1.25mo) (Julius Mathews Special Agency, Inc.)	Standard Ptg. Co., Inc. E. H. Clark, Pres.	L. B. van Dyck (eep-me-ce) E. H. Clark (e)	R. H. Randall (sp) Grace Wheeler (we)	E. H. Clark (gm) L. P. Randall (bm) T. I. Greene (cm)	P. L. Geibel (ad) E. H. Clark (mga) Edw. J. Rounds (ram) Margaret McGinnis (cam)	E. H. Clark (ms)
DUNKIRK-FREDONIA 18,007 Dunkirk 7,095 Fredonia 25,989-ABC-CZ	Observer, 10 E. Second St., Tel.: 7777 (e) 9,076 .09*	Flat		(R) (UP) (6¢, 36¢w) (Burke, Kuipers & Mahoney, Inc.)	Dunkirk Ptg. Co. Henry K. Williams, III, Pub.-Pres.	Wallace A. Brennan (eep-e) Herbert G. Schwartz (ce)	MacLeod Williams (ne) Gerald Wiser (sp) Marguerite Erbin (we)	Henry K. Williams, III (gm) Orville Hoover (cm)	Herman Cutler (ad-mga) Arthur Goodrich (ram) Josephine Sorce (cam)	Herman Cutler (apm) John Nowak (ms)
	*Rate includes one insertion Grape Belt and Chautauqua Farmer Tuesday or Friday.									
ELMIRA 49,716 74,405-ABC-CZ	Advertiser (m ex Sat.) 12,501 Saturday edition (Sat.) 9,979 Star Gazette (e ex Sat.) 39,294 Saturday edition (eSat.) 38,434 Combined daily (me ex Sat.) 51,795 .19 Combined Saturday editions (mSat.) 48,413 .19 Sunday Telegram (S) 48,459 .19	.... Flat Flat Flat	.... Flat Flat Flat	(I) (AP) (5¢, 15¢S, 30¢ w, 45¢w-d&S) (J. P. McKinney & Son)	Elmira Star-Gazette, Inc. Frank E. Gannett, Pres. Frank E. Tripp, Pub.	George E. McCann (exec. e-A, SG, S) Covey C. Hoover (me-S) Hillard Gordon (me-A) Fred W. Box (ce-SG) Burt Blazer (ce-A) Thomas J. McCarthy (ce-S)	Covey C. Hoover (ne-SG) Leo Kuss (ne-A) Robert J. Clark (ne-S) Allan Mallette (sp-SG, S) Andy Lamb (sp-A) Mary T. Nelcoski (we-S) Marion Tryon (we-SG) Greta Paige (we-A)	Thomas V. Taft (gm) Richard P. Seem (bm) Charles E. Farmer (cm)	George G. Sonsine (ad) J. L. Penney (mga) Robert Collson (cam)	.....
ENDICOTT 20,050 47,000 greater Endicott: (Endicott, Vestal, Endwell) C. of C. est. '56	Bulletin, 911 E. Main St., Tel.: 5-3355 (e) 10,765 .09	Flat		(I) (AP) (5¢, 30¢w) (The Ottaway Newspapers)	Ottaway Newspapers-Radio, Inc. James H. Ottaway, Pres.-Pub.	Robert E. Whittemore (me) Stephen C. Hambalek (ce)	Ray Southworth (ne) Bun Kuhl (sp) Edith Harwood (we)	Roger T. Hildenbrand (gm) Walter A. Garvey (cm)	Thomas Higgins (ram) Philip G. Daniels (mga) Beverly Moyle (cam)	Philip G. Daniels (apm) Bert MacKnight (ms)
FREDONIA	See Dunkirk.									
GENEVA 17,144 17,144-ABC-CZ	Times, 218 Genesee St., Tel.: 9-3333 (e) 10,868 .10	Flat		(I-R) (AP) (5¢, 35¢w) (A. R. Keator and Ralph R. Mulligan)	Geneva Ptg. Co. G. B. Williams Pres.-Pub.	G. B. Williams (e) George Northridge (me)	.....	J. F. Bertram (gm-bm)	.....	.....
GLENS FALLS 19,610 34,288-ABC-CZ	Post-Star, 100 Glen St., Tel.: 2-3131 (m) 15,291 Times (e) 8,598 Combined daily (me) 23,889 .13	.... Flat		(I-D) (I-R) (AP) (J) (6¢, 36¢ w, $1.55mo) (Kelly-Smith Co.)	Glens Falls Post Co. J. Edw. Singleton, Pres.	Claude Fox (e-me-T) Edward Sherman (e-me-PS) Burr Patten (ce-PS) Arthur Fisher (ce-T)	Roger E. Gorman (sp-PS) Ralph D. Hall (sp-T)	Arthur P. Irving (gm) R. A. Newton (bm) Milton Ottman (cm)	Walter J. Brennan (ad-ram) R. A. Newton (mga) William Tupper (cam)	Harris Lindsey (pm) Bernard Daley (ms)
GLOVERSVILLE JOHNSTOWN 23,634 Gloversville 10,923 Johnstown 34,557-ABC-CZ	Leader-Herald, 8-10 E. Fulton St., Tel.: 4-7171 (e) 14,649 .11	Flat		(I-R) (AP) (J) (6¢, 36¢w) (Julius Mathews Special Agency, Inc.)	William B. Collins Co. Julia Collins Ormiston, Pres.	Wm. H. Evans (eep-e-me) Edw. F. Lapos (ce)	Henry H. Snyder (ne) Geo. Thompson (se)	William M. Kessler (gm) David Collins Ormiston (bm) Ralph Mizrahi (cm)	Robert Arnold (ad-mga-ram) Edward Shepard (cam)	R. J. Arnold (pm-apm) Fred A. Oakford (ms-prod. mgr.)



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FAIRBANKS COMPANY

KROEHLER MFG. CO.

UNITED SHOE MACHINERY

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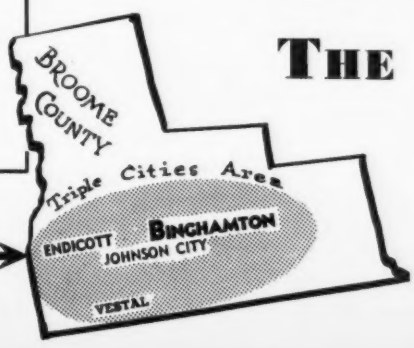
Population 144,011



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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
HEMPSTEAD TOWN-GARDEN CITY..... See Long Island (Nassau County) for newspaper listing.									
HERKIMER-ILION..... 9,400—Herkimer 9,363—Ilion	Telegram, 111 Green Tel.: Townsend 6-2222 (e) 6,564 .07		Flat (I) (AP) (J) (5¢, 24¢w) (Julius Mathews Special Agency, Inc.)	Herkimer Telegram Pub. Co. Wesley P. Small, Pres.-Pub.	Emily Denton (eep).... Wesley P. Small (e) Charles S. Cantwell (me)	Charles Cantwell (ne)... Mary Edwards (we)	Stan L. Goodwin (bm)..... Robert Johnston (cm)	Stan L. Goodwin (ad).... Jack Hughes (mga)	Thomas Purtion (ma)
HICKSVILLE ..... (Long Island, N.Y.) 41,586 (C. of C. '56) 150,000-CZ (Local estimate)	Centre Island News (e ex Sat.) 6,179* .095 *Mar. 31, 1956.		Flat (I) (J) (3¢, 15¢w)	Litmor Corp. ..... Robert L. Morgan, Pub.	James P. Morgan (me) Mrs. Dorothy Sawyer, (assoc. e)	Margaret Schindlar (ne) Arthur Spencer (sp) Mildred Hanson (we)	.....	Douglas McCorkindale (ad)	.....
	Mid-Island Times, Tel.: We 8-6000 (m) 12,140 .16 .12 Mid-Island Times changed to bi-weekly on Jan. 25, 1957.		(I) (J) (UP) (5¢, 25¢w)	Mid-Island Daily News, Inc. S. A. Kaye, Pres.-Pub.	Joseph Conway (ce)... S. A. Kaye (me)	John Creighton (ne).....	S. A. Kaye (gm) ..... H. DePalma (cm)	William Jurgens (ad)...	John Schepp (ma)
HORNELL..... 15,049 15,654-ABC-CZ	Tribune, 85 Canisteo St., Tel.: 1425, 6, 7, 8 (e) 9,782 .11*		Flat (I-R) (UP) (5¢, 30¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	W. H. Greenhow Co..... Mrs. Olive G. Buisch, Pres.	Louis G. Buisch (e)... Clifford Cain (ce)	John W. Nelson Jr. (ne)	Louis G. Buisch (gm) ..... Donald J. Curran (bm) Roy Welch (cd) Walter E. Britton (cm)	Frederick Deer (ad-mga-ram) Bertina Knapp (cam)	Donald Curran (pc) Frederick Simons (ms)
	*Rate includes insertion in Bath (N.Y.) Steuben Advocate, 2,051; total 11,779. Not sold separately.								
HUDSON 11,629 12,401-ABC-CZ	Register-Star (e ex Sat. & Sun.) (BC) 7,783 .07		Flat (I) (AP) (J) (5¢, 25¢w $1.00mo) (Burke, Kuipers & Mahoney)	Record Printing and Publishing Co. W. S. Decker, Sr. President-Publisher	Pierre L. Dolan (eep-e) Raymond C. Kennedy (me) Donald Waggoner (ce)	Donald Waggoner (ne) Anthony Nero (sp) Joan Nicholson (we)	Raymond C. Kennedy (gm) John Weinman (cm)	William S. Decker, Jr. (ad-mga-ram) Shirley Mullins (cam)	Fred Andrews (spa) Edward Thompson (ma)
ITHACA..... 29,257 30,664-ABC-CZ	Journal (e) (BC) 13,226 .09		Flat (I) (AP) (5¢, 30¢w, $1.20mo) (J. P. McKinney & Son)	Journal-News, Inc..... Frank E. Gannett, Pres.	Wm. J. Waters (e) John Marcham (ce)	Kenneth Van Sickle (sp) Mrs. Mary Hile (we)	L. S. Pickering (gm) Raymond W. Leary (cm)	Edward F. Miller (ad)	.....
JAMAICA ..... This is in Queens Borough, a part of New York City. See New York City for newspaper listing.									
JAMESTOWN..... 43,354 53,027-ABC-CZ 55,430-ABC Par. 28	Post-Journal, Tel.: 7-111 (e) (BC) 27,068 .13		Flat (I-R) (AP) (6¢, 36¢w) (none)	Jamestown Newspaper Corp. Mrs. Leo H. Ludwig, Pres. Levant M. Hall, Chairman of Board	John A. Hall (me)..... Charles Stuart (ce)	Leigh Burdick (ne)..... Frank Hyde (sp) Lois Hough (we)	J. Robert Nelson (gm).... Ray Johnson (cm)	J. R. Greenaway (mga-ram) Gertrude N. Riddle (cam)	.....
	Sun, 200 W. Fourth St., P. O. Box 939, Tel.: 8116 (m) (BC) 12,353 .10		Flat (I) (UP) (6¢, 36¢w) (Shannon & Associates, Inc.)	The Jamestown Sun, Inc. Edw. J. Byrne, Pub.	Edw. J. Byrne (eep-e) Burnell Lydell (me)	Waite Forsyth (sp)..... Joan Smith (we)	Edw. J. Byrne (gm) Roger Mason (cm)	Ernest Swanson (ad-mga-ram) Ruth Boswell (cam)	Ernest A. Swanson (pm) A. E. Reilly (ma)
KINGSTON..... 28,817 34,082-ABC-CZ	Freeman (e) (BC) 15,412 .10		Flat (I-R) (AP) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Freeman Pub. Co..... Lucia de L. Klock, Pres.	Louis R. Netter (me)... Joseph Kelly (ce)	Charles Tiano (sp)..... Dorothy A. Narel (we)	Harry du Bois Frey (gm) Harry S. Hutton (cm)	Harry du Bois Frey (mga) Warren Simmons (ram) Douglas C. Craddock (cam)	John J. Hartman (ms)
LITTLE FALLS..... 9,541	Times, 347 S. Second St., Tel.: 1870-1-2 (e) 6,975 .07		Flat (I) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	The Crowley Pub. Corp. Wm. F. Wright, Pres.-Pub.	John B. McGuire (e)	Ralph Weir (ne) ..... Robert Stack (sp)	J. H. Pouliot (gm-cm) .... J. R. O'Neill (bm)	J. Russell O'Neill (ram)	Geo. R. Juhar (ra)
LOCKPORT..... 25,133 25,133-ABC-CZ	Union-Sun & Journal, 142 Main St., Tel.: 3-3811 (e) (BC) 11,806 .11		Flat (I) (AP) (5¢, 35¢w, $1.50mo) (none)	Union-Sun & Journal Inc. Egbert D. Corson, Pres.-Pub. Peter Corson, Asst. Pub.	Peter Corson (e)..... Easton Elliott (me-eep) Elting Wells (ce)	Bob Federspiel (sp)..... Bertha Applin (we)	Wm. J. Kemble (gm)..... S. E. Wendel (bm) P. J. Collins (cm)	W. J. Kemble (ad)..... S. E. Wendel (mga) E. H. Thiele (ram-cam)	E. R. Stoddard (ms)
LONG ISLAND CITY.. This is in Queens Borough, a part of New York City. See New York City for newspaper listings.									
LONG ISLAND, N.Y... (Nassau County) 672,765 672,765-ABC-CZ	Newsday*, 550 Stewart Ave., Garden City, Tel.: Pioneer 1-1234 (e) (BC) 258,364 .80		Flat (AP, UP) (5¢, 30¢w) (Kelly-Smith Co.)	Newsday, Inc..... Harry F. Guggenheim, Pres. Alicia Patterson, Pub.	Richard M. Clurman (e-dir.) Alicia Patterson (e) Alan Hathway (me) Jack Altshul (ce)	Dick Aurelio (ne) ..... Robert Zellner (sp) Nuala Walsh (we) James Jenkins (tel.E)	Harold Ferguson (bm) .... John Mullen (cm) Harold Ferguson (com)	Ernest Levy (ad) ..... Herbert Zix (mga) David Targe (ram) Edwin Warren (cam)	Allan Woods (prod. mgr.) Richard Wyse (pm)
	*Plant and Executive Offices at Garden City, L. I., N. Y.								
MALONE 9,501 9,501-ABC-CZ	Telegram, 136 E. Main St., Tel.: 65 or 26 (e) (BC) 5,503 .06		Flat (R) (AP) (5¢, 24¢w, $1mo) (J. P. McKinney & Son)	Malone Telegram, Inc. Frank E. Gannett, Pres. Leon L. Turner, Pub.	Del Forkey (eep-e-ce-me)	Del Forkey (ne-we) Don Cooper (sp)	Leon L. Turner (gm-bm-cm)	Leon L. Turner (ad-mga-ram) Harold F. Brown (cam)	Leon L. Turner (pm-apm-ms)
MAMARONECK..... 15,016 15,016-ABC-CZ	Times, 12 Elm St., Tel.: MA 9-2100 (e) (BC) 7,723 .075*		Flat (I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Mamaroneck-Larchmont Pub. Co., Inc. Valentine E. Macy, Jr., Pres. William L. Fanning, Exec. V.P. George W. Helm, Jr., V.P.	H. Richmond Campbell (e) Teunis E. Gouwens (ce)	Robert M. Hrubesch (sp)	H. Richmond Campbell (gm) George W. Helm, Jr., (bm) Kenneth A. Simon (cm) Stephen E. Lovas (cir. dir.)	Fred W. Greenwood, Jr. (ram) A. H. Francis (mga) Charles H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. rm. supt.) Charles Fredericksen (ms)
	*Westchester Group rates: Eight-paper group (less Peekskill Star, affiliated), .54 flat; Eight-paper group plus Bronxville Review Press & Reporter, Mt. Kisco Times and Chappaqua Tribune (weeklies), .67 flat; Nine-paper group (including Peekskill Star), .595 flat; Nine-paper group and above-named weeklies, .725 flat.								
MEDINA..... 6,179	Journal-Register, 409-13 Main St., Tel.: 1400 (e ex Sat.) 3,844 .05		Flat (R) (UP) (J) (5¢) (none)	Daily Journal Pub. Co. Alonzo L. Waters, Pub.	Alonzo L. Waters (e) Robert E. Waters (me)	Robert E. Waters (sp).. Genevieve Smitt (we)	Karen Porter (cm)	Lewis H. Waters (ad)	Lewis H. Waters (pm)

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* A.B.C. 3/31/56

**Sales Management Survey of Buying Power, 1956

Westchester Group Newspapers

DAILIES

HERALD STATESMAN, YONKERS
DAILY ARGUS, MT. VERNON
DAILY NEWS, TARRYTOWN
DAILY TIMES, MAMARONECK
CITIZEN REGISTER, OSSINING
DAILY ITEM, PORT CHESTER
STANDARD-STAR, NEW ROCHELLE
REPORTER DISPATCH, WHITE PLAINS

AFFILIATED WITH
EVENING STAR, PEEKSKILL

WEEKLIES

TIMES, MT. KISCO
NEW CASTLE TRIBUNE, CHAPPAQUA
REVIEW PRESS AND REPORTER, BRONXVILLE

8 Church St. White Plains, N.Y.

REPRESENTED NATIONALLY BY THE KELLY-SMITH CO.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MIDDLETOWN 22,586 22,586-ABC-CZ	Record, 151 North St., Tel.: 4151—(A cold-type, offset publication). (m) 5,244† .09 Flat		(I) (UP) (Ralph S. Milligan)	Community Newspaper Pub. Co. J. M. Kaplan, Pres. David Bernstein, Exec. Vice-Pres. Harry S. Milligan, Secy. Albert Arbor, Treas.	William B. deMeza (me) William G. Loftus (ce)	Edmund J. Gleed (sp) Judith G. Doty (we)	Harry S. Milligan (gm) William S. Wasserman, Jr. (bm) Robert Lippi (cm) Albert Arbor (com)	F. Philip Blake (ad-mga-ram) Irving Kaplan (cam)	William S. Wasserman, Jr. (pm-apm) Raymond Maxwell (ms)
	†Nov. 30, 1956. First issue as a daily July 30, 1956.								
	Times-Herald, 9 James St., Tel.: Middletown, 3131 (e) ⊠ 10,269 .09 Flat		(I) (AP) (J) (5¢, 35¢w, $1.50mo) (Burke, Kuipers & Mahoney, Inc.)	The R. J. Company Inc. Ralph Ingersoll, Pres. Mrs. Helena S. Mauro, Pub.	Edward P. Dougherty (e) E. Bradley Boyle (me) Nevin Carman (ce)	E. Bradley Boyle (ne) John White (sp) Julia Stewart (we)	Ralph Ingersoll (gm) Helena S. Mauro (bm) Vance C. Roosa (cm)	Frank Sposato (ad-mga-ram-cam)	George W. Sherrill (ms)
MOUNT VERNON 71,899 71,899-ABC-CZ	Argus, 38 E. First St., Tel.: MO 8-3000 (e) ⊠ 18,006 .12* Flat		(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Westchester Newspapers, Inc. Valentine E. Macy, Jr. Pres. William L. Fanning, Exec. V.P. George W. Helm, Jr., V.P.	William E. Seely (e) Ettore Fraioli (ce)	Herman M. Harchik (sp)	Arthur C. Saunders (gm) George W. Helm, Jr. (bm) Stephen E. Lovas (cir.-dir.) Paul Wendt (cm)	John M. Fleischmann (ram) A. H. Francis (mga) Charles H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. rm. sup't.) Charles Frederickson (ms)
	*Westchester Group rates: Eight-paper group (less Peekskill Star, affiliated), .54 flat; Eight-paper group plus Bronxville Review Press & Reporter, Mt. Kisco Times and Chappaqua Tribune (weeklies), .67 flat; Nine-paper group (including Peekskill Star), .595 flat; Nine-paper group and above named weeklies, .725 flat.								
NEWBURGH 31,956 41,118-ABC-CZ	News*, 85 Dickson St., Tel.: 3000 (e) ⊠ 18,216		(I) (UP, GNS) (5¢, 30¢w) (J. P. McKinney & Son)	Newburgh News Ptg. & Pub. Co., Inc. Frank E. Gannett, Pres.	Douglas V. Clarke (me) Ralph M. Aiello (ce)	Wesley F. Gill (sp) Ruth A. Wilsey (we)	Frank T. McCue (gm) Hugh V. Nocton (bm) Charles D. Curry (cm)	Ralph B. Flemming (ad-mga)	.....
BEACON 14,012 55,130-ABC-CZ	News* (e) ⊠ 4,697 .... Combined daily (e) ⊠ 22,913 .13 Flat								
	*These papers are sold only in combination.								
NEW ROCHELLE 59,725 59,725-ABC-CZ	Standard Star, 251 North Ave., Tel.: NE 6-8900 (e) ⊠ 16,908 .12* Flat		(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Westchester Newspapers, Inc. Valentine E. Macy, Jr., Pres. William L. Fanning, Exec. V.P. George W. Helm, Jr., V.P.	Elmer H. Miller (e) Harry Donsky (ce)	James F. O'Toole (sp)	Elmer H. Miller (gm) George W. Helm, Jr. (bm) Stephen E. Lovas (cir.-dir.) Vincent T. McCarthy (cm)	William J. Fitzgerald (ad) A. H. Francis (mga) Charles H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. rm. sup't.) Charles Frederickson (ms)
	*Westchester Group rates: Eight-paper group (less Peekskill Star, affiliated), .54 flat; Eight-paper group plus Bronxville Review Press & Reporter, Mt. Kisco Times and Chappaqua Tribune (weeklies), .67 flat; Nine-paper group (including Peekskill Star), .595 flat; Nine-paper group and above-named weeklies, .725 flat.								

NEW YORK CITY—7,891,957 1950; 8,074,000 * 1956

* Dept. of Health Est.

8,432,469—ABC—CZ

BRONX BOROUGH—1,451,277 1950; 1,476,000 * 1956

BROOKLYN BOROUGH—2,738,175 (1950); 2,772,000 * 1956

BROOKLYN	Daily (m ex Sat.) 36,575 .30 .25		(I) (J) (5¢, 25¢w, $1.00mo) (none)	Brooklyn Weekly and Brooklyn Daily, Inc. Sidney Klass, Pres.	Sidney Klass (e-me)	Arnold Fine (ne) Stanley Wyman (sp) Jane Smith (we)	Lionel Klass (gm) Albert Klass (bm) Israel Cohen (cm) Lawrence Goldberg (com)	Albert Klass (ad) Harry Rosenthal (ram) Seymour Wiesman (cam)	George Stein (ms) Arnold Fine (rd)

MANHATTAN BOROUGH—1,960,101 (1950); 1,851,000 * 1956

NEW YORK CITY	Enquirer, Zone 23 (S)* 112,280† .35 .22		(I) (UP) (15¢S)	New York Evening Enquirer, Inc.	Carl Grothman (e) James Allan (me)	Billy Stevens (sp) William Brendle, Jr. (sp)	Dino M. Gallo (gm) John Bosack (bm) Michael Gallo (cm)	Harry Rosenthal (ram) J. M. Cafferty (cam)	.....
	*Dated Monday, but published for Sunday distribution. †Publisher's statement.								
	Herald Tribune, 230 W. 41 St., Zone 36, Tel.: PEnnsylvania 6-4000 (m ex Sat.) ⊠ 361,379 1.47 1.19 Saturday edition (Sat.) ⊠ 261,753 1.47 1.19 Sunday edition (S) ⊠ 576,176 1.72 1.46		(I-R) (AP, CanP, UP, DJ, NYHT) (5¢, 25¢S) (Scolaro, Meeker & Scott and Doyle & Hawley (Pacific Coast) (McAskill & Hermans, Inc.) (Fla., Ala., Miss., La.)	New York Herald Tribune Inc. Whitelaw Reid, Ch. of Bd. Ogden R. Reid, Pres.-Pub. Frank L. Taylor, Exec. V.-P. A. V. Miller, Sec.-Treas., V.-P. Barney G. Cameron, V.-P.	Ogden R. Reid (e) George Cornish (exec. e) Luke Carroll (ce)	E. W. Walker (Su) Robert Cooke (sp) Eugenia Sheppard (we)	Barney G. Cameron (bm) Lester Zwick (cir.-dir.) John Christen (cm)	John D. Thees (ad) James W. Sykes (mga) George Barthelme (ram) Daniel Lionel (cam)	Alexander Anderson (prod. mgr.) Edward Freeman (Sales pm) Hy Gardner (prom. dir.)
	Journal-American, 220 South St., Zone 15, Tel.: COrtland 7-1212 (e ex Sat. ⊠ 703,449 1.80 Flat Saturday edition (Sat.) ⊠ 407,466 1.80 Flat Sunday edition (S) ⊠ 882,925 2.00 Flat Metropolitan Sunday edition (S) ..... 1.80 Flat		(I) (AP, INS, CDN, DJ) (5¢, 10¢ Sat., 20¢S) (Hearst Advertising Service)	Hearst Consolidated Publications, Inc. W. R. Hearst, Jr. Pres. Seymour Berkson, Pub. Charles Gould, Asst. Pub.	John Watson (eep) Sam H. Day (me) Paul Schoenstein (asst. me) Edward A. Mahar (ce)	Glen Gregory (ne) Leo Monsky (Su) Max Kase (sp) Constance Woodworth (we)	T. E. J. Crowley (bm) Hugh F. Smith (cm)	Monroe Gensler (ad) Perry Rosenberg (ram) John L. Irvin (cam)	Sumner Collins (pm-apm) J. D. Garvey (ms)
	The Journal of Commerce & Commercial, 80 Varick St., Zone 13, Tel.: WOrth 6-3000 (m ex Sat.) ⊠ 38,894 .70 .50		(I) (AP) (15¢ (own offices)	Twin Coast Newspapers, Inc. Joseph E. Ridder, Ch. of Bd. Bernard J. Ridder, Pres. Eric Ridder, Pub.	H. E. Luedicke (e) M. L. Van Slyck (me) Arthur Krahmer (ce-nt)	.....	Adelrick Benziger, Jr. (gm) T. V. Bihler (Cir. Dir.)	John Potesky (ad) Henry Barringer (cam)	Nicholas Rigas (ms)
	Mirror, 235 E. 45th St., Zone 17, Tel.: MU 2-1000 (m ex Sat.) ⊠ 896,471 1.70 Flat Saturday edition (Sat.) ⊠ 845,116 1.70 Flat Sunday edition (S) ⊠ 1,462,544 2.55 Flat ..... 1.80* Flat ..... 1.05† Flat		(I) (AP, UP, INS) (*S) (4¢, 10¢S) (own offices in New York, Chicago, Detroit, and Reynolds-Fitzgerald, Inc.)	New York Mirror Div., The Hearst Corp. R. E. Berlin, Pres. Chas. B. McCabe, V. Pres. & Pub.	Glenn Neville (e) Hinson Stiles (me) Selig Adler (asst. me) Edward Markel (ce)	Mortimer Ehrman (ne) C. Wagner (Su) Dan Parker (sp)	W. N. Thomson (gm) Abe Newman (cm)	Warren Kelly (ad) Walter Rompel (mga) Murray S. Whitsett (ram) Harry McNally (cam)	Ted Cloduis (pm)
	*City and Suburban editions circulated within 50 miles radius of New York City. †Country edition R. O. P.								
	Morning Telegraph, 525 W. 52nd St., Zone 1, Tel.: JUdson 2-4100 (Mon.) ⊠ 73,929 .40 .22 (Tue.-Fri.) ⊠ 51,811 .40 .22 (Sat.) ⊠ 72,948 .40 .22		(UP, RN) (35¢, $2.10 w, $9.10mo) (Direct)	Triangle Publications, Inc. W. H. Annenberg, Pres. J. Samuel Perlman, Pub.	J. Samuel Perlman (e) Saul Rosen (me)	Lorne O'Donnell (ne) Ira Seebacher (sp) Barney Nagler (sp)	J. Samuel Perlman (gm) Louis Iverson (bm) Thomas Flood (cm)	Leon Waldman (mga)	Henry Dods (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City / 1950 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics / Services / Representative / Key—Page 27	Publishing Co. / President / Publisher	Editor / Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mech. Supt.
NEW YORK CITY ..... —Continued	News, 220 E. 42nd St., Zone 17, Tel.: MUrray Hill 2-1234									
	(m ex Sat.) 2,156,137	3.47†	3.25†	(I) (UP, AP, CT-NYN, RN) (*S) (4¢, 10¢S) (John F. Herrick) (Chicago), Fitzpatrick Associates (Pacific Coast)	F. M. Flynn, Pres.-Pub.	R. Maury (eep)..... R. W. Clarke (exec. e) R. G. Shand (me) E. J. McHugh (nt. me) W. J. White (asst. me) Harry Nichols (ce)	W. A. Casselman (ne) .. Ama Barker (Su) Hugh Schuck (telegraph ed) Jimmy Powers (sp) Miss Mary King (we)	P. B. Stephens (gm) ..... Geo. E. Donnelly (bm) Wm. Welkowitz (cm)	John H. Glass (ad-mgr) Seward Davis, Jr. (mga) A. H. Mason (ram) R. S. Tincher (cam-display)	W. R. Fritzinger (pm) Herbert M. Steele (sales pm) S. D. Willey (ms)
	Saturday edition (Sat.) 2,026,424	3.47†	3.25†							
	City and Suburban Run	3.19	2.97							
	Split Run	1.68	1.58							
	Sunday edition (S) 3,586,789	5.84†	5.50†							
	City & Suburban	3.72	3.51							
	Split Run	1.98	1.88							
	†Full run.									
	Post, 75 West St., Zone 6, Tel.: WHitehall 4-9000 (e ex Sat.) 408,150	1.45	Flat	(I) (AP, RN) (5¢, 10¢S, 35¢w) (George A. McDevitt Co.) (Midwest)	New York Post Corp.... Dorothy Schiff, Pres.-Pub. Harry Rosen, V.P	James A. Wechsler ... (e) Paul Sann (exec. ed.) James F. Graham (me) John Bott (ce)	Mark Sherwin (ne) ..... Ike Gellis (sp) Agnes A. Murphy (we)	Marvin Berger (bm)..... Thomas W. Danby (cm) L. H. Cook (com)	Harry Rosen (ad)..... Thomas E. Falvey (mga) Warren Rinenberg (ram) Alfred A. Baum (cam)	Alex Gross (pm) Arthur Weiss (ms)
	Sunday edition (S) 271,019	1.45	Flat							
	Times, 229 W. 43rd St., Zone 36, Tel.: LAckawanna 4-1000 (m ex Sat.) 557,224	1.99	1.69	(AP, UP, CanP, NANA, RN, CT-NYN, NYT) (5¢, 25¢S) (own Offices Chicago, Boston and Sawyer-Ferguson-Walker Co.) (Detroit and Pacific Coast)	New York Times Co... Arthur Hays Sulzberger, Pres.-Pub. Orvil E. Dryfoos, Vice-Pres.	Charles Merz (e). . ... Turner Catledge (me) Frank Adams (ce)	Ernest von Hartz (ne) Lester Markel (Su) Raymond Kelly (sp) Mrs. Elizabeth Howkins (we)	Harold Hall (bm) ..... N. W. Goldstein (cir-dir.) Paul J. Rowan (cm) Joseph Alduino (com)	Monroe Green (ad) ..... Max Falk (mga) W. E. Perkinson (ram) C. M. Carroll (cam)	Ivan Veit (pd) Irvin S. Taubkin (pm) C. J. Strang (ms)
	Saturday edition (Sat.) 439,961	1.99	1.69							
	Sunday edition (S) 1,189,293	2.47	2.20							
	Wall St. Journal, 44 Broad St., Zone 4, Tel.: HAnover 2-3115 (d ex Sat.)* 420,761	4.05*	3.25*	(I) (AP, INS, RN, UP, DJ) (10¢, $20yr.) (Direct)	Dow Jones & Co., Inc. Bernard Kilgore, Pres. Robt. M. Feemster, Chm. Ex. Com.	Wm. H. Grimes (e).... Robert Bottorff (me)	.....	Buren H. McCormack George J. Delaney (circ. sales) Robert Wilson (circ. service) T. F. Mowle (com)	T. E. Callis (ad)..... Raymond E. Evans (assoc. am-Nat'l ed.) O. Quintin DiMaria (assoc. am-Nat'l ed.) John H. Biedenkapp (mga-Eastern ed.) Arthur Giglio (cam-Eastern ed.)	F. X. Timmons (apm) B. R. Stewart (prod. mgr.)
	(Eastern edition only)	185,162	1.62	1.32						
	(Midwest edition only)	134,218	1.30	1.05						
	(Southwest edition only)	39,385	.52	.42						
	(Pacific Coast edition only)	61,815	.73	.59						
	*National edition									
	World-Telegram and Sun, 125 Barclay St., Zone 15. Tel.: BArclay 7-3211 (e ex Sat.) 569,290	1.80	Flat	(I) (AP, DJ, UP, SHNA) (5¢-10¢ Sat.) (Scripps-Howard Newspapers, Gen. Adv Dept.)	N. Y. World-Telegram Corp Roy W. Howard, Pres.	Roy W. Howard (e) ... Lee B. Wood (exec. e) Richard Starnes (me) Norton Mockridge (ce)	Herb Kay (ne) Joseph P. Val (sp) Claire Wallace (we)	N. S. Macneish (bm) .... Edwin T. Burke (asst. to bm) Vernon Brooks (asso. bm) A. D. Wallace (cm)	J. A. Caldwell (mga).... C. I. Schwat (ram) Howard Dreyer (cam)	Lawrence W. Merahn (pm dir.) T. Black (apm)
	Saturday edition (Sat.) 232,097	1.80	Flat							

QUEENS BOROUGH—1,550,849 (1950); 1,765,000 * 1956 * (Dept. of Health Est.)

City / 1950 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics / Services / Representative / Key—Page 27	Publishing Co. / President / Publisher	Editor / Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mech. Supt.
JAMAICA.....	Long Island Press, 92-20 168th St., Zone 33, Tel.: OLympia 8-1234 (e) 258,815	.70*	Flat	(I) (AP, CDN, UP) (5¢, 10¢S, 30¢w-d, 40¢w-d&S) (Newhouse Newspapers)	Long Island Daily Press Pub. Co. Inc. S. I. Newhouse, Pres.-Pub	Art Eggleston (eep) ... Norman N. Newhouse (e) Edward Gottlieb (me) Mort Pye (assoc. e) David Starr (assoc. e) John M. Greene (Nassau-E) Seymour Marks (ce)	David Jacobs (ne)..... Sam Ruinsky (Su) Michael A. Lee (sp) Abby Polesie (we)	Theodore Newhouse (gm) Stan Hancock (cm)	Frank Reis (mga)..... Sam Herman (ram) A. B Robillard (cam)	E. Atkinson (pm) N. Miranda (ms)
	Sunday edition (S) 312,250	.70*	Flat							
	*.94 in combination with Long Island Star-Journal; .86 in combination with Staten Island Advance; $1.12 in combination with L. I. Star-Journal and Staten Island Advance.									
	Queens Evening News (e ex Sat.)	.20	.13	(R) (INS) (3¢) (DeLisser, Inc.)	Queens Evening News Pub. Co., Inc. Eugene E. Early, Pres.-Pub.	Arthur Montgomery (eep) O. J. Brede (me) Frank Holley (ce)	Ed. Robinson (sp)..... F. M. Powers (we)	Wm T Tooker (gm). . ... Joseph Fazio (bm) Al Rosen (cm)	Wm T. Tooker (ad)	Ralph Hallahan (ms)
LONG ISLAND CITY ..	Long Island Star-Journal, 1 Star Sq., Zone 1, Tel.: EXeter 2-1234 (e) 85,505	.42*	Flat	(I-D) (AP, UP, CDN) (5¢) (Newhouse Newspapers)	Newspaper Enterprises Inc. S. I. Newhouse, Pres.	Jack E. Sutphin (e).... Elwood Thompson (ce)	Philip Hofmann (ne)..... Louis F. O'Neill (sp) Joan Crawford (we)	Theodore Newhouse (gm) Wm. Bennett (cm)	Frank Reis (mga) Dan Frischberg (ram) Dominick Anthony (cam)	N. Miranda (ms)
	*.94 in combination with Long Island Press; .48 in combination with Staten Island Advance; $1.12 in combination with Long Island Press and Staten Island Advance.									
RIDGEWOOD.....	Long Island Advocate, 331 St. Nicholas Ave., Zone 27, Brooklyn, N.Y., Tel.: Eve 2-8981 (e ex Sat.) 17,032	.20	Flat	(I) (INS) (2¢, 10¢w) (Newspaper Associates, Inc.)	L. I. Daily Advocate, Inc. Wm. E. Weiler, Pres. H. W. Bryan, Pub.	Frank Sherkel (me) Victor Stanley (ce)	Victor Stanley (ne) Jack Schwartz (sp) Millie Seiflin (we)	Louis E. Reichhold (gm-bm) Al Jaeger (cm)	William Goldstein (ad-ram) Louis Royal (mga) Charles Meyer (cam)	Walter Bull (pm-apm) Vincent LaFortezza (ms)

RICHMOND BOROUGH—191,555 (1950); 210,000 * 1956 *(Dept. of Health Est.)

City / 1950 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics / Services / Representative / Key—Page 27	Publishing Co. / President / Publisher	Editor / Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mech. Supt.
STATEN ISLAND 191,555-ABC-CZ	Advance, 1267 Castleton Ave., Zone 10, Tel.: Gibratar 2-4200 (e ex Sat.) 44,674	.28*	Flat	(UP, INS) (5¢, 30¢w) Newhouse Newspapers)	Advance Publications Inc. S. I. Newhouse, Pres.-Pub.	Lee De Landes (e).....	Hal J. Squier (sp)	Naomi N. Jablons (gm-bm) John M. Kearns (cm)	Frank Rock (ad).. ..... Frank Reis (mga) Nahman Newhouse (cam)	Eugene Atkinson (pm) Frank Rock (apm) Frank Parker (ms)
	Saturday edition (eSat.) 41,995	.28*	Flat							
	* .86 in combination with Long Island Press; .48 in combination with Long Island Star-Journal; $1.12 in combination with L. I. Press and L. I. Star-Journal.									
NIAGARA FALLS..... 36,872 101,673-ABC-CZ	Gazette, 310 Niagara St., Tel.: Niagara Falls 2-2311 (e) 35,304	.16	Flat	(I-R) (AP, UP) (5¢, 30¢w) (J. P. McKinney & Son)	Gazette Pub. Corp. ..... Frank E. Gannett, Pres. Ray M. Van Wagnen, Sec.	Thomas J. Berrigan (eep-e) Hamilton B. Mizer (me)	Michael J. Quinlan (sp) Dora Bertoglio (we)	Kenneth K. Burke (gm).... Clifford C. Frost (cm)	Edward Eitel (mga) ..... C. O. Peterson (ram) Robert J. Swartzenberg (cam)	.....
NORTH TONAWANDA	(See the Tonawandas listing.)									
NORWICH..... 6,010	Sun (e) 3,827	.05	Flat	(R) (AP) (J) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Norwich Pub. Co., Inc. Edw. H. Clark, Pres.	Robert J. Jones (eep-e-me) Marjorie Bingham Chase (ce)	Larry Kimball (sp).....	Robert J. Jones (gm) J. L. Montgomery (bm)	Claude Page (ad-ram) J. L. Montgomery (mga) Joyce Kaliciki (cam)	Edwin H. Chase (ms)
NYACK..... 5,889 13,626-ABC-CZ	Journal-News (e ex Sat.) 10,786	.09	Flat	(I) (INS) (5¢, 35¢w) (DeLisser, Inc.)	Landrock Pub. Corp.... C. J. Hardy, Jr. Pres.-Pub. Frederick R. Miller, V.P.	Norman R. Baker (eep-e)	Richard Baker (sp) Mary Ruth Campbell (we)	Frederick R. Miller (gm) George Mueller (cm)	Vernon Bonhotal (mga)	Edward Maurer (ms)
	Saturday edition (Sat.) 10,145	.09	Flat							
OGDENSBURG..... 16,166 16,166-ABC-CZ	Journal (e) 5,838	.07	Flat	(I-R) (AP) (J) (5¢, 10¢S, 30¢w-d) (J. P. McKinney & Son (D)	Northern New York Pub. Co., Inc. Frank E. Gannett, Pres. Franklin R. Little, Pub.	Franklin R. Little John M. Scott (me-ce)	Henry Belgard (Su) ..... John F. Jones (sp) Cora Lowe (we)	Franklin R. Little (gm)... Hugh B. Lancaster (bm) Florence Kelly (cm) Napoleon Beauchamp (com)	George R. Little (ad-mga) Rose Marie Brunet (cam)	William E. Gallagher (ms)
	Advance News (S) 4,252	.07	Flat							
OLEAN..... 22,884 25,910-ABC-CZ	Times-Herald, 105 Times St., Tel.: 3121 (e) 15,213	.09	Flat	(I) (AP, UP) (J) (7¢, 35¢w) (J. P. McKinney & Son)	Times-Herald Corp. ... E. B. Fitzpatrick, Pres.-Pub.	Grey Fitzpatrick (eep-e) John J. Morton (me) Charles E. Fish (ce)	Michael Abdo (sp)..... Constance Connors (we)	Grey Fitzpatrick (gm).... James V. Bronold (bm) Edward J. Lynch (cm) Frank Schnell (com)	James V. Bronold (mga) J. Robert Neiler (ram) Kenneth I. Johnson (cam)	James V. Bronold (pm) Floyd Pilling (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ONEIDA 11,325	Dispatch, Messenger St., Tel.: 405; 406; 1500 (e) 6,540	.06 Flat	(I-R) (UP, CT-NYN) (J) (5¢, 30¢w, $1.00 mo) (Julius Mathews Special Agency, Inc.)	Dispatch Corp. John Tyler Tuttle, Pres. & Pub.	John Tyler Tuttle (e) George Ohlman (me) Ralph Williamson (ce) Dick Baldwin (state ed)	Theresa Stoughton (we)	Walter E. Pardoe (bm) Walter C. Hubbard (cm)	Charles D. Custer (am-cam)	John T. Tuttle (pm)
ONEONTA 13,564 14,849-ABC-CZ	Star, 102 Chestnut St., Tel.: 2300 (m) (AC) 14,408	.11 Flat	(I) (AP) (J) (5¢, 35¢w) (Ottaway Newspapers)	Oneonta Star, Inc. James H. Ottaway, Pres.-Pub.	Gerald Gunthrup (eep-e-me) Harold Rockwell (ce)	Harold Rockwell (ne) Mead Parce (sp) Mrs. Marguerita Scott (we)	Elton Hall (gm-bm) Frank Shippey (cm)	Philip Daniels (mga) Donald J. Clifford (ram) Kenneth Agne (cam)	Clarence Secord (ms) Howard Green (pm)
OSSINING 16,098 16,098-ABC-CZ	Citizen-Register, 7 St. Paul's Pl., Tel.: OS 2-2000 (e) (AC) 6,759	.07* Flat	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Westchester County Pubs., Inc. Valentine E. Macy, Jr., Pres. William L. Fanning, Exec. V.P. George W. Helm, Jr., V.P.	Joseph L. Naar (e) Douglas R. Wildey (ce)	Robert E. Brown (sp)	Joseph L. Naar (gm) George W. Helm, Jr. (bm) Stephen E. Lovas (cir.-dir.) Donald P. Jensen (cm)	A. H. Francis (mga) Frederick J. Tittel (ram) Chas. H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. room supt.) Charles Frederickson (ms)
	*Westchester Group rates: Eight-paper group (less Peekskill Star, affiliated), .54 flat; Eight-paper group plus Bronxville Review Press & Reporter, Mt. Kisco Times and Chappaqua Tribune (weeklies), .67 flat; Nine-paper group (including Peekskill Star), .595 flat; Nine-paper group and above-named weeklies, .725 flat.								
OSWEGO-FULTON 22,647 Oswego 13,922 Fulton	Palladium-Times, 174 West First St., Oswego, Tel.: 8 or 9 (e) 14,040	.10 Flat	(I) (AP) (J) (5¢, 30¢w, $1.30mo) (Julius Mathews Special Agency, Inc.)	Palladium-Times, Inc. Clark Morrison, Pres. C. T. Leighton, Pub.	Clark Morrison III (eep) C. T. Leighton (me) J. R. Gill (ce)	Don McGann (sp) Adelle Eusepi (we)	T. A. Cloutier (gm-bm) J. E. Steinberg (cm)	E. M. Allen (ad) E. B. Dalgaard (mga) Robert Chetney (cam)	T. A. Cloutier (rd.-pm) E. J. Shea (ms)
PEEKSKILL 17,731 17,731-ABC-CZ	Star, 824 Main St., Tel.: PE 7-1200 (e) (AC) 7,949	.08* Flat	(I) (AP) (5¢, 30¢w, $1.75mo) (Kelly-Smith Co.)	Peekskill Star Corp. Donald F. Ikeler, Pres.-Pub. E. Joe Albertson, Sec. Co-Pub.	E. Joe Albertson (eep-e-me) J. Donald Albertson (ce)	Larrabee Albertson (ne) Ray Lapolla (sp) Dorothy Krumeich (we)	Donald F. Ikeler (gm-cm)	George Levinton (ad) Donald F. Ikeler (cam)	George Levinton (apm) Raymond Ogden (ms)
	*Westchester Group rates: Eight-paper group (less Peekskill Star, affiliated), .54 flat; Eight-paper group plus Bronxville Review Press & Reporter, Mt. Kisco Times and Chappaqua Tribune (weeklies), .67 flat; Nine-paper group (including Peekskill Star), .595 flat; Nine-paper group and above-named weeklies, .725 flat.								
PLATTSBURGH 17,738 17,738-ABC-CZ 22,850 Local Est. '56	Press-Republican, 55-59 Clinton St., Tel.: 77 or 78 (m) (AC) 11,618	.11 Flat	(I) (AP) (5¢, 30¢w) (Ottaway Newspapers)	Plattsburgh Publishing Co., Inc. James H. Ottaway, Pres.	William K. Babel (e) George Carr (me)	James Wodjenski (sp)	Wm. C. Lundquest (gm) Gordon LaMay (cm)	Philip G. Daniels (mga) John A. Fournier (ram) H. Beardsley Van Etten (cam)	James DiFulvio (ms) Lucien Brault (asst. ms)
PORT CHESTER 23,970 23,970-ABC-CZ	Item, 50 Westchester Ave., Tel.: WE 9-0800 (e) (AC) 14,063	.105* Flat	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Item Publishers, Inc. Valentine E. Macy, Jr., Pres. William L. Fanning, Exec. V.P. George W. Helm, Jr., V.P.	Wm. J. Bassett (me) Warren B. Randall (ce)	Arnold Shein (sp)	Maurice A. Dougherty (gm) George W. Helm, Jr., (bm) Stephen E. Lovas (cir.-dir.) Edward Rubin (cm)	A. H. Francis (mga) John E. Sheils (ram) Chas. H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. room supt.) Chas. Frederickson (ms)
	*Westchester Group rates: Eight-paper group (less Peekskill Star, affiliated), .54 flat; Eight-paper group plus Bronxville Review Press & Reporter, Mt. Kisco Times and Chappaqua Tribune (weeklies), .67 flat; Nine-paper group (including Peekskill Star), .595 flat; Nine-paper group and above-named weeklies, .725 flat.								
PORT JERVIS 9,372 11,133-ABC-CZ	Union-Gazette, 112-114 Pike St., Tel.: 3-2234 (e) (AC) 3,843	.06 .05 Flat	(I-R) (AP) (J) (5¢, 25¢w, $1mo) (none)	Tri-States Pub. Co., Inc. Fred D. Salmon, Pres. Fred D. Salmon, Jr. Pub.	R. D. Fredrick (eep-me) Fred D. Salmon, Jr. (e) Dan Dwyer (ce)	Dan Dwyer (ne-we) Mike Kowal (sp)	Wilbur Happ (bm) R. C. Lundy (cm)	Wilbur Happ (ad) R. C. Lundy (cam)	Fred D. Salmon, Jr. (pm) Joseph Bross (ms)
POUGHKEEPSIE 41,023 59,992-ABC-CZ	New Yorker, Memorial Sq., Tel.: GLobe 4-2000 (e) (AC) 28,567 Sunday edition (S) (AC) 29,246 Evening and Sunday (eS) (AC) 57,813	.16 Flat .16 Flat .24 Flat	(I) (AP) (7¢, 20¢S, 55¢w) (Kelly-Smith Co.)	Poughkeepsie Newspapers, Inc. Clifford J. Nuhn, Pres.-Pub.	Clifford J. Nuhn (e) Charles G. Murray (me) Edwin H. Rozell (ce)	Herbert J. Thomsen (Su) George Palmateer (sp) Laura C. Foerschler (we)	A. Wollenhaupt (gm) Nelson G. Secor (cm)	Philip B. Maguire (ad) Edward H. Peretti (mga) John Alexander (ram) F. H. Voshardt (cam)	
ROCHESTER 332,488 418,374-ABC-CZ	Democrat & Chronicle, Zone 14 (m) (AC) 124,081		(R) (AP, UP, INS) (5¢, 15¢S, 45¢w) (J. P. McKinney & Son)	Gannett Co., Inc. Frank E. Gannett, Pres. Paul Miller, Pub.	Clifford E. Carpenter (eep) George R. Shoals (me) Wilbur G. Lewis (ce)	Norris W. Vagg (ne) Paul E. Tanner (su) Paul Pinckney (sp) Elizabeth deSylva (we)	Don U. Bridge (gm) Al F. Mahar (bm) Bernard Mahoney (cm)	John Stamp (mga) Wilbur L. Hanks (ram) Anthony Powderly (cam)	Howard B. Bloomfield (pm) Earl Barker (ms)
	Times-Union (e) (AC) 124,662 Combined daily (me) (AC) 248,743 Democrat & Chronicle (S) (AC) 181,266 Evening & Sunday (eS) (AC) 305,928 *Same rate for holidays.	.55 Flat .48* Flat .69 Flat	(I-R) (AP, UP, INS, CDN) (5¢, 30¢w) (J. P. McKinney & Son)		Paul Miller (e) A. Vernon Croop (me) Howard C. Hosmer (ce)	Francis Bonn (ne) Mathew A. Jackson (sp) Ruth Chamberlain (we)	Don U. Bridge (gm) Joseph T. Adams (bm) Arthur B. Calhoun (cm)	John F. Stamp (mga) Merrell M. DuBois (ram)	Ira Sapozink (pm) Earl Barker (ms)
ROME 41,682 41,682-ABC-CZ	Sentinel, 136 N. James St., Tel.: 336 (e) (AC) 16,740	.12 Flat	(I-D) (AP) (7¢, 40¢w) (None)	Rome Sentinel Co. Bradley C. Barnard, Pres.-Pub.	Bradley C. Barnard (e) Fritz S. Updike (eep) Wm. L. Courson (me) Conse R. DeLutis (ce)	J. W. Beekman (ne) Francis E. Regan (sp)	Fritz S. Updike (gm) G. B. Waters (asst. gm) R. C. Fielding (bm) J. Truman Kahler (cm)	W. S. DeHimer (ad-mga-ram) H. K. Duffy (cam)	Fred F. Herbst (pm) Carl Domino (ms)
SALAMANCA 8,861	Republican-Press, 36-42 River St., Tel.: 64 (e) 4,104	.05 Flat	(I-R) (AP) (J) (5¢, 30¢w, $1.30mo) (Julius Mathews Special Agency)	Salamanca Republican-Press Matthew Weber and Latham B. Weber, Pubs.	Matthew Weber (e) Latham B. Weber (me) T. Lea Smith (ce)	T. Lea Smith (sp) Mrs. Laura Wilson (we)	Latham B. Weber (bm)	William Keeler (ram) Mrs. Carol W. Bennett (cam)	A. R. Hepfinger (ms)
	Address all correpondence to Matthew Weber, Editor.								
SARANAC LAKE 6,913	Adirondack Enterprise, 74 Main St., Tel.: 2 (e) 3,987	.06 Flat	(I-D) (AP) (5¢, 30¢w $1.25mo) (Thomas F. Clark Co., Inc.)	Adirondack Daily Enterprise James Loeb Jr. & Roger W. Tubby, Publishers	James Loeb, Jr. (e) Jon V. Sherwood (me) Frances Dickie (ce)	Arthur Rogers (sp) Frances Dickie (we)	James Loeb, Jr. (gm)	Joseph Evans (ad) Margaret Wilson (ram)	Armand Amell (ms)
SARATOGA SPRINGS 15,473 15,473-ABC-CZ	Saratogian, Lake & Maple Aves., Tel.: 2580 (e) (AC) 12,085	.09 Flat	(I-R) (AP) (5¢, 30¢w) (J. P. McKinney & Son)	Saratogian, Inc. Frank E. Gannett, Pres.-Pub.	Fred G. Eaton (me) Gordon Lessels (ce)	Wm. Connelly (sp)	T. P. Dolan (gm) T. J. Quilty (cm)	T. P. Dolan (mga) E. J. Lanfear (ram)	S. Wetherbold (ms)
SAUGERTIES 3,907 (Village) 9,300 (Town)	Post, 11 Jane St. (e) 1,644	.04 Flat	(I) (UP) (J) (5¢, 30¢w, $1.25mo) (none)	The Saugerties Daily Post, Inc. Orin Lehman, Pres. Oliver Stalter, Pub.	Robert P. Schron (e)	Morton S. Weiser (ne) Mrs. Teri Bates (we)	Oliver Stalter (gm)	Fred Pflum (am)	Robert Shultis (ms)
SCHENECTADY 91,785 131,964-ABC-CZ	Gazette, 332 State St., Zone 1, Tel.: FR 4-4141 (m) (AC) 44,806	.18 Flat	(I) (AP, UP))J) (5¢, 30¢w) (Reynolds-Fitzgerald, Inc.)	Daily Gazette Co. John G. Green, Pres. Pub.)	John E. N. Hume, Jr. (e) Orazio Ottaviano (ce)	John Hugerich (sp) Maud Welin (we)	John G. Green (gm) David C. Hume (bm) Elmer Laycock (cm)	John W. Eddy (adv. mgr.) James E. Brown (mga) Judson A. Creasy (ram) Earle P. Blanchard (cam)	A. H. Pauley (ms)

IN ROCHESTER:

Newspaper Circulation Is GROWING Twice As Fast As Population!

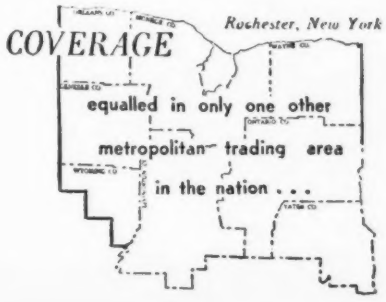
Metropolitan Rochester (Monroe County) now has a population of **540,000** . . . a gain of **52,000** since 1950.

In the nine concentration counties served by The Rochester Times-Union and Democrat and Chronicle, population has grown from **834,000** to **875,000** in the six years since the 1950 U.S. Census — an increase of approximately 12,000 families.

During this same period week-day circulation of the Times-Union and Democrat and Chronicle has grown steadily, year after year, at a much faster rate than population. In fact, over the six-year period, circulation has grown twice as fast as population.

- Circulation of the Sunday Democrat and Chronicle has increased at an equally rapid rate.

Throughout the retail trading area, these Rochester newspapers deliver more advertising coverage than many famous dailies afford in their local city zones. In only one other metropolitan market is there a newspaper buy that does as well.



ROCHESTER TIMES-UNION

Democrat and Chronicle

Members: The Gannett Group

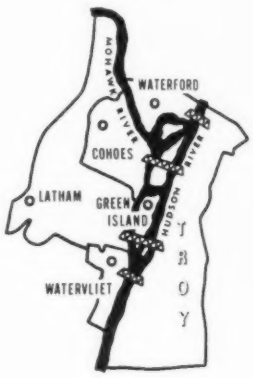
Represented nationally by
J. P. McKinney and Son, Inc.
New York Syracuse
Chicago San Francisco

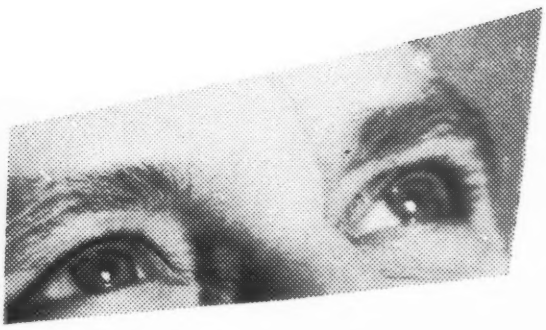
PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SCHENECTADY —Continued	Union Star (1) (e) ABC 36,202	.16	Flat	(I) (AP, UP) (5¢, 30¢ w) (Kelly-Smith Co.)	Schenectady Union Publishing Co. C. W. Callanan, Pres.	Philip H. Wertz (eep) H. R. Ekins (me) D. E. Smith (ce)	Jerry Aske (ne) A. De Santis (sp) Mrs. Susan Clark (we)	Andrew P. Kellogg (gm) Perkins M. Hart (asst. gm) R. T. Wilson (cm)	Perkins M. Hart (ad) Laurence E. Nyland (mga) J. J. Friguletto (ram) Donald R. Hathaway (cam)	D. R. Hathaway (pm)
STATEN ISLAND	This is Richmond Borough, a part of New York City. See New York City for newspaper listing									
SUFFERN 4,010	Rockland Independent (d)		Flat	(Ralph R. Mulligan Agency)	Ramapo Valley Printing Co. Joseph R. Greenfield, Pres.	Margaret C. Hampton (me)		Thomas J. Taranto (cm)	John G. Morley (am)	Geo. Mirick (ms)
SYRACUSE 220,583 285,152-ABC-CZ	Herald-Journal, Zone 1, Tel.: 2-0211 (e) ABC 135,736			(I) (AP, UP, NANA, INS) (5¢, 15¢S, 30¢ w-d, 45¢w-d&S, $2mo-d&S) (Moloney, Regan & Schmitt, Inc.)	The Herald Co. Mary E. Jenkins, Pres. E. A. O'Hara, Pub.	Harold Addington (eep) Alexander F. Jones (exec. e) Karl McElroy (me) Kenneth F. Sparrow (ce)	Robert M. Hoffman (ne) Arnold Burdick (exec. sp) Francis R. Woolever (sp) Arlene La Rue (we)	C. H. Rinne (bm) James M. Armstrong (cm)	Chauncey S. Hurley (ad) R. O. Smith (mga) W. J. Kuhn (ram) J. J. Haggerty (cam)	Gordon Druehl (apm) Wm. H. Fortune (ms)
	Herald-American (S) ABC 218,516	.56	Flat							
	Post-Standard, 300 E. Fayette St., Zone 1, Tel.: 2-1431 (m) ABC 97,610			(I) (AP, CDN) (*S) (5¢, 15¢S, 45¢w-d&S) (Moloney, Regan & Schmitt, Inc.)	Post-Standard Co. S. I. Newhouse, Pres. Stephen Rogers, Pub.	R. L. Voorhees (eep-e) J. Leonard Gorman (me) James M. Annan, Jr. (ce)	Loren Bailey (ne) Wm. V. Reddy (sp) Alice F. Keegan (we)	Stephen Rogers (gm) Henry H. Keller (bm) Harry L. Felts (cm)	Henry H. Keller (ad)	.....
	Sunday edition (S) ABC 104,540	.30	Flat							
	Combined daily* (me) ABC 233,346	.56	Flat							
	*Combined Post-Standard and Herald-Journal (me)									
TARRYTOWN-NORTH TARRYTOWN 8,851—Tarrytown 8,740—North Tarrytown 17,591-ABC-CZ	News, 144 Valley St., Tel.: ME 1-5000 (e) ABC 5,426	.07*	Flat	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Westchester County Publishers, Inc. Valentine E. Macy, Jr. Pres. William L. Fanning, Exec. V.P. George W. Helm, Jr., V.P.	Wallace Odell (e) Joseph Naar (me) Robert M. Austin (ce)	Patrick A. Digilio (sp)	William J. Cannon (gm) George W. Helm, Jr. (bm) Stephen E. Lovas (cir.-dir.) Alfred P. Lyon (cm)	Aloys A. Robert (ram) A. H. Francis (mga) Chas. H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. rm. supt.) Charles Fredericksen (ms)
	*Westchester Group rates: Eight-paper group (less Peekskill Star, affiliated), .54 flat; Eight-paper group plus Bronxville Review Press & Reporter, Mt. Kisco Times and Chappaqua Tribune (weeklies), .67 flat; Nine-paper group (including Peekskill Star), .595 flat; Nine-paper group and above-named weeklies, .725 flat.									
TONAWANDA & NORTH TONAWANDA 14,617—Tonawanda 24,731—N. Tonawanda 39,348-ABC-CZ	News (e) ABC 15,391	.11	Flat	(I) (UP) (5¢, 30¢w) (The Julius Matthews Special Agency, Inc.)	Tonawanda Pub. Co. Ruth B. Hewitt, Pres. Ruth L. Hewitt, Pub.	Harvey Hough (eep-me) Ruth L. Hewitt (e) Kelly Simon (ce)	Lou Simon (sp) Ruth Bohlen (we)	Ruth L. Hewitt (gm) Leo T. Celehar (bm) Earl E. Graf (cm)	Alan Baer (ad) George Meola (cam)	Ruth L. Hewitt (pm-apm)
TROY 72,311 120,819-ABC-CZ	Record, 501 Broadway, Tel.: AShley 2-2000 (m) ABC 6,686			(I-R) (AP, UP, INS) (6¢, 36¢w, $1.56-1.62mo) (none)	Troy Record Co. Frank L. York, Pres.-Pub.	Dwight Marvin (eep-e) Joe. R. Snyder (ce) Cornelius A. McGrath (ce)	Alton T. Sliter (ne) J. J. McGrath (sp) Robert A. Fusco (sp) Rena Surprise (we)	Frank L. York (gm) Walter J. Kane (bm) Jos. J. LaChapelle (cm)	J. Arthur Viger (ad-mga) John F. Roy (ram) Walter J. Benedett (cam)	Cyrus B. Dingman (pm) Granville Hutchinson (ms)
	Times-Record (e) ABC 41,000									
	Combined daily (me) ABC 47,686	.20	Flat							

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

A QUICK LOOK AT THE TROY, N. Y., CITY ZONE MARKET





- Population 129,600
- Coverage 99%
- Eff. Buying Inc. $211,621,000
- Retail Sales $149,653,000
- Total Market Pop. 211,148
- Circulation 47,686

THE RECORD NEWSPAPERS

The Troy Record The Times Record Troy, New York

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City / 1950 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics / Services / Representative / Key—Page 27	Publishing Co. / President / Publisher	Editor Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mech. Supt.
UTICA 101,531 114,274-ABC-CZ	Press, 221 Oriskany Plaza, Zone 2, Tel.: 2-1111 (m) 26,094	.12	Flat	(I-R) (AP) (5¢, 30¢w, $1.50mo) (J. P. McKinney & Son)	Observer-Dispatch, Inc. Frank E. Gannett, Pres. J. David Hogue, Pub.	Mason C. Taylor (eep) Gilbert P. Smith (me-P) William J. Woods (eep-e) Charles A. King III (me-OD) Calvert L. Asher (ce) Tony Vella (ce-P)	Neal A. Bintz (ne) Leonard Wilbur (sp) John W. Kelley, Jr.(Su) Leonard Wilbur (sp) Diane Pimpinella (we) Marjorie Clarke (we)	J. David Hogue (gm) George C. Wertz (bm) Cyrus H. Favor (cm) J. David Hogue (gm) George C. Wertz (bm) Arthur J. Vaeth (cm-OD)	Floyd A. Piper (mga) Eugene M. Sourla (ad) William M. Baaske (cam)	Cyrus H. Favor (pm) Earl N. Hughes (ms)
	Observer-Dispatch (e) 45,552	.22	Flat							
	Combined daily (me) 71,646	.....	.....							
	Observer-Dispatch (S) 52,600	.22	Flat							
WATERTOWN 34,350 37,891-ABC-CZ 40,227-ABC Par. 28	Times, 126-132 Arcade St., Tel.: 27 (e) 42,623	.22	Flat	(I-R) (AP, UP, CDN, NANA, INS) (7¢, 42¢w) (Reynolds-Fitzgerald, Inc.)	The Brockway Co. John B. Johnson, Pres.-Pub.	John B. Johnson (eep-e) Gordon W. Bryant (exec. e) Frederick H. Kimball (ce)	John G. Case (sp)	Louis Saiff, Jr. (gm-bm) Alton H. Adams (cm)	Henry P. Thompson (am) William Saiff (cam)	.....
WELLSVILLE 6,402	Reporter, 159 N. Main St., Tel.: 53 (e) 4,482	.06	Flat	(R) (AP) (J) (5¢, 30¢w) (Julius Mathews Special Agency)	Wellsville Daily Reporter, Inc. E. Willard Barnes, Pres.-Pub.	E. Willard Barnes (e) Rae Rowan (me) Mrs. Gean Thurner (ce)	Chas. A. Engelder (sp)	E. Willard Barnes (gm-bm-cm)	Laurence J. Pflager (mga-ram)	R. C. Cook (ms)
WHITE PLAINS 43,498 43,498-ABC-CZ	Reporter Dispatch, 8 Church St., Tel.: WH 9-8200 (e) 26,984	.14*	Flat	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	Westchester County Publishers, Inc. Valentine E. Macy, Jr., Pres. William L. Fanning, Exec. V.P. George W. Helm, Jr., V.P.	Benjamin H. Carroll (e) James F. Gressler (ce)	Louis J. Lynch, Jr. (sp)	Benjamin H. Carroll (gm) George W. Helm, Jr. (bm) Stephen E. Lovas (cir.-dir.) George B. Kullman (cm)	T. Eugene Duffy (ad) A. H. Francis (mga) Harold G. Hubbel, Jr. (ram) Chas. H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. room supt.) Charles Frederick-son (ms)

*Westchester Group rates: Eight-paper group (less Peekskill Star, affiliated), .54 flat; Eight-paper group plus Bronxville Review Press & Reporter, Mt. Kisco Times and Chappaqua Tribune (weeklies), .67 flat; Nine-paper group (including Peekskill Star), .595 flat; Nine-paper group and above-named weeklies, .725 flat.

City / 1950 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics / Services / Representative / Key—Page 27	Publishing Co. / President / Publisher	Editor Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mech. Supt.
YONKERS 152,798 152,798-ABC-CZ	Herald Statesman, Larkin Plaza, Zone 1, Tel.: YO 5-5000 (e) 38,784	.18*	Flat	(I-R) (AP) (7¢, 35¢w) (Kelly-Smith Co.)	The Herald-Statesman, Inc. Valentine E. Macy, Jr., Pres. William L. Fanning, Exec. V.P. George W. Helm, Jr., V.P.	Oxie Reichler (e) David S. Jensen (ce)	William M. Libby (sp)	Frank S. Baker (gm) George W. Helm, Jr. (bm) Stephen E. Lovas (cir.-dir.) John M. Knudson (cm)	Kenneth B. Jones (ad) A. H. Francis (mga) B. P. Sprague (ram) Chas. H. Griffin (retail ad. dir.) Raymond Dykes (cl. ad. dir.)	Allan H. Pepper (comp. room supt.) Charles Frederick-son (ms)

*Westchester Group rates: Eight-paper group (less Peekskill Star, affiliated), .54 flat; Eight-paper group plus Bronxville Review Press & Reporter, Mt. Kisco Times and Chappaqua Tribune (weeklies), .67 flat; Nine-paper group (including Peekskill Star), .595 flat; Nine-paper group and above-named weeklies, .725 flat.

City / 1950 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics / Services / Representative / Key—Page 27	Publishing Co. / President / Publisher	Editor Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mech. Supt.
	Record (S) 11,250	.22	Flat	(D) (3¢, 5¢S) (none)	Terence A. Brady, Pub.	.....	.....	.....	T. A. Brady (ad)	.....
	Times (m)	.20	.13	(I) (J) (5¢, 25¢w) (none)	James A. Martinelli and Ralph Martinelli, Jr., Co-Pub.	J. A. Martinelli (e)	.....	J. A. Martinelli (bm)	.....	.....

NORTH CAROLINA

City / 1950 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics / Services / Representative / Key—Page 27	Publishing Co. / President / Publisher	Editor Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mech. Supt.
ABOSKIE 3,579	Roanoke-Chowan News (e ex Mon. and Sat.) 3,043	.06	Flat	(I) (AP) (5¢, 5¢S, 20¢w, 80¢mo) (Moran, Hedekin and Fisher)	Daily News Co. (a partnership)	L. Blanchard (eep-ce) F. Roy Johnson (e-me)	Lucius Blanchard (ne) Mrs. Margaret Johnson (we)	F. Roy Johnson (gm-bm)	Lucius Blanchard (ad-mga-ram-cam)	Lucius Blanchard (pm-apm)
	Sunday edition (S) 3,043	.06	Flat							
ASHEVILLE 53,000 73,078-ABC-CZ	Citizen, 14 O'Henry Ave., Tel.: 5611 (m) 36,614	.....	.....	(I-D) (AP, UP) (5¢, 15¢S, 40¢w-d&S, $1.75 mo-d&S) (The Branham Co.)	Asheville Citizen-Times Publishing Co. Robert Bunnelle, Pub.	Claude S. Ramsey (exec.-e) C. K. Robinson (eep-CT) Geo. W. McCoy (eep-C) W. S. Adams (eep-T) Richard B. Wynne (me-C) Jas. M. Rogers (met-T) Earl Freeman (ce-C) Horace Posey (ce-T)	Bob Terrell (sp-C) Al Geremonte (sp-T) Gertrude Ramsey (we-S) Mrs. C. N. Burton (we-C) Pat Bailey Shaw (we-T)	John R. Marks (cm) John Schell (com)	Roy Phillips (ad) John E. Jones (cam)	.....
	Times (e) 24,610	.....	.....							
	Combined daily (me) 61,224	.26	Flat							
	Citizen-Times (S) 55,101	.26	Flat							
BURLINGTON 24,580 34,453-ABC-CZ	Times-News, 707 S. Main St., Tel.: 6-1205 or 6-4417 (e) 16,607	.10	Flat	(I-D) (AP) (5¢, 30¢w, $1.30mo) (Ward-Griffith Co.)	Times-News Pub. Co. D. A. Rawley, Sec.-Treas. Mrs. R. B. Terry, Pres.	Staley Cook (e-gm) Howard White (me)	C. W. Hunter (sp) Mrs. Ralph Norwood (we)	Staley A. Cook (gm) Rudy Fonville (bm) James Wagoner (cm)	Ray J. Nally (am) Howell Foust (cam)	H. W. Puckett (ms)
CHARLOTTE 134,042 154,425-ABC-CZ	News, 126 S. Church St., Zone 1, Tel.: ED 3-0303 (e) 70,229	.26	Flat	(I) (AP) (5¢, 10¢Sat., 30¢w, $1.30mo) (The Katz Agency, Inc.)	Charlotte News Pub. Co. Thomas L. Robinson Pres.-Pub.	Cecil Prince (asso. ed.) Richard L. Young, Jr. (me) Waldo Proffitt, Jr. (ce)	W. W. Weisner (ne) Robert G. Quincy (sp) Mrs. Marie Adams (we)	B. S. Griffith (gm) Huey Stinson (cm)	Robert H. Lampee (ad) Victor R. Goeller (ram) James Edward Cook (mga) H. A. Rouser (cam)	.....
	Observer, 600 South Tryon St., Zone 1, Tel.: ED 2-7121 (m) 150,571	.44	Flat	(I) (AP, UP, CDN) (5¢, 15¢S, 45¢w-d&S, $1.95mo-d&S) (Story, Brooks & Finley)	Knight Publishing Co. James L. Knight, Pres.-Pub. E. B. Hunter, asst. Pub.	C. A. McKnight (e) Randolph Norton (me) Thom Fesperman (nme) Rupert Gillett and Hal Tribble (asso. ed) Walter Damtoft (ce)	H. M. Thompson (Su) Wilton Garrison (sp) Jane Rogers (we)	J. E. Dowd (gm) J. G. Ward (cm) F. H. Trull (com)	R. J. Alander (am) B. J. Kelley (mga) W. W. Moores (cam)	D. E. Henes (pm) W. B. Sandlin (pm)
	Sunday edition (S) 165,475	.46	Flat							
CONCORD 16,486 25,248-ABC-CZ 26,637-ABC Par. 28	Tribune, S. Union, Tel.: 2111 (e ex Sat.) 8,914	.08	Flat	(I-D) (AP) (5¢, 35¢w-d&S) (Burke, Kuipers & Mahoney, Inc.)	Concord Tribune, Inc. A. W. Huckle, Pres.	.....	H. Hickman (sp) Helen Lyerly (we)	E. Ray King (bm) Howard Long (cm)	E. Ray King (ad) W. Thos. Williams (mga-ram) Sally Magill (cam)	W. Thos. Williams (apm) Reuben Utley (ms)
	Sunday edition (S) 9,022	.08	Flat							
DUNN 6,316	Record (e ex Sat.) 4,244	.06	Flat	(D) (UP) (5¢) (Thos. F. Clark Co., Inc.)	Record Pub. Co., Inc. Hoover Adams, Pres.-Pub.	Hoover Adams (eep-e-me) Mel Adams (ce)	Hoover Adams (ne) Henry Adams (sp)	Hoover Adams (gm-bm) Bobbie Whittenton (cm) Mel Adams (com)	Jake Bennett (ad-cam) James Bahen (mga)	Hoover Adams (pm) Jake Bennett (apm)
DURHAM 71,311 79,354-ABC-CZ	Herald, Market St., Zone 1, Tel.: 2-2123 (m) 31,559	.....	.....	(D) (AP, UP) (5¢, 15¢S, 35¢w-e, 40¢m&S, $1.30mo-e; $1.75mo-m&S) (The Katz Agency, Inc.)	The Durham Herald Co., Inc. Carl C. Council, Pres.	Steed Rollins (eep-e-H) John R. Barry (eep-e-S) J. H. Shumaker (me-H) H. B. Webb (me-ce-S) Russell Clay (ce-H)	Jack Horner (sp-H) Hugo Germino (sp-S) L. E. Hodges (Su)	Carl C. Council (gm) D. J. Germino (bm) W. C. Carrington (cm)	Elwood C. Horne (ad) R. L. Blackwell (mga) A. F. Dailey (ram) C. C. Mulholland, Jr. (cam)	E. T. Rollins, Jr. (pm) E. H. Moore (apm) J. R. Dowdy, Jr. (ms)
	Sun (e) 23,513	.....	.....							
	Combined daily (me) 55,072	.26	Flat							
	Herald (S) 38,012	.22	Flat							
	Morning & Sunday (mS) 69,571	.39	Flat							
	Evening & Sunday (eS) 61,525	.34	Flat							

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ELIZABETH CITY 12,685 12,685-ABC-CZ	Advance, 213-217 S. Water St., Tel.: 4311 (e) 7,555	.08	Flat	(I) (AP) (J) (5¢) (Inland Newspaper Representatives, Inc.)	The Advance, Inc. Dear Publications J. Albert Dear, Pres.	Fred Haney (eep-e)	Fred Haney (ne) Bessie Culpepper (we)	G. Norman Benjamin (bm) David R. Dear (cm)	G. Norman Benjamin (mga) O. M. Montgomery (ram) Frances Wood (cam)	Latham Umphlett (ms)
FAYETTEVILLE 34,715 41,795-ABC-CZ	Observer (e) 24,991 Sunday edition† (S)	.13 .13	Flat	(I) (AP, INS) (5¢, 15¢S, 30¢w, 40¢w-e&S, $1.30mo-e, $1.75 mo-e&S) (Ward-Griffith Co., Inc.)	Fayetteville Pub. Co. Richard M. Lilly, Pres.-Pub. George G. Myrover, Asst. Pub.	Gibson Prather (me) Robt. L. Gray (exec. e) Preston Sparrow (ce)	Preston Sparrow (ne) Jim Batten (sp) Allene Moffitt (we)	Richard M. Lilly (gm) G. S. Crook (bm) Dan Currie (cm)	John Roberts, Jr. (ad-mga-ram) Elizabeth Cochran (cam)	John Roberts, Jr. (pm-apm) Alex Shaw (ms)
	†First edition published Jan. 6, 1957.									
GASTONIA 23,069 34,389 (Spec. U. S. Census '55) 50,919-ABC-CZ	Gazette (e) 20,037	.11	Flat	(I-D) (AP) (5¢, 30¢w, $1.30mo) (Johnson, Kent, Gavin, & Sinding, Inc.)	Gazette Pub. Co., Inc. J. W. Atkins, Pres.-Pub.	Ben E. Atkins (e) Ed Mitchell (me) Lyle Edwards (ce)	Lyle Edwards (ne) Ken Alexander (sp) Zoe K. Brockman (we)	Ben E. Atkins (gm) Richard Upton (bm-cm)	Stewart Atkins (ad) Jo White (mga) Clyde W. Hill (ram) Loyd Rose, Jr. (cam)	Bob Alexander (apm) J. Dean Styers (ms)
GOLDSBORO 21,454 25,922-ABC-CZ	News-Argus, 116 N. James St., Tel.: 422 (e) 10,562	.09	Flat	(I) (AP) (5¢, 30¢w, $1.30mo) (General Advertising Service, Inc.)	Wayne Printing Company, Inc. Hal H. Tanner, Pres.-Pub.	Henry Belk (e) Eugene Price (me)	Jack Lee (sp) Jean Powell (we)	Hal H. Tanner (gm) James Roe (cm)	Ray Edwards (ad) A. F. Carrere (ram) George Summerlin (cam)	
GREENSBORO 74,389 101,489-ABC-CZ 114,370-ABC Par. 28	News (m) 83,817 Record (e) 26,660 Combined daily (me) 110,477 News (S) 95,632 Evening and Sunday (eS) 122,292	.34 .18 .37 .35 .38	Flat Flat .34 Flat .35	(I) (AP, UP) (5¢d, 15¢S, 30¢w-e, 40¢ w-m&S) (Jann & Kelley, Inc.)	Greensboro News Co. E. B. Jeffress, Pub.	H. W. Kendall (e-N) Colvin T. Leonard (e-R) R. F. Farley (me-N) Floyd F. Hendley (me-R) R. H. Shepherd (ce-N) R. T. Register (ce-R)	Miles H. Wolff (exec.e-N) James Reynolds (Su) Smith Barrier (sp-N) Earle Helen (sp-R) Anne Cantrell White (we)	C. O. Jeffress (gm) E. D. Nichols (cm)	George Lemons (ad) L. R. Sarra (mga) Chester A. Rose (ram) Leslie Ricketts (cam)	Harvey Yandle (ms)
GREENVILLE 16,724 16,724-ABC-CZ	Reflector, 209 Cotanche St., Tel.: 6166 (e) 6,847	.075	Flat	(D) (AP) (5¢, 30¢w) (Thos. F. Clark Co., Inc.)	The Daily Reflector, Inc. D. J. Whichard, Jr., Pres.-Pub.	David J. Whichard (e) Alvin Taylor (ce)	Don C. Sehlienz (ne) Bill Arnold (sp) Mrs. Annette Jackson (we)	David J. Whichard (gm) John S. Whichard (bm) J. E. Keziah (cm)	John S. Whichard (ad) S. L. Bridgers (mga) Mike Brocato (cam)	
HENDERSON 10,996	Dispatch (e) 4,945	.053	Flat	(D) (AP) (5¢, 25¢w, $1.00mo) (De Lisser, Inc.)	Henderson Dispatch Co., Inc. Henry A. Dennis, Pres.	Henry A. Dennis (eep-e-me) William B. Dennis (ce)	W. B. Dennis (ne-sp) Miss Lucy Wiggins (we)	Henry A. Dennis and M. L. Finch (gm) M. L. Finch (bm) T. H. Smith (cm)	M. L. Finch (ad-mga)	S. N. Powell (ms)
HENDERSONVILLE 6,103	Times-News, 125 Sixth Ave. East, Tel.: 3441 (e) 5,828	.05	Flat	(I-D) (UP) (5¢, 25¢w, $1.10mo) (Inland Newspaper Representatives, Inc.)	The Times-News Co., Inc. C. M. Ogle, Pres.	J. T. Fain (e) J. T. Fain, Jr. (me) Leo H. Wise (ce)	J. T. Fain, Jr. (sp) Mrs. C. R. McManaway (we)	C. M. Ogle (gm) L. L. Terry (cm)	L. L. Terry (ad-ram) Mrs. C. H. Gilbert (cam) C. M. Ogle (mga)	J. B. Creech (ms)
HICKORY 14,755 27,197-ABC-CZ 29,500-ABC Par. 28	Record, 116 Third St. N.W., Tel.: 2336, 2337, 2338 (e) 18,481	.10	Flat	(D) (AP) (5¢, 25¢w) (Theis & Simpson Co., Inc.)	Gifford Pub. Co. L. C. Gifford, Pub.	L. C. Gifford (eep-e) Floyd Powell (me) V. G. Shuford (ce)	Charles Bowles (sp) Mrs. Mabel M. Rowe (we)	L. C. Gifford (gm-bm) Harold Smith (cm)	L. C. Gifford (mga) Burch Allison (ram) Mrs. Ormond Collins (cam)	Lou Thornbrough (ms)
HIGH POINT 39,973 55,487-ABC-CZ	Enterprise, 305 N. Main, Tel.: 4565 (e) 23,024 Sunday edition (S) 23,091	.12 .12	Flat Flat	(I) (AP) (5¢, 10¢S, 35¢ w-d&S, $1.40mo) (The Ward-Griffith Co.)	High Point Enterprise, Inc. Mrs. R. B. Terry, Co-Pub., Sec.-Treas. D. A. Rawley, Co-Pub. Pres.	Holt McPherson (e) Joe Brown (me)	Dave Gillespie (Su) Bill Hodges (sp) Madeline Hoover (we)	Vernon W. Idol, Jr. (bm) C. B. Loflin (cm)	C. W. Patterson, Jr. (ad) Edwina Schramm (mga) Frank Jones (cam)	Harvey Mathews (ms)
JACKSONVILLE 3,960 21,922-ABC-CZ	Daily News (e ex Sun.) 7,211	.08	Flat	(I) (AP, UP) (7¢, 40¢w, $1.75mo) (Inland Newspaper Representatives, Inc.)	Daily News J. B. Robinson, Pres.-Pub. James M. Robinson, Asst. Pub.	Gibson Prather (e)	Mrs. Martha Gardner (we)	J. B. Robinson (gm-bm) Don Peterson (cm) Earl Barlow (com)	Wm. K. Glasgow (ad)	J. R. Pennington (ms)
KANNAPOLIS 28,448 37,556-ABC-CZ	Independent (e ex Sat.) 10,775 Sunday edition (S) 10,678	.09 .09	Flat Flat	(I) (INS, UP) (5¢, 10¢ S, 35¢w-d&S, $1.55 mo) (Shannon & Associates, Inc.)	Kannapolis Pub. Co. James L. Moore, Pres.-Pub. H. W. Safret, Asso. Pub.	W. W. Workman (me) Bill Bailes (asso. e) Randolph Hancock (mag.-e)	Frank Patterson (sp) Mrs. Betty Moore (we)	James L. Moore (gm) B. P. Reynolds (bm) W. W. Bonds (cm)	L. F. Gilliam (ad) Faye Swing (ram) Dorothy Fulford (cam)	Elizabeth O. Hancock (rd) Randolph S. Hancock (pm) B. T. Nobles & Charles Moore (ms)
KINSTON 18,336 23,096-ABC-CZ 26,234-ABC Par. 28	Free Press (e) 10,198	.08	Flat	(I-D) (UP) (5¢, 30¢w, $1.30mo) (Ralph R. Mulligan)	Kinston Free Press Co., Inc. H. Galt Braxton, Pres.-Pub. T. Frank Horton, Treas.	H. Galt Braxton (eep-e) J. P. Strother (me) Herald Latham (ce)	James P. Register (ne) Lloyd Whitfield (sp)	H. Galt Braxton (gm) A. M. Stroud (asst. gm)	H. Galt Braxton (ad-mga) J. S. Weedman (ram)	J. F. Ballard (ms)
LENOIR 7,888 10,325	News Topic, South Mulberry St., Tel.: PL 4-5336 (e) 6,150	.07	Flat	(D) (AP) (J) (5¢, 25¢ w, $1.00mo) (none)	Lenoir N-T., Inc. L. A. Dysart, Pres.	Kearney C. Pearce (eep-e) Miss L. Odem (me) John L. Maker (ce)	Burgess Howard (sp)	Kearney C. Pearce (gm-bm) Jim Sparks (cm)	M. H. Shumway (ad-mga-ram)	Rush Cole (ms)
LEXINGTON 13,571 13,571-ABC-CZ	Dispatch, 30 E. 1st Ave., Tel.: 2310 (e) 7,611	.075	Flat	(D) (AP) (5¢, 30¢w) (none)	The Dispatch Pub. Co. C. V. Sink, Pres. Joe S. Sink, Pub.	E. E. Witherspoon (eep-e) Fred O. Sink (me) J. E. McCrary (ce)	Fred O. Sink (ne) "Scoop" McCary (sp) Miss Nancy Alley (we)	Joe S. Sink (gm-bm) R. M. Cust (cm)	J. E. Wilkins (ad-mga) Mrs. F. O. Sink (cam)	H. L. Banks (ms)
LUMBERTON 9,166 14,448 (Spec. U.S. '55 census) 11,834-ABC-CZ	Robesonian, 119 W. 5th, Tel.: 4322 (e ex Sat.) 7,080	.07	Flat	(I-D) (AP) (5¢, 25¢w) (none)	The Robesonian, Inc. J. A. Sharpe, Jr., Pres.	J. A. Sharpe, Jr. (e) Penn Gray (ce)	Charlie Ryan (ne) Bill Norment (sp) Mrs. Carrie Stevens (we)	A. M. Sharpe (bm) J. J. Carpenter (cm)	A. E. Brannock, Jr. (ad)	A. M. Sharpe (pm) Tony Chicelli (ms)
MORGANTON 8,611 8,611-ABC-CZ	News-Herald, N. Sterling (e ex Sat.) 5,200*	.075	Flat	(I-D) (AP) (J) (5¢, 25¢w) Thomas F. Clark	News-Herald Publishing Co. Beatrice Cobb, Pres. J. D. Fitz, Vice-Pres. W. Stanley Moore, Sec.-Treas.	W. Stanley Moore (e-eep)	Bill Wright (ne) Jack Barkley (sp) Faye Carraway (we)	J. D. Fitz (gm) Charles Miller (cm)	J. D. Fitz (mga)	James Cornwell (ms)
	*First issue as a daily Oct. 29, 1956. First week's issue sworn circ. 5,200.									
NEW BERN 15,812 18,276-ABC-CZ	Sun-Journal (e) 8,480	.07	Flat	(I) (AP) (5¢, 25¢w) (Ward-Griffith Co., Inc.)	Sun-Journal, Inc T. M. Diggs, Pres.-Pub.	T. M. Diggs (eep-e-me)	James L. Liverman (sp) Mrs. A. J. Flowers (we)	T. M. Diggs (gm) C. T. Midyette, Jr. (bm) Philip Dixon (cm) J. M. Pope (cm)	C. T. Midyette, Jr. (mga) Fred B. Pendleton (ram) Gertrude Connolly (cam)	Gilbert Scales, Jr. (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
RALEIGH 65,679 73,906-ABC-CZ	News & Observer, 215 S. McDowell St., Tel.: TEmple 2-4411 (m) 125,779 .38 Sunday edition (S) 136,942 .40 Times (e) 18,701 .15 Combined daily (me) 144,500 .40 Evening and Sunday (eS) 155,643 .42	Flat Flat Flat Flat	(D) (AP, UP) (5¢, 15¢S, 45¢w-d&S, $1.95mo) (The Branham Co.) (I) (AP) (5¢, 30¢w) (The Branham Co.)	The News & Observer Pub. Co. Frank A. Daniels Pres. Josephus Daniels, Jr., C of B	Jonathan Daniels (eep-e-N & O) Woodward Price (me) Sam Ragan (me-N & O) Patrick Kelly, III (me-T) William Womble (ce-N & O) Jim Rankin (ce-T)	Sam Ragan (ne-N & O) Patrick Kelly, II (ne-T-me) Dick Herbert (sp-N & O) Jack E. Williams (sp-T) Dorothy Cameron (we-N & O) Bette Elliott (we-T)	Frank A. Daniels (gm) C. H. Herring (cm)	R. H. Carson (ad) Alfred B. Clem (cam) Wm. H. Duncan (mga)	R. H.Carson (apm) Noel G. Blackard (ms)
REIDSVILLE 11,708	Review, Tel.: 4331, 4332, 4333 (e ex Sat.) 5,208 .06	Flat	(I-D) (UP) (5¢, 25¢w, $1.10mo) (Gallagher-DeLisser, Inc.)	The Review Co., Inc. W. M. Oliver, Pres.	C. R. Oliver (eep)	John A. Oliver (ne-sp)	C. R. Oliver (gm-bm)	C. B. James (ad-ram)	C. R. Oliver (pm) L. O. Maus (ms)
ROANOKE RAPIDS 8,156 11,812-ABC-CZ	Herald (e) 4,534 .06 Sunday edition (S) 4,546 .06	Flat Flat	(I) (AP) (J) (5¢, 10¢S, 30¢w, $1.30mo) Bottinelli-Kimball, Inc.)	Herald Ptg. Co., Inc. Milton I. Wick, Pres. James L. Wick, Ch. of Bd Don Hall, Pub.	Don Hall (eep-e) Richard Kern (me)	Jerry Block (sp) Carter Crott (we)	Don Hall (gm)	Kyle Cox (ad. mgr.) Ed Elmore (cam)	Don Hall (pm) Morris Lancaster (ms)
ROCKY MOUNT 27,087 30,183-ABC-CZ	Telegram (e) 14,457 .10 Sunday edition (S) 14,516 .10	Flat Flat	(I-D) (AP) (5¢, 15¢S, 35¢w) (Ward-Griffith Co., Inc.)	Rocky Mount Pub. Co., Inc. J. L. Horne, Jr., Pres. Pub.	Edward Fike (eep) V. F. Secriest (me) Josh L. Horne, Jr. (e) Clinton Andrews (ce)	Billy Johnson (Su) Vivian McMillan (we) Bob Williams (sp)	A. L. Brandon (gm-bm) Jack Stidfole (cm)	A. L. Brandon (ad) Theresa Braswell (mga) Frank James (cam)	J. M. Davis (ms)
SALISBURY SPENCER-EAST SPENCER 25,788 30,258-ABC-CZ	Post, 123 W. Innes, Tel.: 2100 (e) 17,602 .10 Sunday edition (S) 17,652 .10	Flat Flat	(I) (I) (AP; INS, UP, AP Photofax) (5¢, 10¢S, 35¢w-d&S) (Ward-Griffith Co., Inc.)	Post Pub. Co., Inc. P. G. Laughridge, Pres. J. F. Hurley, Pub.	Spencer Murphy (exec. e) H. F. Lucas (ce)	Horace Billings (sp) Mrs. Mary L. Collins (we)	J. F. Hurley (gm-bm) John Rink (cm)	P. G. Laughridge (ad-mga-ram) Titus Leonard (cam)	P. G. Laughridge (pm-apm) F. H. McRae (ms)
SANFORD 10,013 10,013-ABC-CZ	Herald, 208-210 St. Clair Court, Tel.: Bus.—SP4-8641; Edit.—SP4-8661; Adv.—SP4-8651 (e) 6,038 .065	Flat	(I) (UP) (5¢, 30¢w, $1.30mo) (none)	Herald Pub. Co. W. E. Horner, Pub.	Robert Mason (eep-e) E. H. Jennes (me)	Bill Venable (sp) Edna Byerly (we)	W. E. Horner (gm-bm) Frank Walls (cm)	J. R. McIver (ad) Norman Branch (mga)	
SHELBY 15,508 17,580-ABC-CZ	Star, 217 E. Warren, Tel.: 5291 (e) 10,909 .09	Flat	(I-D) (AP) (J) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Star Pub. Co. Lee B. Weathers, Pres.-Pub.	Lee B. Weathers (e) William L. Green (me) John Cannon (ce)	Chas. L. Keel, Jr. (ne) Bob Crissman (sp) Mrs. Renn Drum (we)	Henry L. Weathers (bm) Ned N. Smith (cm)	L. E. Dail (ad) Joe Kendrick (cam)	C. H. Hardin (ms)
STATESVILLE	Iridell News (m) (S)			Mrs. Mary Hill Long, Pub.			Roger Brooks, Jr. (gm) Lee W. Shaver (cm)		
STATESVILLE 16,901 16,901-ABC-CZ	Record & Landmark, 220 E. Broad St., Tel.: 5251 (e) 9,609 .08	Flat	(I-D) (UP) (5¢, 25¢w) (Inland-Newspaper Representatives, Inc.)	Statesville Daily Record, Inc. J. P. Huskins, Pres.	J. P. Huskins (e) Henry P. Bilyeu (me)	L. F. Amburn (ne) Jerry Josey (sp)	J. P. Huskins (gm) Mrs. Pauline Middlesworth (bm) Carl Felts (cm)	John Kiser (mga) Mrs. Virginia Moose (cam)	Melvin Yarnall (ms)
TARBORO 4,120	Southerner (e) 3,110* .05	Flat	(D) (AP) (INS) (J) (5¢, 20¢w) (Thos. F. Clark Co., Inc.)	Tarboro Ptg. Co., Inc. H. C. Bourne, Pres.	B. M. Bass (e-eep-ce) V. H. Creech (me)	B. M. Bass (ne) Mrs. Della Bronson (we)	V. H. Creech (gm-bm) J. R. Creech (em)	V. H. Creech (ad-mga-ram-cam)	V. H. Creech (pm-apm) J. R. Creech (ms)

*Mar. 31, 1956.

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

One of the best test markets in America.

Home of Southern's largest shops and transfer sheds. 1000 bed Vet. hospital in operation.

Greater Salisbury includes Spencer and East Spencer. Combined population

25,788

You buy the whole market when you buy the Salisbury

POST

and only the POST can give it to you.

•

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All outside state metropolitan newspapers combined have a fraction over 3000 circulation in Rowan.

•

POST PUBLISHING COMPANY
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Building reader confidence for over 50 years

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OVER 100 INDUSTRIAL PLANTS POUR MILLIONS INTO THE RICH, RESPONSIVE SALISBURY NORTH CAROLINA MARKET

MEMBER SOUTH-EASTERN COLOR COMIC GROUP
Write for the latest copy of
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WARD-GRIFFITH CO., Representatives

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
TRYON	Bulletin (m ex Sat.) 1,800	.045	.036	(I) (5¢d) (none)	Seth M. Vining, Pub.	Seth M. Vining (e)	Seth Vining, Jr. (sp)	Seth Vining, Jr. (bm-cm)	Seth Vining, Jr. (cam)	Seth Vining (apm) Monte Deelman (ma)
WASHINGTON 9,698 10,119-ABC-CZ	News (e) 4,816	.055	Flat	(D) (AP) (5¢, 25¢w, $1.08mo) (Thos F. Clark Co., Inc.)	Washington News Pub. Co. Ashley B. Futrell, Pres.-Pub.	Ashley B. Futrell (eep-e-me) Thomas E. Spencer (ce)	Thomas E. Spencer (ne) John Morgan (sp) Mrs. Mary Belle Toler (we)	Ashley B. Futrell (gm) Mrs. Mildred Paul (bm) Ernest Taylor (cm)	Robert Keys (ad-mga-ram) Miss Nelda Woolard (cam)	Ashley B. Futrell (pm) Robt. Keys (apm) William Daniels (ma)
WILMINGTON 45,043 60,799-ABC-CZ	Star (m) 17,998 News (e ex Sat.) 10,946 Combined daily (me) 28,944 .17 Flat Star-News (S) 26,498 .17 Flat			(I-D) (AP,UP) (5¢, 10¢S, 60¢w-me&S) (The Branham Co.)	Star-News Newspapers Inc. Rye B. Page, Pub. Daisy G. Page, Co-Pub.	Al Dickson (exec-e) Carlton Thomas (me-S) Jim B. Wilson (me-N) Chas. Hurst (ce-S)	Frank Barndollar (sp) Steve Gerstel (sp-n)	Rye B. Page (gm) John O. Fullerton (com)	Clark Huggins (mga) J. L. Allegood (ram) Walter E. Wood (cam)	George Hutchinson (ma)
WILSON 23,010 23,010-ABC-CZ	Times, 117 N. Goldsboro St., Tel.: 5151 (e) 9,736	.09	Flat	(D) (AP) (5¢, 30¢S, $1.30mo) (Thos. F. Clark Co., Inc.)	The Wilson Daily Times, Inc. Mrs. Elizabeth G. Swindell, Pres.-Pub.	Mrs. Elizabeth G. Swindell (e) Vernon Morton (ce)	Bernard West (sp) Elizabeth Peele (we)	Mrs. Elizabeth G. Swindell (gm) Mrs. Lee Sugg Vick (cm)	Paul Liles (ad)	Heywood Ferrell (ma)
WINSTON-SALEM 87,811 121,578-ABC-CZ	Journal, 416-420 N. Marshall St., Zone 1, Tel.: 5-2311 (m) 57,762 Twin City Sentinel (e) 36,367 Combined daily (me) 94,129 .28 Flat Journal-Sentinel (S) 71,000 .22 Flat Evening and Sunday (eS) 107,367 .28 Flat Morning and Sunday (mS) 128,762 .28 Flat			(D (AP, UP) (5¢, 15¢S, 65¢w-d&S, $2.82mo-d&S) (Kelly-Smith Co.)	Piedmont Pub. Co. Gordon Gray, Pres. W. K Hoyt, Pub.	Reed Sarratt ((exec. e) James B. L. Rush (eep) Worth Bacon (me-M) Nady Cates (me-E) Francis Clingman (ce-M) Bill East (ce-E)	Bob Barnard (ne-d) Tom Wicker (Su-JS) Mal Mallette (sp dir.) Eliz. Trotman (we-M-S) Annie Lee Singletary (we-E)	W. K. Hoyt (gm) D. J. Chipman (bm) Chas. F. Moester (cm) W. L. Maynard (com)	Rex Freeman (ad) George Spease (mga) Chester Bovender (ram) R. H. Marshall (cam)	Charles Noel (apm) C. L. Ray (ma)

NORTH DAKOTA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BISMARCK-MANDAN 18,640 Bismarck 7,298 Mandan 25,938-ABC-CZ 32,360-ABC Par. 28	Bismarck Tribune, Tel.: CA 3-2500 or CA 3-4104 (e) 12,817			(I) (AP) (J) (6¢, 35¢w) (Johnson, Kent, Gavin & Sinding and Northwest Daily Press Association)	The Bismarck Tribune Co. Stella I. Mann, Pres.-Pub.	John O. Hjelle (e) Carl O. Arp (ce)	Irv Letofsky (sp) Mary Jane Low (we)	Wm. S. Moeller (gm) A. Glenn Sorlie (bm) Kurt H. Peters (cm)	Harry Bernstein (mga) Myrtle Doepke (cam)	Arthur Deneau (ma)
	(Mandan) Pioneer (e) 4,350 Combined edition (e) 17,167 .13 Flat			(I-R) (AP) (5¢, 25¢w, $1 mo) (Johnson, Kent Gavin & Sinding and Northwest Daily Press Association)	Pioneer Pub. Co. W. C. Tostevin, Pres.-Pub. E. D. Tostevin, Co-Pub.	C. F. Pierce (eep-e-me-ce)	Pat Phillips (sp) Gloria Feickert (we)	W. C. Tostevin (gm) Agnes Tostevin (bm) E. D Tostevin (cm)	W. C. Tostevin (ad-mga) John Hermanson (ram)	Lew Wedge (ma)

NOTE Tribune & Pioneer sold only as a unit

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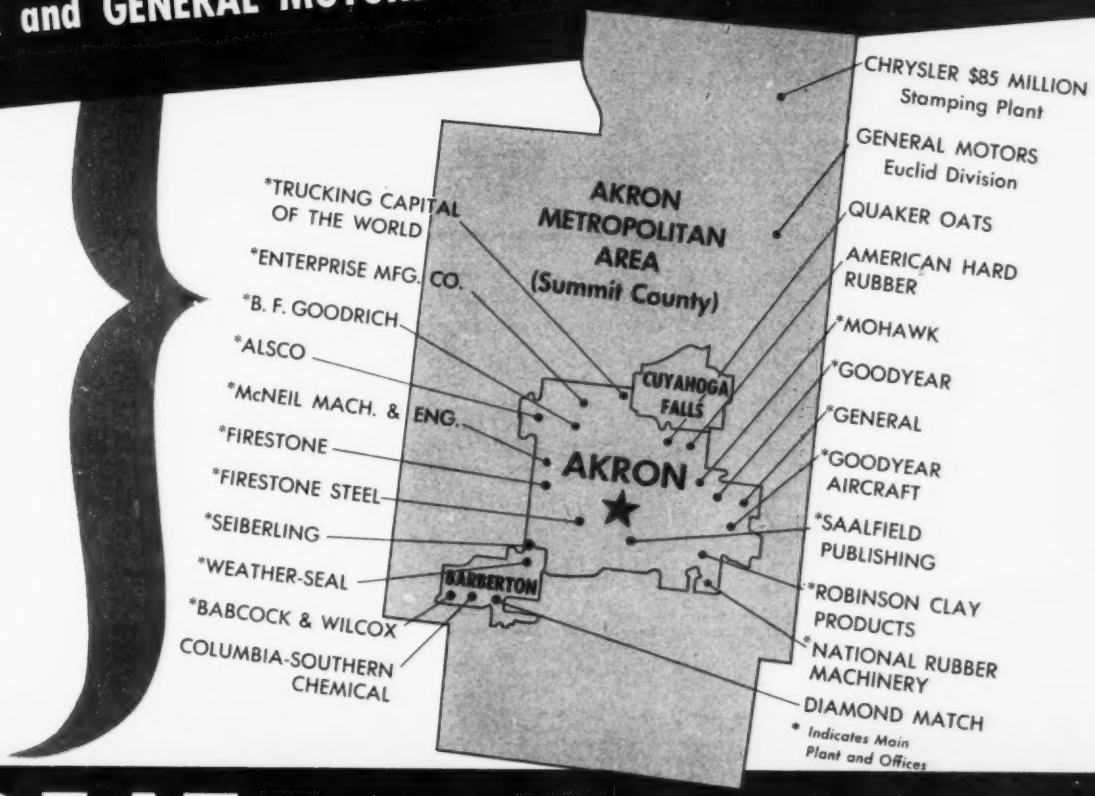
DEVILS LAKE 6,427	Journal, 3rd St. & 4th Ave., Tel.: 207 (e ex Sat.) 4,441	.055	Flat	(R) (AP) (J) (5¢d, 25¢w) (Northwest Daily Press Association)	Journal Pub. Co. M. R. Graham, Pub.	R. L. Dushinske (e)	R L. Dushinske (sp)		M. R. Graham (ad) Robt. Brissett (ram) Eleanor Stephens (cam)	
DICKINSON 9,000	Press, 127 W. 1st St., Tel.: 4111, 4112, 4141, 4142 (m ex Mon.) 5,562	.07	Flat	(I) (AP) (5¢, 30¢w) (Northwest Daily Press Association, Arthur H. Hagg & Associates, Inc.)	Dickinson Press, Inc. Samuel E. Burgess, Pres.-Pub.	Ad. Nordmarken (e-ce) Len Carroll (me)	Carol Christensen (ne) E. J. Buckingham (sp)	Marjorie Rykowski (cm)	S. E. Burgess (ad) Emil Trzynke (ram) Gloria Ronning (cam)	O. H. Anderson (ma)
FARGO 38,256 53,126-ABC-CZ	Forum & Tribune, 101 5th St. N., Tel.: 5-7311 (m ex Mon.) 26,695 Forum & Republican (e) 23,737 Combined daily (me) 50,432 .25 Flat Sunday edition (S) 49,530 .25 Flat Evening and Sunday (eS) 73,267 .33 Flat			(I-R) (AP)(UP) (5¢d, 15¢S, 40¢w-eS, 35¢w-m&S) (Kelly-Smith Co. and Northwest Daily Press Association)	Forum Pub. Co. Norman D. Black, Jr., Pres.-Pub.	John D. Paulson (e-me) Ross Phipps (ne)	Wallace Lindell (ce) E. Fitzgerald (sp) Ruth Fairbanks (we)	Norman D. Black, Jr. (gm) Wm. C. Lontz (bm) Donald Bowker (cm)	James A. Black (ad) Mrs. Mabel Pierce (mga) Ward Thorne (nam) Roy Thoreson (ram)	V. A. Tardue (ma)
GRAND FORKS 26,836 31,885-ABC-CZ	Herald, 114-120 S. Fourth St., Tel.: 4-4211 (e ex Sat.) 34,750 .20 Flat Saturday edition (Sat.) 12,300 Sunday edition (S) 32,863 .20 Flat			(I-R) (AP) (7¢, 10¢S, 45¢w-e&S) (Ridder-Johns, Inc.)	Grand Forks Herald, Inc. M. M. Oppegard, Pres.-Pub.	M M. Oppegard (eep-e) E. C. Eyler (day-me) F. J. O'Neil (nt-me) Lloyd C. Tinnes (ce)	E. C. Eyler (ne-day) F. J. O'Neil (ne-nt) C. D. Locklin (sp) Mrs. Edith Thompson (we)	M. M. Oppegard (gm) Thurman Sallade (bm) Byron Thomson (cm)	Henry Dibbern (ad-mga)	Harold M. Ward (ma)
JAMESTOWN 10,607	Sun (e) 5,348	.06	Flat	(I) (AP) (5¢, 30¢w, (Arthur Hagg & Associates and Northwest Daily Press Association)	Hansen Brothers, Inc. Gordon H. Hansen, Pres. B. G. Hansen, Pub.	Wm. Wright (eep)	Marianne O'Neil (ne) Sam Lowe (sp) Ina Cook (we)	B. G. Hansen (gm) R. C Arness (cm)	G. H. Hansen (ad) Allen McCreedy (ram)	Myron Hart (ma)
MANDAN	See Bismarck-Mandan									
MINOT 22,032 22,032-ABC-CZ 25,506-ABC Par. 28	News, Tel.: 31-145 (e) 21,632	.15	Flat	(I) (AP) (5¢, 35¢w) (Johnson, Kent, Gavin & Sinding and Northwest Daily Press Association)	Minot Daily News Raymond C. Dobson, Pub. Hal S. Davies, Pres.	Hal S. Davies (eep-e) Jack Bone (ce)	Bernard Peterson (ne) James Sullivan (sp)	Herbert Paul (cm)	Thomas Miller (ad) O. A. Pederson (ram)	
VALLEY CITY 6,851	Times-Record, 146 N.E. 3, Tel.: 4 (e) 3,951	.05	Flat	(I-R) (AP) (J) (5¢, 30¢w, $1.20mo) (Northwest Daily Press Association)	The Valley City Times-Record, Inc. Owen Scott, Pres. Seth R. Carlson, Pub.	Stanley Cann (e-ce)	Stanley Cann (sp) Evelyn Gieger (we)	Seth Carlson (gm)	Robert Downs (ram)	Seth Carlson (pm)
WILLISTON 7,376	Herald (e ex Sat.) 7,462	.07	Flat	(I) (AP) (5¢, 30¢w) (Bogner & Martin)	Williston Herald Co. Harry E. Polk, Pres.	Harry E. Polk (e-me)	Harry E. Polk (ne) Mrs. Harry E. Polk (we)	C. Stiles (cm) G. Pickett (asst. cm)	Chas. Stiles (ad)	Phil Poitra (ma)

OHIO

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AKRON 274,605 380,432-ABC-CZ 442,451-ABC Par. 28	Beacon-Journal, 44 E. Exchange St., Zone 9, Tel.: BL 3-1111 (e) 158,626 Sunday edition (S) 165,404	.40 .40	Flat Flat	(I-R) (AP, UP, INS, CDN) (*S) (5¢, 15¢S, 45¢w-d&S) (Story, Brooks & Finley, Inc.)	Beacon-Journal Pub. Co. John S. Knight, Pres.-Pub.	R. H. Stopher & J. S. Jackson (eep) Ben Maidenburg (exec. e) Murray Powers (me) D. Ben James (ce)	Ed Schoenleb (ne) Halleck Fry (Su) J. W. Schlemmer (sp) Betty Jaycox (we)	K. L. Milburn (bm) Joseph M. Aylward (cm)	A. F. Falk (mga) Roger A. Burrell (ram) Robt. M. Wheeler (cam)	Ralph Iula (pm) J. H. Curry (ma)

CHRYSLER and GENERAL MOTORS BUILDING NEW PLANTS IN AKRON



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Daily 156,638 **162,994 Sunday**

12 MONTHS AVERAGE ENDING MARCH 31st, 1956

AKRON BEACON JOURNAL

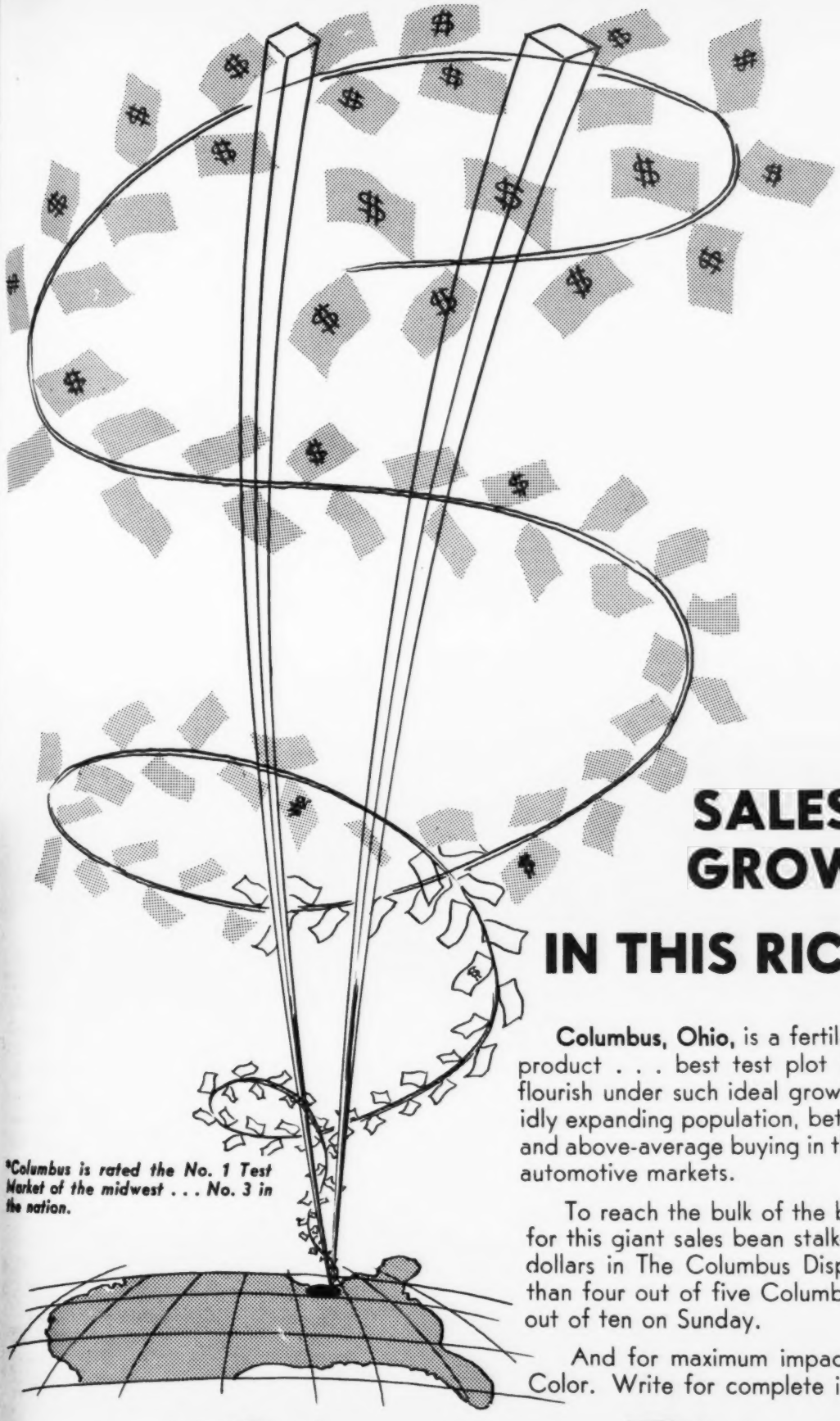
JOHN S. KNIGHT, Publisher *Ohio's Most Complete Newspaper* STORY, BROOKS & FINLEY, Representatives

COMPLETE COVERAGE OF AKRON WITHOUT WASTEFUL DUPLICATION

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
ALLIANCE 26,161 33,381-ABC-CZ	Review, 28 S. Linden, Tel.: 6103 or 6229 (e) 15,056	.10* Flat	(R) (AP) (J) (5¢, 30¢w) (John W. Cullen Co.)	Review Pub. Co. Alice C. Hoiles, Pres. Paul C. Siddall, Pub.	Clarence Steffy (eep-me) Wm. McCarty (ce)	Mrs. Althea Yarnell (we)	Henry Untch (cm)	C. E. DeGraw (mga) James I. Woods (ram) Bruce Thompson (cam)	Kenwood Aufrance (ms)
	*$4.41 in combination with Ohio Select List.								
ASHLAND 14,287 15,196-ABC-CZ 16,511-ABC Par. 28	Times-Gazette, 40-46 E. 2nd St., Tel.: 3-1583 (e) 8,236	.07* Flat	(I) (AP) (7¢d, 35¢w, $1.25mo) (John W. Cullen Co.)	Ashland Ptg. Co. R. M. Beer, Pres. Fred Koehl, V.Pres.	Don E. Beattie (eep-e) Richard O'Hara (ce)	Robert Dixon (sp) Barbara Darling (we)	Dwight Richey (cm)	Scott Penrod (ad) Stuart Fluke (ram) Charles Moloney (cam)	M G. Bachmann (ms)
	*$4.41 in combination with Ohio Select List.								
ASHTABULA 23,696 27,501-ABC-CZ	Star-Beacon, 4626 Park Ave., Tel.: WY 23-116 (e) 17,577	.12* Flat	(R) (UP) (7¢, 40¢w) (John W. Cullen Co.)	Ashtabula Ptg. Co. D. C. Rowley, Pres.-Pub. John A. Colin, Asst. Pub.	Ross Smith (e) Gene Masterson (ce)	Robert Barbien (sp) Mrs. Ann Korb (we)	E. C. Hankins (bm) Neil Payne (cm)	E. C. Hankins (mga) Zane Fox (ram) Richard Moisio (cam) L. E. Gerrety (ad)	L. E. Gerrety (apm) H. Healy (ms)
	*$4.41 in combination with Ohio Select List and .30 in combination with Rowley Northeast Ohio Group.								
ATHENS 11,660 13,460 Est. '56 18,081-ABC-CZ	Messenger, 43 W. Union, Tel.: 3-1241 (e ex Sat.) 17,426 Sunday edition (S) 18,899	.10* Flat .10* Flat	(I-R) (AP) (7¢, 10¢S, 35¢w-d&S) (John W.Cullen Co.)	Messenger Pub. Co. Mrs. G. H. Bush, Pres. Gordon K. Bush, Pub.	John V. Webb (eep-e-me) Charles Reamer (ce)	Jack Gilbert (sp) Carol Baird (we)	Gordon K. Bush (gm-bm) Fred W. Weber (cm)	P. O. Nichols (ad-mga) Harold J. Baedecker (ram) Carl Sylvester (cam)	.....
	*$4.41 in combination with Ohio Select List.								
BELLAIRE	See Martin's Ferry.								
BELLEFONTAINE 10,232 10,232-ABC-CZ 11,174-ABC Par. 28	Examiner, 130-136 Court Ave., Tel.: 2-3060 (e) 9,204	.07* Flat	(I) (INS) (5¢, 30¢w) (John W. Cullen Co.)	H. K. Hubbard & Co. T. E. Hubbard, Pub. Mrs. B. W. Schotters & Mrs. Kin Hubbard, Co-Pubs.-Non-Resident	T. E. Hubbard (e) Dalton Young (me)	.....	Hamilton McPeck (gm)	Hamilton McPeck (ad-mga) Lawrence Moots (ram)	.....
	*$4.41 in combination with Ohio Select List.								
BELLEVUE 6,906	Gazette, 107 N. Sandusky, Tel.: 2-5201 (e) 3,450	.05* Flat	(I) (UP) (J) (5¢, 27¢w $1.08mo) (John W. Cullen Co.)	Gazette Pub. Co. A. M. Callaghan, Pres. P. M. Callaghan, Pub	Paul A. Fisher (e-ce) Paul M. Callaghan (me)	Jeanette Link (we)	P. M. Callaghan (bm-cm)	Fred J. Edwards (ad-mga-ram)	Henry Wynne (ms)
	*$4.41 in combination with Ohio Select List.								
BOWLING GREEN 12,005 12,005-ABC-CZ	Sentinel-Tribune, 119-127 E. Wooster St., Tel.: 3-6551 or 3-6931 (e) 8,161	.065* Flat	(R) (INS) (5¢, 30¢w) (John W. Cullen Co.)	Sentinel Co. C. M. Haswell, Pres.-Pub.	Paul W. Jones (e)	Dean Roach (sp) Minniebelle Conley (we)	C. M. Haswell (gm) Fermont Fluhart (cm)	Robert Reider (ad-ram-mga) Patricia Coil (cam)	Robert Reider (pm) Ralph Carbonero (apm) Melvin Minnich (ms)
BRYAN 6,365	Times, 108 E. Butler, Tel.: 6-1111 (e) 4,225	.06 Flat	(I) (INS) (5¢, 30¢w) (Allen-Klapp Co.)	Bryan Times Publishing Co. Cass Cullis, Pres.	Cass Cullis (me) Herbert Lewis (ce)	Herbert Lewis (ne) Edna Goller (we)	Ford Cullis (gm-bm-cm)	Ford Cullis (ad-mga-ram-cam)	Ford Cullis (pm-apm) Warren Struble (ms)

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.



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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Pres. Man. Mach. Supt.
BUCYRUS 10,327 10,327-ABC-CZ	Telegraph-Forum, W. Rensselaer, P. O. Box 471, Tel.: 4-1881 or 3-2831 (e) 7,236 .065* Flat	(I-R) (UP) (5¢, 30¢w) (John W. Cullen Co.)	Freedom Naspr. Inc. R. C. Hoiles, Pres. Adam Boryczka, Pub.	A. J. Boryczka (eep-e) Donald Wynn (me) F. G. Kirby (ce)	Dorothy Stover (we)	Adam Boryczka (gm-bm) Ben Anslow (cm)	Franklin D. Armstrong (ad-ram-cam) F. D. Armstrong (mga)	F. D. Armstrong (apm) H. C. Wolfe (ms)	
*$4.41 in combination with Ohio Select List.									
CAMBRIDGE 14,739 19,355-ABC-CZ 21,126-ABC Par. 28	Jeffersonian, 821 Wheeling Ave., Tel.: 2-6291 (e) 13,790 .09* Flat	(I) (UP) (7¢, 36¢w) (John W. Cullen Co.)	Jeffersonian Co. T. S. Moorehead, Pres.	Robert W. Amos (e)	A. Milner (sp) Nola Goodpaster (we)	T. S. Moorehead (gm) John Peters (bm) Robt. S. Moorehead (cm)	T. S. Moorehead (mga) Victor Larrick (ram) W. A. Smith (cam)	Robt. S. Moorehead (pm) Frank Perone (ms)	
*$4.41 in combination with Ohio Select List.									
CANTON 116,912 160,797-ABC-CZ	Repository, 500 Market Ave. S., Zone 2, Tel.: GL 4-5611 (e) 68,151 .23 Flat Sunday edition (S) 74,080 .23 Flat	(R) (AP, INS; NANA) (5¢, 15¢S, 45¢w-d&S) (Story, Brooks & Finley, Inc.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub.	Darrel Mansell (eep) Clayton G. Horn (e-me) Lester H. McCrea (ce)	Charles G. Volzer (ne) Bob Seaman (sp)	G. Gordon Strong (gm) Chester G. Linham (bm) Harold Wise (cm)	Dean W. Farmer (mga) Thomas H. Fleming (ram) William J. Babb (cam)	Arthur J. Keeney (pm)	
CELINA 5,703	Standard (e) 6,950 .055* Flat	(I-D) (UP) (ROP-2) (5¢, 25¢w) (John W. Cullen Co.)	Standard Ptg. Co. Parker R. Snyder, Pres.-Pub.	Tom Percy (eep-e-me) Ted English (ce)	Jim Arnold (sp) Betty Jean Arnold (we)	Parker R. Snyder (gm) Voneta Quinter (bm) Mary Winklejohn (cm)	J. F. Hagen (ad-mga)	Rolla Yaney (ms) F. Hagen (pm)	
*$4.41 in combination with Ohio Select List.									
CHILLICOTHE 20,133 29,012-ABC-CZ 31,250-ABC Par. 28	Gazette (e) 15,204 .11* Flat	(I) (AP) (J) (7¢, 35¢w) (John W. Cullen Co.)	Chillicothe Newspapers, Inc. W. E. Beeler, Pres.-Pub.	H. C. Oyer (eep-me) Gilbert Chandler (ce)	Alvin C. Zurcher (sp) Martha Lee Angert (we)	N. L. Kellenberger (gm) Z. S. McKee (cm)	Robt. E. Schaefer (ad) John Hixon (ram) Chas. Knoles (cam)	G. C. Chapman	
*$4.41 in combination with Ohio Select List.									
CINCINNATI 503,998 883,576-ABC-CZ	Enquirer, 617 Vine St., Zone 1, Tel.: 1-2700 (m) 212,879* .43 .34 Sunday edition (S) 283,351* .61 .50	(I) (AP, INS, NYT, UP) (*S) (5¢, 20¢S, 30¢w-d, 50¢w-d&S) (Moloney, Regan & Schmitt, Inc.)	Cincinnati Enquirer, Inc. Roger H. Ferger, Pres.-Pub. Charles W. Staab, V. Pres. & Sec'y Fred J. Barnes, V. Pres. & Treas.	Roger H. Ferger (e) Glen Thompson (exec. e) Everett M. Boyd (asso. e) George Carr (ce) Brady Black (me) Kenneth Doris (night me)	Roger Dudley (ne) Lou Smith (sp) Mary Gorey (we)	Chas. W. Staab (bm) A. Rob't Oehler (cm) Fred J. Barnes (com)	Stanley A. Ferger (vp.-ad) Robt. G. Hipple (mga) H. McOsker (cam) Jack M. Tucker (ram)	Joel L. Irwin (apm) H. D. Rindsberg (vp & ms)	
*Circulation of Covington, Kentucky edition included. Adjusted 6 mo. press-run average based on Sept. 30, 1956 Publisher's statements to ABC, (m) 28,190, (Sun.) 39,151, included in above ABC figures.									
	Post, Post Sq. & Elm St., Zone 2, Tel.: PArkway 1-1111 (e) 166,175 .40 Flat	(I) (SHNA, UP) (5¢, 30¢w, $1.30mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	E. W. Scripps Co., Pub. (Gen'l. Adv. Dept., Scripps-Howard Newspapers)	Geo. Bidinger (eep) Dick Thornburg (e) Robt. A. Linn (me) Leo Hirtl (ce)	Woody Sudhoff (ne) Pat Harmon (sp) Marianne O'Regan (we)	Fred W. Giesel (bm) Shiel Dunsker (cm)	William C. Savage (ad) Robt. K. Chandler (mga) R. Stanley Collins (ram) L. H. Keller (cam)	Stanley Dahlman (prom. e) Wesley A. Tschan (rd-apm) Erwin Ott (ms)	
	Times-Star, 8th & Broadway, Zone 1, Tel.: CHerry 1-1700 (e) 157,409 .40 Flat	(R) (AP, UP, INS; NANA) (J) (5¢) (O'Mara & Ormsbee, Inc.)	Cincinnati Publishing Co. David Sinton Ingalls, Pres.-Pub. Hulbert Taft Chrmn. of the board Lloyd Taft, Ex. Vice Pres. James P. Rosemond, Asst. to the Pub.	Joseph Sagmaster (ex. e) Robert Copelan (me) Joseph Dressman (asst. me) Jerry Hurter (exec. ce) Carl Jensen (ce)	Philip Sauer (ne) Robt. B. Firestone (sp) Patricia Dunbar (we)	Arthur Grossheim (cm) Robt. Thurston (bm)	Karl T. Finn (ad) Wm. Schmidt (adv.-sm) Myron J. Burnes (mga) George Dhonau (ram) Harry G. Binger (cam)	H. E. Drafahl (ms) Wm. Kreeger (apm)	
CIRCLEVILLE 8,723	Herald (e) 4,675 .05* Flat	(I) (AP) (7¢, 3.¢w) (John W. Cullen Co.)	Circleville Pub. Co. W. J. Galvin, Pres. T. E. Wilson, Pub.	T. E. Wilson (eep-e)	Ed. McCann (ce) Miss Patricia Neff (we)	T. E. Wilson (gm-bm) M. Shea (cm)	T. E. Wilson (ad-mga) T. W. Purcell (ram) A. Shea (cam)	T. E. Wilson (pm-apm) M. A. Neff (ms)	
*$4.41 in combination with Ohio Select List.									
CLEVELAND 914,808 1,190,058-ABC-CZ	News, 1801 Superior Ave., Zone 14, Tel.: MAin 1-4500 (e) 143,604 .40 Flat	(I-R) (AP, INS) (ROP-3) (7¢, 42¢w) (Kelly-Smith Co.)	Forest City Pub. Co. Sterling E. Graham, Pres. Charles F. McCahill, Sr. Vice-Pres. J. A. Van Buren, Vice-Pres.	Jack E. Kennon (eep) John B. Mullaney (me) N. R. Howard (e) Allen J. Cowie (asst. to e) John W. Rees, Jr. (ce)	Dan M. Wertman (ne) Regis McAuley (sp) Eve Keleher (we)	Leo P. Doyle (bm) John A. Maynard (cm)	S. A. Galloway (ad-ram) Arnold J. Crane (mga) Ben Atkinson (cam)	Thomas M. Murphy (rd) Barney Goldstein (pm) Charles Buttermore (ms) Leon A. Link (prod. mgr.) Carl P. Himmelman (apm)	
	Plain Dealer, 1801 Superior Ave., Zone 14, Tel.: MAin 1-4500 (m) 308,984 .75 Flat Sunday edition (S) 528,525 1.02 Flat	(I-D) (AP, UP, INS, RN) (*S) (7¢, 25¢S, 67¢w-d&S) (Cresmer & Woodward, Inc. and the Kennedy Co. (Resort)	Forest City Pub. Co. Sterling E. Graham, Pres. C. F. McCahill, Sr. Vice-Pres. J. A. Van Buren, Vice-Pres.	Wright Bryan (e) Everest P. Derthick (me) Jas. W. Collins (ce)	Russell H. Reeves (ne) Philip W. Porter (Su) Gordon Cobbledick (sp)	J. A. Van Buren (bm) John F. Brennan (cm) Frank T. Hodgdon, Jr. (com)	Edward J. O'Connor (mga) F. Wm. Dugan (ram) George P. Bailey (cam)	Thomas M. Murphy (rd) Barney Goldstein (pm) Carl P. Himmelman (apm) Leon A. Link (Prod. Mgr.) Charles Buttermore (ms)	
	Press, 1420 E. 9th St., Zone 14, Tel.: CHerry 1-1111 (e) 313,244 .80 Flat	(I) (UP, CDN, DJ, SHNA) (7¢, 42¢w) (Scripps-Howard Newspapers Gen. Adv. Dept.)	E. W. Scripps Co. Jack R. Howard, Pres.	Richard Peters (eep) Louis B. Seltzer (e) Norman Shaw (asso. ed.) Harding Christ (me) Louis Clifford (ce)	Dean Wilder (ne) Franklin Lewis (sp) Jane Olds (we)	George E. Carter (bm) Ernest Walker (cm) Howard B. Pugsley (com)	Grant C. Stone (ad) Arthur W. Ardizone (ram) Winston Cowie (cam) A. L. Royer (mga)	Mike Lapine (edit. pm) L. P. McNeil (circ. pm) James Barr (ret'l pm) John Brownell (gen'l apm) George Fuller (stereo ms) Paul Brannon (press ms)	
COLUMBUS 375,901 453,102-ABC-CZ 502,690-ABC Par. 28	Citizen (15) (e) 91,293 .34 Flat Sunday edition (S) 104,495 .34 Flat	(I) (UP, SHNA) (5¢, 15¢S, 45¢w-d&S) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	E. W. Scripps	Don E. Weaver (eep-e) Jack Keller (me) Patrick Phelan (ce)	Dudley Chamberlain (ne) Lew Byrer (sp) Charlotte Curtis (we)	S. J. Dilenschneider (bm) Dar M. Sims (cm)	Gerald B. Burden (mga) Joseph E. Manion (ram) Arthur Mochel (cam)	Horace Ramsay (rd) L. R. Williams (pd) E. Gaus (ms)	
	Dispatch (16) (e) 173,980 .47 Flat Sunday Edition (S) 240,520 .56 Flat	(I) (AP, INS) (5¢, 15¢S, 45¢w, $1.80mo) (O'Mara & Ormsbee, Inc.)	Dispatch Ptg. Co. Preston Wolfe, Pres. E. T. and R. H. Wolfe, Co-Pubs.	Laurence Connor (eep) George A. Smallsreed, Sr. (e) W. Dayle Frazier (me) Eugene E. Jordan (ce)	Frederick H. Posey (ne) Norman Dohn (Su) Brad Willson (sp) Ann Lowman (we)	A. E. Campbell (gm) Frank D. Lunsford (bm) Howard Hauck (cm)	Melvin E. Tharp (ad) Ralph B. Hemming (mga) Guy N. Bullock (ram) Clyde Roberts (cam)	Stoddard Raper (pm) I. T. McQueeney (ms)	
	Ohio State Journal, 62 E. Broad St., Zone 16, Tel.: CApital 4-8151 (m) 80,834 .32 Flat	(R) (AP, CT-NYN) (7¢ 36¢w) (Scolaro, Meeker & Scott and Doyle & Hawley (Pacific Coast)	State Journal Div., Dispatch Printing Co. Preston Wolfe, Pres. E. T. and R. H. Wolfe, Co-Pubs.	J. A. Meckstroth (e) Harold W. Carlisle (exec.ed) Charles M. Cummings (me) Daniel Flavin (ce)	John McConaughy (ne) Earl Flora (sp) Sarah L. Mills (we)	Robert W. Irwin (bm) George E. Lucas (cm)	William C. Gilchrist (ad) R. Harrison Wolfe (mga) Harley W. Magee (ram) H. M. Hartshorn (cam)	Sid R. Phillips (pm)	

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
COLUMBUS —Continued	Star, 62 E. Broad St., Zone 16, Tel.: CApital 4-9487 or 4-2018 (Sat.) 71,270 .22	.19	(I) (AP, CT-NYN) (10¢) (City & Suburban Weeklies, Inc.)	Dispatch Printing Co. Preston Wolfe, Pres. E. T. and R. H. Wolfe, Co-Pubs.	John Bohannan (e) Joe R. Mills (me)	John F. Phillips (sp) Pauline Smith (we)	E. T. Spetnagel (bm) Howard Lamprecht (cm)	Fay V. Sands (ad-mgr)	Sid R. Phillips (pm)
CONNEAUT 10,330 16,234-CZ (C of C Est.)	News-Herald, 182-184 Broad St. (e) 5,164 .06*	Flat	(R) (UP) (7¢, 40¢w) (John W. Cullen Co.)	Conneaut Ptg. Co. D. C. Rowley, Pres.-Pub. John A. Colin, Asst. Pub.	J. R. Mohan (me)		A. C. Johnson (bm)	G. G. Shultis (ram)	
*$4.41 in combination with Ohio Select List and .30 in combination with Rowley Northeast Ohio Group.									
COSHOCTON 11,675 14,139-ABC-CZ	Tribune, N. 6th St., Tel.: Business 205; News 170 (e) 10,280 .08* Sunday edition (S) 10,422 .08*	Flat Flat	(I) (UP) (6¢, 10¢(S) 40¢w) (John W. Cullen Co.)	Tribune Co. R. B. Wallace, Pres.-Pub.	R. B. Wallace (eep-e) Wm. C. Wallace (me) Lester Boyd (ce)	Lester Boyd (ne) R. B. Wallace (Su) Bob McCarty (sp) Helen Fallon (we)	R. B. Wallace (gm) Bruce Wallace (bm) Sam Gosser (cm)	C. S. Siegrist (ad-mga-ram) Mrs. Nellie Cox (cam)	Wilson Strasser (ms)
*$4.41 in combination with Ohio Select List.									
DAYTON 243,872 321,597-ABC-CZ	Journal-Herald, Fourth & Ludlow Sts., Zone 1, Tel.: (J-H) ADams 1111; (N) 2112 (m) 93,290		(I-R) (AP, CDN, CT-NYN, NYHT, UP) (ROP-2) (5¢, 10¢Sat. 35¢w) (Sawyer-Ferguson-Walker Co.)	The Journal Herald Pub. Co. James M. Cox, Jr., Pres. Dwight Young, Pub.	James F. Carroll (eep) Dwight Young (e) John S. Moore, Jr. (me) R. Marshall Stross (ce)	Eugene Moore (ne) Ritter Collett (sp) Mrs. Marj. Heyduck (we)	J. J. Morrissey (bm) Frank Truxel (cm)	Edw. F. Dierker (ad) Jerome M. Bir (mga) R. M. Stine (ram) Kenneth Harrington (cam)	Clarence Knepper (ms)
	News (e) 154,532		(I-D) (AP, UP, NANA, NYT) (ROP-3) (5¢ 15¢S, 45¢w) (Sawyer-Ferguson-Walker Co.)	The Evening News Pub. Co. James M. Cox, Jr., Pres. Hon. James M. Cox, Pub.	Walter Locke (eep-e) James E. Fain (exec. e) Herbert Koehl (me) Carl Roberts (ce)	Max Kohnop (Su) Si Burick (sp) Eliz. Lyman (we) F. Robins (ne)	R. A. Wolfe (gm-bm) John Shank (cm)	Edw. F. Dierker (ad) Jerome M. Bir (mga) R. M. Stine (ram) Kenneth Harrington (cam)	Chas. Earnhart (pm-apm) Harry Miller (ms)
	Combined daily (me) 247,622 .63	Flat							
	News (S) 182,238 .53	Flat							
DEFIANCE 11,285	Crescent-News, Second & Perry, Tel.: 3-1015 (e) 8,497 .073*	Flat	(I) (UP) (6¢, 36¢w) (John W Cullen Co.)	Crescent Ptg. Co. Gordon C. Dix, Pub. G. C. Dix, Pres.	Homer J. Schutt (eep-e) G. C. Dix (me)	H. J. Schutt (ne) Leslie Tompkins, Jr. (sp) Willo May Baringer (we)	G.C. Dix (bm) Victor Mekus (cm)	Al. Geitgey (ad) Robert Keller (cam)	A. Hazelswart (ms)
*$4.41 in combination with Ohio Select List.									
DELAWARE 11,804 11,804-ABC-CZ	Gazette, 18 E. William, Tel.: 2-6611 (e) 5,733 .05*	Flat	(I) (UP) (J) (5¢, 30¢w) (John W.Cullen Co.)	The Delaware Gazette Co. W. D. Thomson, Pres. Pub.	H. C. Reed (eep-me) W. D. Thomson (e)	H. C. Reed (ne) E. C. Virtue (sp) Elsie Leady (we)	H. C.Thomson,(gm-bm) Nora H. Decker (cm)	Mary T. Gay (ad) W. T. Zimmer (cam) Richard Kissner (mga) L. Doudna (ram)	Wm. R. Beard (ms)
*$4.41 in combination with Ohio Select List.									
DELPHOS 6,220	Herald, 405-409 N. Main St., Tel.: 6751 or 6741 (e) 2,484 .045*	Flat	(I) (INS) (4½¢, 20¢w) (Bottinelli-Kimball, Inc.)	The Delphos P. & P. Co A. J. Laudick, Pub.	A. J. Laudick (eep-e) Harold E. Roselle (ce)			A. J. Laudick (ad)	
*Rate includes insertion in semi-weekly Courant (combined circulation 2,995).									
DENNISON	See Uhrichsville.								
DOVER 9,852 25,123-ABC-CZ 27,923-ABC Par. 28	Reporter (e) 9,295 .08	Flat	(R) (AP) (J) (5¢, 30¢w) Shannon & Associates, Inc.	Tuscarawas Publishers Inc. Oliver P. Bolton, Pres. Pub.	Henry C. Haglock (e) Harry Yockey (me)	Art Cicconetti (sp) Glenna Mae Klein (we)	Ralph Disler (gm) Merle Douds (cm)	David E. Lindberg (ad-ram) Carl McFarland (mga) J. Allan Johnson (cam)	David Tracht (pm)
EAST LIVERPOOL 24,217 30,078-ABC-CZ	Review, 210 E. Fourth St., Tel.: FU 5-4545 (e) 17,398 .10*	Flat	(R) (AP, UP, NANA INS) (5¢, 30¢w) (John W. Cullen Co.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub.	Arthur Thomas (e-me) Paul Walton (ce)	Robert Shaffer, (ne) John W. Moorehouse (sp) Agnes Clelland (we)	G. Gordon Strong (gm) C. V. Hughes (bm) Ralph Deshler (cm)	C. V. Hughes (mga) G. A. Shaw (ad-ram) G. I. Walworth (cam)	Walter Niblock (ms)
*$4.41 in Combination with Ohio Select List.									
EAST PALESTINE 2,195	Leader (e) 2,642 .04	Flat	(I-R) (UP) (J) (3¢, 15¢w) (Bottinelli-Kimball, Inc.)	Leader Press Pub. Co. C. L. Merwin, Pub.	Paul Merwin (e-me)	Mrs. Margaret Ward (we)	Paul Merwin (gm)	Mrs. Lois Sutherin (ram) Mrs. Margaret Ward (mga)	Harry Wagner (ms)
ELYRIA 30,307 40,772-ABC-CZ 50,042-ABC Par. 28	Chronicle-Telegram (e) 22,094 .14	Flat	(I-R) (INS, UP) (7¢ 42¢w, $1.80mo) (The Julius Mathews Special Agency)	Lorain County P & P Co. O. B. Schoepfle, Pres.	J. C. George (eep-e) Don Hawk (ce) Charles L. Bennett (me)	Robert Funk (ne) John Jackson (sp) Winifred Fay (we)	Russell Stokley (bm) C. A. Bieske (cm)	L. F. Reisinger (ad-mga-ram) H. M. Guild (cam)	Russell Stokley (pm-apm) Leo Carle (ms)
FAIRBORN 7,847 13,721 (Spec. Census '54)	Herald (e) 3,376 .06	Flat	(R) (INS) (J) (5¢, 25¢w) (Miami Valley Pub. Co.)	Miami Valley Pub. Co. J. C. McMillan, Pres.		B. Hilbrink (ne) Steve Hoffman (sp) Frances Dryer (we)		Ed. Duncan (ad)	
FINDLAY 23,845 23,845-ABC-CZ 30,650-ABC Par. 28	Republican-Courier (m) 21,064 .13*	Flat	(I) (AP, INS, UP) (5¢, 30¢w) (John W. Cullen Co.)	Findlay Pub. Co. R. L. Heminger, Pres. Pub.	R. L. Heminger (eep-e) A. S. Bryan (me)	A. D. Groves (sp) Lorraine Henry (we)	R. L. Heminger (gm-bm) John R. Schuck (cm)	Mrs. Pauline Thomas (mga-ram) Harry L. Phillips (cam)	Allen Dudley (pm)
*$4.41 in combination with Ohio Select List.									
FOSTORIA 14,351 15,154-ABC-CZ	Review-Times, 113-117 E. Center St., Tel.: HEmlock 5-6641 (e) 6,017 .06*	Flat	(R) (CT-NYN, INS) (J) (7¢, 35¢w, $1.50 mo) (John W. Cullen Co.)	Daily Review Co. Edmond M. Hopkins, Pub.	V. E. Switzer (e)	Kenneth Rice (sp) Carolyn Bower (we)	Edmond M. Hopkins (gm) Harold H. Peters (cm) R. H. Manecke (com)	Gerald Wilder (ram) Ruth Beam (cam)	Delzie Pierce (pm) Lowell Sewell (ms)
*$4.41 in combination with Ohio Select List.									
FREMONT 18,537 30,525-ABC-CZ 32,700-ABC Par. 28	News-Messenger, 107-111 S. Arch St., Tel.: FEderal 2-5511 (e) 13,581 .09*	Flat	(I-D) (AP) (5¢, 30¢w) (John W. Cullen Co.)	Fremont Messenger Co. F. J. Daubel, Pres.-Pub.	Glen Geib (e)	Dan McCarthy (sp)	D. F. Daubel (bm) Robert Galligan (cm)	P. G. Daubel (mga) Carl Walker (ram) Eugene S. Dunifon (cam)	A. E. Clucker (ms) P. G. Daubel, (pm)
*$4.41 in combination with Ohio Select List.									
GALION 5,952 10,222-ABC-CZ 10,804-ABC Par. 28	Inquirer, 118 Harding Way, W., Tel.: 2-6331 (e) 4,663 .05	Flat	(I-D) (UP) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	Inquirer Ptg. Co.	W. S. Goshorn (eep-e)	Wm. H. Cody (ne) Art J. Schrock (sp) Ethel Dye (we)	Walter S. Goshorn (gm) Edgar Koehl, Jr. (bm) Glenn W. Fowble (cm)	W. L. Goshorn (ad) Les Jerger (mga) Carl Baker (ram) Edna Kemp (cam)	Fred Tullis (ms)
GALLIPOLIS 7,971 7,971-ABC-CZ	Tribune, 423 Second Ave., Tel.: 1200 (e ex Sat.) 4,944 .06	Flat	(I-R) (UP) (5¢, 30¢w, $1.30mo) (Bottinelli-Kimball, Inc.)	The Gallipolis Pub. Co. Joseph A. Dear, Pres. J. Albert Dear, Treas. Robert L. Meyers, Sec.	E. S. Sherow (me)	Eva L. McCoy (we)	Robert L. Meyers (gm) J. Richard Thomas (cm)	Robert L. Meyers (ad) Dana Raike (cam)	Dwight C. Wetherholt (pm)
	Gallia Times (Sat.) 5,351 .06	Flat	(I)						
GENEVA 4,718	Free Press (e) 2,421 .05*	Flat	(R) (UP) (7¢, 40¢w) (John W. Cullen Co.)	The Geneva Free Press Co. D. C. Rowley, Pub. John A. Colin, (Asst. Pub.)	Bert Belden (e)	R. Dolgan (sp)	Leonard L. Dute (bm)	L. L. Dute (ram)	L. E. Gerrety (apm) H. Healy (ms)
*$4.41 in combination with Ohio Select List and .30 in combination with Rowley Northeast Ohio Group.									

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
GREENFIELD 4,862	Times (e ex Sat.) 3,625	.05	Flat (I-R) (INS) (5¢, 20¢w) (Hartley Newspapers)	C. Carlton Hartley, Owner-Pub.	G. P. Shrock (eep-e)	G. P. Shrock (ne-sp) Virginia Griesheimer (we)	E. F. Hartley (gm-bm) Virginia Griesheimer (cm)	George V. Fenner (ad-ram-cam)	
GREENVILLE 8,859 9,418 (Spec. U.S. '56 census)	Advocate, 309-11 S. Broadway, Tel.: 223-344 (e) 9,867	.07	Flat (I) (UP) (5¢, 30¢w) (Inland Newspaper Representatives, Inc.)	The Greenville Advocate Co., Inc. Walter E. Browne, Pres.-Pub.	David J. Deardourff (eep-ce) Walter E. Browne (e) Walter E. Browne (me)	W. E. Browne, Jr. (sp) Frances E. Smith (we)	W. A. Browne III (gm-bm) Ted Williams (cm) W. E. Browne, Jr. (com)	Kenyon Harris (ad-mga-ram) Gladys Stephens (cam)	Earl M. Phillips and Frank L. Crump (ms)
HAMILTON 57,951 68,446-ABC-CZ 72,254-ABC Par. 28	Journal-News, Court & Journal Sq., Tel.: TW 5-5601 (e) (AC) 26,716	.15*	Flat (I) (AP) (5¢, 30¢w, $3.90 3mos.) (John W. Cullen Co.)	Journal Pub. Co. Harry B. Gramm, Pres. Mrs. Homer Gard Gramm, Pub.	H. R. Grosvenor (eep-e-me) R. A. Connelly (ce)	William Moeller (sp) Hilda Fontaine (we)	H. R. Grosvenor (gm) D. E. Stuckey (bm) Floyd A. Brown (cm)	Charles E. Brown (ad-mga) J. Russell Cummins (ram) Law E. Kelly (cam)	Charles E. Brown (apm)
	*$4.41 in combination with Ohio Select List.								
IRONTON 16,333 20,300-ABC-CZ 21,510-ABC Par. 28	Tribune, 328 Railroad St., Tel.: 14 (e ex Sat.) (AC) 10,262 Sunday edition (S) (AC) 10,438	.07* .07*	Flat (R) (AP) (5¢, 10¢S, 30¢w) (John W. Cullen Co.) Flat	Tribune Pub. Co. John D. Raridan, Pub.	Don Mayne (me)	Jay Brushart Josephine McAdam (we)	G. Gordon Strong (gm) Preston A. Dolin (bm) J. Malone Gorman (cm)	John K. Zollinger (mga-ram) David Walser (cam)	Stanley Imes (ms)
	*$4.41 in combination with Ohio Select List.								
KENT	See Ravenna-Kent.								
KENTON 8,475 8,475-ABC-CZ	Times, 201 E. Columbus, Tel.: 4066 (e) (AC) 6,857	.07	Flat (I) (UP) (5¢, 30¢w) Scheerer & Co.	C. E. Flanagan, Pub.	C. E. Flanagan (e) Tom Cooper (me) Paul Thomas (ce)	Tom Cooper (ne) Paul Thomas (sp) Eleanor Pyle (we)	Ray F. Barnes (gm) Harry Case (bm) Roy Thompson (cm) Rudy Butler (Rural cm)	N. W. Lister (mga) Carl L. Lister (ram) Tim Cornell (cam)	Raymond A. Taylor (ms)
LANCASTER 24,180 25,338-ABC-CZ 31,217-ABC Par. 28	Eagle-Gazette, 138 W. Chestnut, Tel.: OLive 4-1321 (e) (AC) 14,375	.10*	Flat (I) (AP) (7¢, 35¢w) (John W. Cullen Co.)	The Eagle-Gazette Company Charles Sawyer (pres. Pub.) E. C. Crane (Asst. pub.)	Richard Mattox (eep-e) H. Perrin Hazelton (ce)	Mrs. Juanita Grant (we) Hal Shanahan (sp)	C. Floyd Wolfe (cm) Boyd Henry, (com)	Walter Waits (ad) J. R. Knapik (cam)	C. Floyd Wolfe (pm-apm) Emil O. Tobin (ms)
	*$4.41 in combination with Ohio Select List.								
LIMA 50,246 57,151-ABC-CZ 60,137-ABC Par. 28	News, 121 E. High St., Tel.: 3-1610 (e) (AC) 34,762 Sunday edition (S) (AC) 37,058	.18 .18	Flat (I-D) (AP, INS) (7¢, 45¢w, 15¢S) (John W. Cullen Co., Inc.) Flat	Freedom Newspapers E. R. McDowell, Pub.	F. H. Cooey (e) M. J. Dean (me) Charles H. Beard (ce)	Al White (sp) Jeanette Stolzenbach (we)	E. R. McDowell (gm) E. R. Miller (bm) A. B. Candler (cm)	Edward A. Kohoutek (ad) F. M. Ammon, Sr. (ram) Robert T. Overby (cam)	
LISBON 3,293	Journal (e) 2,000	.04	Flat (R) (INS) (J) (5¢) (Inland Newspaper Representatives, Inc.)	The Buckeye Pub. Co. W. A. Frew, Pres.	W. A. Frew (e)	W. S. Frew (ne)	W. S. Frew (gm-bm)		
LOGAN 5,972	News (e) 4,432	.04*	Flat (I-D) (AP) (5¢, 30¢w) (John W. Cullen Co.)	Wayne Newspaper Co. Wayne W. Galvin, Pres.-Pub.	Wm. S. Miller (eep-e) Dwight Diller (me) James Myers (ce)	Marjorie Rhoads (we)	Wm. S. Miller (gm) Florence Cordell (cm)	Lawrence T. Webb (ad) Thelma Mowrey (cam)	Luther Kuhn (ms)
	*$4.41 in combination with Ohio Select List.								
LORAIN 51,202 59,219-ABC-CZ 70,973-ABC Par. 15	Journal, 1657 Broadway, Tel.: CHerry 5-6901 (e) (AC) 24,997	.15	Flat (I) (UP, INS) (7¢, 42¢w, $1.82mo) (Shannon & Associates, Inc.)	Lorain Journal Co. H. R. Horvitz, Pres.-Pub. Carl M. Adams, Vice-Pres.	Wayne Jordan (eep-e) James Mahony (ce)	Wm. Totten (ne) Henry Kozloski (sp) Lu Ella Kepler (we)	Carl M. Adams (bm) James C. Story (cir. dir.) Edward G. Klingbeil (cm)	John W. Graham (ad) Victor L. Bremer (mga) Richard Karam (ram) Kenyon D. Gornall (cam)	
MANSFIELD 43,564 59,685-ABC-CZ 72,975-ABC Par. 28	News-Journal, 70 W. 4th St., Tel.: 7231-6 (e) (AC) 30,710 Sunday edition (S) (AC) 33,415	.18 .18	Flat (I) (UP, NYHT, INS) (7¢, 52¢w, 10¢S) (Shannon & Associates, Inc.) Flat	Mansfield Journal Co. H. R. Horvitz, Pres.-Pub.	D. K. Woodman (e-eep) V. A. Stanfield (me) Gaylord Hake (ce)	Frank Horward (Su) Fred Tharp (sp) Mrs. Velita Kinney (we)	W. H. Shearman (bm) W. W. Bowden (cm)	Don D. Cram (mga) Fred Kaiser (ram) Ralph Postlethwaite (cam)	Carl Graham (ms)
MARIETTA 16,006 17,521-ABC-CZ	Times, 225-227 Putnam St., Tel.: FRontier 3-2121 (e) (AC) 11,988	.09*	Flat (I) (AP) (5¢, 30¢w) (John W. Cullen Co.)	The Times Co. F. B. McKinney, Pres.	F. B. McKinney (eep-e-me) R. I. Beagle (ce)	R. I. Beagle (ne) D. P. Hose (sp) Marjorie Stephens (we)	W. E. McKinney (gm-bm) J. O. Beiser (cm)	L. E. Toller (ad-ram) W. E. McKinney (mga) D. W. Burton (cam)	Wm. E. McKinney (pm) Wm. E. McKinney (ms)
	*$4.41 in combination with Ohio Select List.								
MARION 33,817 37,563-ABC-CZ 40,150-ABC Par. 28	Star, 143 N. State St., Tel.: 2-1101 (e) (AC) 22,068	.12*	Flat (R) (AP, UP, NANA, INS) (5¢, 30¢w) (John W. Cullen Co.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub.	John A. Maxwell, Jr. (eep-e-me) William R. Diem, Jr. (ce)	John W. Short (sp) Edna S. Dutton (we)	G. Gordon Strong (gm) Smith H. Witter (bm) Delmas V. Jenkins (cm)	W. E. Law (am-mga-ram) William M. Collins (cam)	
	*$4.41 in combination with Ohio Select List.								
MARTINS FERRY - BELLAIRE 13,220—Martins Ferry 12,573—Bellaire 122,889-ABC-CZ	Times-Leader, 200 S. 4th St., Tel.: MElrose 3-1131 (e) (AC) 21,475	.13*	Flat (I) (UP) (J) (6¢, 35¢w, $1.50mo) (John W. Cullen Co.)	Sedgwick Pub. Co., Inc. A. V. Dix, Pres.-Pub.	A. V. Dix (eep-e) A. E. Dix (me) Robt. Fordyce (ce)	R. W. Fordyce (ne) Wm. Van Horne (sp) Lucille Hipkins (we)	A. V. Dix (gm-bm) Sheldon Martin (cm)	Charles Bishop (ad-mga-ram) M. Z. Kotellos Martins Ferry (cm) James Fulton Bellaire, (cam)	C. A. Bishop (pm) Wm. Dawkins (ms)
	*$4.41 in combination with Ohio Select List.								
MARYSVILLE 4,256	Journal-Tribune, 131 N. Main St., Tel.: 2-2015 (e) 4,795	.05*	Flat (I) (UP) (J) (5¢, 25¢w) (John W. Cullen Co.)	Marysville Newspapers, Inc.	F. T. Gaumer (e)	Richard Wilson (sp) Bonnie Dooley (we)	F. T. Gaumer (gm) W. E. Behrens (bm) Eugene Huber (cm)	W. E. Behrens (ad) Ethebelle Euverard (cam)	
	*$4.41 in combination with Ohio Select List.								
MASSILLON 29,594 36,670-ABC-CZ 41,946-ABC Par. 28	Independent (e) (AC) 15,635	.11	Flat (R) (AP) (UP) (5¢, 30¢w) (Shannon & Associates, Inc.)	Earl J. Jones Enterprises, Inc. Earl J. Jones, Pres. John E. Rowe, Pub.	F. J. Becker (eep-e) H. Luther Emery (me)	H. Luther Emery (sp) Marie Kreiger (we)	John E. Rowe (gm) E. A. Hostetler (cm)	K. C. Delong (ad)	
MIDDLETOWN 33,695 47,355-ABC-CZ 50,660-ABC Par. 28	Journal (e) (AC) 20,860 News-Journal (S) (AC) 20,748	.12* .12*	Flat (I-R) (AP) (5¢, 10¢S) (John W. Cullen Co.) Flat	News-Journal, Inc. E. S. Myers, Pub. J. A. Chew, Pres.	E. S. Myers (e) David T. Regan (eep-me)	Paul Day (ne) Jim Mills (Su) J. Nardiello (sp) Nellie Evans (we)	N. J. Lawler (gm-bm) F. W. Chew (cm)	R. S. Heller (ad-mga) E. Richardson (ram) R. Trout (cam)	Knight Goodman (pm) J. L. Duermit (ms)
	*$4.41 in combination with Ohio Select List.								
MOUNT VERNON 12,185 14,192-ABC-CZ 16,573-ABC Par. 28	News, 18-20 E. Vine St., Tel.: EX 2-8831 (e) (AC) 10,663	.075*	Flat (I-R) (AP) (6¢, 35¢w) (John W. Cullen Co.)	Republican Pub. Co. L. M. Culbertson Pres. G. T. Culbertson, Pub.	Justin E. Devalon (eep-e-me) Fred Lorey (ce)	Justin E. Devalon (ne) Ralph Harris (sp) Miss Jo Lee (we)	G. T. Culbertson (gm) G. T. Culbertson, Jr. (bm) C. P. Wenger (cm)	John L. Haltermon (ad-mga-ram) Antoinette Sowers (cam)	John L. Haltermon (pm-apm) Sanford Selsam (ms)
	*$4.41 in combination with Ohio Select List.								
NEWARK 34,275 38,903-ABC-CZ 41,147-ABC Par. 28	Advocate & American Tribune, 25 W. Main St., Tel.: FA 4-0561 (e) (AC) 19,479	.11*	Flat (I) (AP) (J) (7¢, 35¢w) (John W. Cullen Co.)	Advocate Ptg. Co. Frank W. Spencer, Pres.-Pub.	Frank W. Spencer, Jr. (eep-e) Paul W. Reed (me-ce) Clarence Pennington (ce)	Robert Worth (sp) Hazel Kirk (we)	John D. Spencer (gm) H. G. Meacham (cm) Miss M. C. Wilbur (com)	W. S. Sherman (ad) G. M. McCauslin (cam)	H. S. Devine (ms)
	*$4.41 in combination with Ohio Select List.								

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City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
NEW PHILADELPHIA 12,884 26,123-ABC-CZ 27,023-ABC Par. 28	Times (e)	(R) 9,815 .08*	Flat	(I-D) (INS) (5¢, 30¢w, $1.30mo) (John W. Cullen Co.)	Democrat Pub. Co. J. E. Hurst, Pres.	J. E. Hurst (eep-e) John Stratton (ce)	E. F. Hurst (ne) Al Bricker (sp) Mrs. E. F. Hurst (we)	J. E. Hurst (gm) T. F. Worner (cm)	R. E. Thomas (ad-mga) Frank Fantin (cam)	Robert Van Sickle (ms)
*$4.41 in combination with Ohio Select List.										
NILES 16,773 22,321-ABC-CZ	Times (e)	(R) 6,368 .075	Flat	(I-R) (INS) (J) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	Mahoning Valley Newspapers, Inc. James L. Wick, Chm. Milton I. Wick, Pres.-Pub.	James L. Wick (eep) Milton I.Wick (e) Walter M. Wick (me)	Fred Kearney (sp) Bessie Biddle (we)	Milton I. Wick (gm) Ray E. Koken (bm) Myron Stoll (cm)	Wm. Thorpe (mga) G. Anderson (ram) Wm. Burmester (cam)	
NORWALK 9,775	Reflector-Herald, 19-21 N. Hester St., Tel.: 2-4241 (e)	4,271 .05	Flat	(R) (UP, INS) (J) (5¢, 30¢w) (West-Holliday Co., Inc.)	Reflector-Herald, Inc. Dudley A. White, Pub.	D. A. White, Jr. (e) Jay Greulich (ce)	J. A. Greulich (sp)	D. A. White, Jr. (gm) R. A. Fisher (bm)	A. E. White (ram)	Gerald Spalsbury (ms)
PAINESVILLE 14,432 25,920-ABC-CZ 27,004-ABC Par. 28	Telegraph (e)	(R) 16,326 .11*	Flat	(R) (UP) (7¢, 40¢w) (John W. Cullen Co.)	The Telegraph Republican Co. D. C. Rowley, Pres.-Pub. John Colin, Asst. Pub.	Robert Hedlund (e) Harold Simmonds (ce)		Carroll E. Bartlett (bm) Milton Leazenby (cm)	L. E. Gerrety (ad) Vernon Webster (ram) Ronald Mason (cam)	L. E. Gerrety (apm) Walter Sullivan (ms)
*$4.41 in combination with Ohio Select List and .30 in combination with Rowley Northeast Ohio Group.										
PIQUA 17,447	Call (e)	9,496 .075*	Flat	(I-R) (UP) (5¢, 30¢w, $1.30mo) (John W. Cullen Co.)	The Piqua Call Pub. Co J. A. Chew, Pres.	F. R. Myers (e) Paul Murray (me) Joe Klasman (ce)	Tom Barnett (sp) Lola Hill (we)	F. R. Myers (gm) Howard Griffith (cm)	J. R. Harris (ad) Chas. Householder (cam)	
*$4.41 in combination with Ohio Select List.										
POMEROY - MIDDLEPORT 2,656 Pomeroy 3,446 Middleport	Sentinel, 110 Mechanic St., Tel.: 398 or 397 (e)	3,050 .05	Flat	(I) (UP, CT-NYN) (5¢, 30¢w, $1mo) (Bottinelli-Kimball, Inc.)	Ohio Valley Sentinel, Inc. C. F. Weimer, Pres.	Reyhold Greene (e)	P. M. Clifford (sp) Eleanor Schaaf (we)	Richard Owen, (gm-bm)	Richard Owen (bm-mga)	Louis Capehart (ms)
PORT CLINTON-OAK HARBOR 5,541 Port Clinton 2,370 Oak Harbor 21,130-CZ (C of C Est.)	News (e ex Sat.)	4,571 .07	Flat	(D) (INS) (J) (5¢, 25¢w) (none)	Bob Reider, Inc. R. W. Reider, Pres.-Pub.	R. W. Reider (eep) Juel Reed Cover (e) Robert W. Reider (me)	R. W. Reider (ne)	W. S. Brown (gm-bm)	W. S. Brown (ad)	
PORTSMOUTH 39,796 51,678-ABC-CZ	Times (e)	(R) 25,984 .13*	Flat	(R) (AP, UP, NANA, INS) (5¢, 30¢w, $1.30mo) (John W. Cullen Co.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub.	John G. Green(e) Ernest L. Schusky (ce)	George W. Stowell (ne) Fred Lawson (sp) Miriam Gee (we)	G. Gordon Strong (gm) H. I. Bassler (bm) Walter E. McCoy (cm)	J. Kenneth Staats (mga-ram) Kenneth H. Long (cam)	Frank S. Duncan (ms)
*$4.41 in combination with Ohio Select List.										
RAVENNA - KENT 9,057—Ravenna 12,418—Kent 26,821-ABC-CZ	Record & Courier-Tribune, 124 N. Chestnut (Ravenna); 138 E; Main (Kent), Tel.: (R) AX 6-6438; (K) OR 3-3491 (e)	(R) 14,454 .10*	Flat	(I) (UP, NYHT) (J) (6¢, 36¢w) (John W. Cullen Co.)	Record Pub. Co. R. C. Dix, Pres.-Pub.	A. R. Sicuro (eep)	"Persh" Rohrer (sp) Katheryn Stump (we-Rav.) Dorothy Wolcott (we-Kent)	R. C. Dix (gm-bm) B. E. Langell (cm)	Geo. Kenward (ad) Lloyd Long (cam)	John Morton (ms)
*$4.41 in combination with Ohio Select List.										
ST. MARYS 8,208	Leader, 102 E. Spring St., Tel.: 5127 (e)	4,560 .05	Flat	(I) (INS) (J) (5¢, 27¢w) (Inland Newspaper Representatives, Inc.)	Leader Ptg. Co H. W. Buss, Pub	K. C. Geiger (eep-e-me-ce)	K. C. Geiger (ne) H. M. Blair (sp)	H. W. Buss (gm) H. M. Blair (bm-cm)	H. M. Blair (ad-mga-ram-cam)	H. M. Blair (pm-apm) A. H. Buss (ms)
SALEM 12,754 14,634-ABC-CZ 15,645-ABC Par. 28	News (e)	(R) 9,707 .07*	Flat	(R) (AP, UP, INS) (5¢, 30¢w, $1.30mo) (John W. Cullen Co.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. John D. Raridan, Pub.	Ray L. Dean (e-me)	Tom Roser (ne)	G. Gordon Strong (gm) George W. Rogers (bm) Marvin J. Roberts (cm)	E. Fred Filler (mga-ram) Dale Spooner (cam)	William T. Moore (pm)
*$4.41 in combination with Ohio Select List.										
SANDUSKY 29,375 32,160-ABC-CZ	Register-Star-News (e)	(R) 18,689 .12	Flat	(I-R) (UP) (5¢, 30¢w) (West-Holliday Co., Inc.)	Sandusky Newspapers, Inc. Dudley A. White, (Pres. Pub.)	P. Heiberger (eep-e) Mel Harmon (ce)	M. C. Harmon (ne) John Malcolm (sp) Dorothy Asher (we)	C. J. Stark (gm-bm) Lambert Liddell (cm)	Lee Staffler (ad-ram) H. P. Hein (mga) E. Heiberger (cam)	Robert A. Benefiel (ms) E. G. Heiberger (pm)
SHELBY 7,971	Globe, 37 W. Main, Tel.: 2-2061 (e)	3,860 .05	Flat	(I) (INS) (4¢, 20¢w) (Bottinelli-Kimball, Inc.)	Stambaugh & Stambaugh & Moore	Roy Garvin (e-ce)	Roy Garvin (ne) Dorothy Hawk (we)	V. L. Bucknam (bm)	V. L. Bucknam (mga-ram)	Jay Went (ms)
SIDNEY 11,491 12,733 (Sp. U.S. '55 census) 12,816-ABC-CZ 13,635-ABC Par. 28	News, 119 E. Court St., Tel.: 2-4141 (e)	(R) 10,120 .08*	Flat	(I) (INS) (5¢, 30¢w, $1.20mo) (John W. Cullen Co.)	The Sidney P. & P. Co. E. C. Amos, Pres.-Pub. Cecil Watkins, Vice-Pres.	W. T. Amos (e) Marion Russell (me)	John Crusey (sp) Miss Mildred Cronley (we)	J. O. Amos (gm) Victor Taylor (cm) Richard McCasland (com)	Edward Campbell (ad) Mrs. Ruth Welling (cam)	Cecil Watkins (ms)
*$4.41 in combination with Ohio Select List.										
SPRINGFIELD 70,568 87,170-ABC-CZ	Sun, 202 N. Limestone St., Tel.: FAirfax 3-3731 (m)	(R) 17,447		(I)	Springfield Newspapers Inc. James M. Cox, Chrmn. of Board James M. Cox, Jr. Pres. Edgar L. Morris, Pub.	Maynard Kniskern (eS) Bert A. Teeters (eN-me-NS) Loren Schultz (ce-N&NS) Ben Williams (ce-S)	Ben Williams (ne-S) Loren Schultz (ne-N & NS) Wilbur Morris (Su) Dan Hoyt (sp-S) Robert Sullivan (sp-N&NS) Virginia Kline (we)	Earl C. Merideth (gm) Robert S. Hamilton (bm) Walter T. Davis (cm)	Paul R. Heim (ad) Charles E. Sauers (mga) J. Raymond Beckman (cam)	Robert S. Hamilton (pm-exec. asst.)
	News (e)	(R) 29,633		(I-D) (AP) (ROP-3) (5¢, 15¢S) (Sawyer-Ferguson-Walker Co.)						
	Combined daily (me)	(R) 47,080 .25	Flat							
	News-Sun (S)	(R) 40,042 .25	Flat	(I-D)						
STEUBENVILLE 35,872 54,632-ABC-CZ	Herald-Star, 172 N. Fourth St., Tel.: AT 2-5311 (e)	(R) 29,728 .13	Flat	(R) (AP, CT-Nyn, NYHT) (5¢, 30¢ w) (Story, Brooks, & Finley, Inc.)	The Brush-Moore Newspapers, Inc. G. Gordon Strong, Pres. J. D. Raridan, Pub.	W. J. Michl (e-me) Louis Blay (ce)	Louis Blay (ne) John Kirker (sp) Marjorie Twyford (we)	G. Gordon Strong (gm) J. D. Long (bm) Walter McCoy (cam)	Don T. Grace (mga-ram) John G. Hohmann (cam)	Wm. B. McGoldrick (ms)
TIFFIN 18,992	Advertiser-Tribune, 52 E. Market St., Zone 5, Tel.: 58 or 1541 (e)	10,423 .08*	Flat	(I) (UP) (6¢, 36¢w) (John W. Cullen Co.)	The Advertiser-Tribune Co., Inc. E. T. Rodgers, Pres.	J. H. Thompson, (eep-me)	Robt. Harmon (sp) Myra Burkett (we)	E. T. Rodgers (gm) Ivan R. Hesson (bm) L. F. Kummerer (cm)	Ivan R. Hesson (ad-mga-ram-cam)	Ivan R. Hesson (pm-apm) Glenn Faris (ms)
*$4.41 in combination with Ohio Select List.										
TOLEDO 303,616 404,872-ABC-CZ 490,444-ABC Par. 28	Blade, 541 Superior St., Zone 4, Tel.: CHerry 3-1121 (e)	(R) 193,863		(I) (AP, RN, CDN, NANA, NYHT) (*S) (5¢, 20¢S, 50¢w) (Moloney, Regan & Schmitt, Inc.)	Toledo Blade Co. Paul Block, Jr. and William Block, Co-Pub.	Michael Bradshaw (e) Edward P. Fallon (me) Jos. V. Knack (ce)	Chas. Henderson (Su) Donald P. Wolfe (sp) Eleanor Kerstelter (we)	Donald Wiley (bm) Ray Kest (cm)	L. F. Newmyer (ad) Fred Jarvie (ram) Kenneth Orwig (cam) H. N. Hoffner (mga)	Harry R. Roberts (apm) Adrian B. Kaiser (ms)
	Times, Zone 4 (m)	(R) 43,512		(I) (AP) (7¢, 42¢w) (Moloney, Regan & Schmitt, Inc.)		Geo. A. Benson (eep) Kenneth Toolil (exec. me) Edward L. Ways (ce)	Nap Nassr (ne) Tom Bolger (sp) Holly Barr (we)	Donald Wiley (bm) I. J. Odesky (cm)	L. F. Newmyer (ad) C. J. Tefft (ram) Jerry McLaughlin (cam) H. N. Hoffner (mga)	John D. Willey (pm) Harry R. Roberts (apm) Adrian B. Kaiser (ms)
	Combined daily (me)	(R) 237,375 .65	.55							
	Sunday Blade (S)	(R) 178,068 .48	.35							

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
TROY 10,661	News, 224 S. Market St., Tel.: FE 2-1255 (e) 7,393	.07* Flat	(I) (UP) (J) (6¢, 35¢ w) (John W. Cullen Co.)	Troy Daily News, Inc. R. Geo. Kuser, Jr., Pres.-Pub.	R. D. Steinmetz (e) E. L. Thokey (me)	Robert French (sp) Emilie Grayson (we)	Larry Spitzer (cm) Geraldine M. Hayner (bm)	Larry Finch (ad) Doris Crawford (cam)	Jack Bowling (ma) Jim Wright (pm)
	*$4.41 in combination with Ohio Select List.								
UHRICHSVILLE-DENNISON 6,614—Uhrichsville 4,432—Dennison	Chronicle, 109 N. Water, Tel.: 7 (e) 4,523	.05* Flat	(R) (UP) (J) (5¢, 30¢w) (John W. Cullen Co.)	The Chronicle Co. W. H. Stoutt, Pres.	W. H. Stoutt (e-me) Harry Liggett (ce)	Don Wagner (sp) Margaret Wright (we)		Robert Pifer (ad)	
	*$4.41 in combination with Ohio Select List.								
UPPER SANDUSKY 4,397	Chief-Union (e) 4,495	.045 Flat	(I-D) (AP) (J) (4¢, 18¢ w) (Bottinelli-Kimball, Inc.)	Daily Chief Co. W. E. Martin, Pres. Nelson J. Rall, Pub.	Paul P. Creger (e) Nelson J. Rall (me) Dick Widman (ce)	Dick Widman (sp) Shirley Constien (we)	Nelson J. Rall (bm)	Nelson J. Rall (ad)	Alfred Ulrich (ma)
URBANA 9,335	Citizen (e ex Sun.) 6,187	.05* Flat	(I-R) (INS) (J) (5¢, 30¢w) (John W. Cullen Co.)	Brown Pub. Co. Clarence J. Brown, Pres. H. W. Algire, Pub.	Harry W. Algire (eep)	Robert Inskeep (ne) Kay Ross (we)	Harry W. Algire (gm)	John Winters (ad) Floyd Pflaumer(cam)	
	*$4.41 in combination with Ohio Select List.								
VAN WERT 10,364	Times-Bulletin, 115 S. Market St., Tel.: 2644 (e) 6,959	.06* Flat	(I) (AP) (J) (5¢, 30¢w) (John W. Cullen Co.)	The Van Wert Pub. Co. Wayne W. Galvin, Pres. Ford G. Owens, Pub.	Ford G. Owens (e) Lloyd Hippensteele (ce)	H. E. Agler (sp) Laura Germann (we)	Ford G. Owens (gm) Richard Smith (cm)	Loyd Copeland (ad) Richard Smith (cam)	Loren Mavis (ma)
	*$4.41 in combination with Ohio Select List.								
WAPAKONETA 5,797 6,500 Loc. Est.	News, 8 Willipie, Tel.: RE 8-3318 (e) 4,050	.05 Flat	(I) (UP) (J) (5¢, 25¢ w, $1.00mo) (none)	Daily News Printing Co.	Clarence Gratz (e)	Clarence Gratz (ne)	W. E. Summers (bm)	W. E. Summers (ad)	James Long (pm)
WARREN 49,856 59,569-ABC-CZ 66,644-ABC Par. 28	Tribune Chronicle, 240 Franklin St. S.E., Tel.: 3252-1 (e) (ⓐ) 33,115	.14* Flat	(R) (AP) (5¢, 35¢w) (John W. Cullen Co.)	The Tribune Co. Helen Hart Hurlbert, Pres.-Pub.	Stanley E. Hart (e) James F. Brown (ce)	Vince Dolan (ne) Dick Olmstead (sp) Miriam Hawkins (we)	M. S. Kuzmack (bm) Helen Hart Hurlbert (gm) Geo. L. Rudge (cm)	Mary O'Malley (mga) Richard Ball (ram) Gerald Townsend (cam)	Woodrow Noe (ma)
	*$4.41 in combination with Ohio Select List.								
WASHINGTON COURTHOUSE 10,560 13,382 (Sp. U.S. '54 census)	Record-Herald, 138 S. Fayette St., Tel.: 2593 (e) 6,625	.06* Flat	(I) (AP) (7¢, 30¢w) (John W. Cullen Co.)	Washington News Pub. Co. W. W. Galvin, Pres. Paul F. Rodenfels, Pub.	R. S. Rochester (e)	H. S. Harper (sp) Mrs. Faithe Pearce (we)	Charles Gallagher (cm)	Frank E. Ellis (ram) Marion Walston (cam)	H. C. Speakman (ma)
	*$4.41 in combination with Ohio Select List.								
WELLSTON 5,691	Sentinel, Zone 1 (e ex Sat.) 2,816	.05* Flat	(I-R) (INS) (*M) (5¢, 25¢w) (none)	Sentinel Pub. Co. Gordon Morrow, Pres.-Pub.	Gordon Morrow (eep-e-me-ce)	Gordon Morrow (ne) John L. Weber (sp) Ada Merle Wortman (we)	John L. Weber (gm-bm) Alice Gensler (cm)	John L. Weber (ad-mga-ram) Ada Merle Wortman (cam)	John L. Weber (pm-apm) Robert L. Colley (ms)
	*.075 in combination with McArthur Democrat-Enquirer (Wednesday), circulation 2,077.								
WILLOUGHBY 6,802 28,368-ABC-CZ	News-Herald, 38879 Mentor Ave., Tel.: WI 2-2100 (e) (ⓐ) 8,665	.08 Flat	(R) (INS) (5¢, 30¢w) (Shannon & Associates, Inc.)	The Lake Publishing Co. Oliver P. Bolton, Pres.	Max Price (ce) Richard E. Palmer (eep-e-me)	Max Price (ne) Wm. Braucher (sp) Gerry Haine (we)	Erwin Maus, Jr. (gm-bm) John Rice (cm)	J. D. Lonergan (ad-ram) Norman Pettit (mga) Robert J. Rossi (cam)	J. O. Lonergan (pm-apm) Jay D. Parsons (ms)
WILMINGTON 7,387	News-Journal, Tel.: 2574 or 2576 (e) 7,040	.06* Flat	(R) (AP) (7¢, 30¢w) (John W. Cullen Co.)	The News-Journal Co. Wayne W. Galvin, Pub. Nelle M. Mills, Asst. Pub.	Robert McNemar (e) Mrs. D. Z. Bicker (ce)	Robert McNemar (ne-sp) Eleanor Conard (we)	W. W. Galvin (gm) N. M. Mills (cm)	R. C. Stratton (ad) N. M. Mills (mga) Janet Powers (cam)	Chas. Wilkinson (ma)
	*$4.41 in combination with Ohio Select List.								
WOOSTER 14,005 14,184-ABC-CZ	Record, 212 E. Liberty St., Tel.: 2-0010 (e) (ⓐ) 18,010	.11* Flat	(I) (5¢, 30¢w) (John W. Cullen Co.)	Wooster Republican Ptg. Co. R. E. Dix, Pres.-Pub.	Harold Murray (e) Don Green (ce)	E. C. Witham (sp)	R. E. Dix (gm) Arthur Runion (cm)	Don Lance (ad-mga-ram) Delno Hachett (cam)	
	*$4.41 in combination with Ohio Select List.								
XENIA 12,877	Gazette, 19-21-23 S. Detroit St.. Tel.: DRake 2-4444 (e) 9,071	.06* Flat	(R) (UP) (5¢, 30¢w) (John W. Cullen Co.)	Chew Pub. Co. J. A. Chew, Pres.-Pub.	R. A. Higgins (e) J. D. Jordan (me) James Gatten (ce)	Richard Landau (ne) John Zaino (sp) Janet Crane (we)	E. S. Myers (gm) R. A. Higgins (mgr) J. D. Jordan (asst. mgr.) J. E. Flomerfelt (cm)	C. R. Dewey (ad) Anne Klein (mga) Gene Phillips (cam)	Ray Smith (ma)
	*$4.41 in combination with Ohio Select List.								
YOUNGSTOWN 168,330 212,762-ABC-CZ	Vindicator, Zone 1 (e) 98,352 Sunday edition (S) (ⓐ) 140,293	.30 Flat .36 Flat	(I-D) (AP, UP, NYHT, INS, CDN, NANA) (*S) (5¢, 15¢, 45¢w) (Kelly-Smith Co.)	The Vindicator Ptg. Co. Wm. F. Maag, Jr., Pres.-Pub.	Wm. F. Maag, Jr. (eep-e) Irving L. Mansell (me)	Lawrence M. Stolle (sp) Miss Ella Maag (we)	William J. Brown (gm-bm) Harold I. Paulson (cm)	William J. Brown (ad) C. J. Bolandor (mgr) Harold Ohl (rm) Floyd J. Jones (cam)	William Mittler (apm)
ZANESVILLE 40,517 50,160-ABC-CZ	Times-Recorder (m) (ⓐ) 21,212 Signal (e) (ⓐ) 13,050 Combined daily (me) (ⓐ) 34,262 .18* Flat Times-Signal (S) (ⓐ) 19,538 .11* Flat Morning and Sunday (m-S) (ⓐ) 40,750 .18* Flat Morning, Evening and Sunday (meS) (ⓐ) 53,800 .29* Flat		(R) (I-D) (AP) (5¢d, 15¢S, 45¢w) (John W. Cullen Co.) (I)	Zanesville Pub. Co. Clay Littick, Pres.-Pub.	C. C. Stebbins (me) E. V. Cotter (ce-TR) Howard Spender (ce-S)	Alan Gonder (ne-S) Joe Rathbun (ne-TR) Bud Harsh (ne-TS) Fred Fogarty (sp-TR) Ken Gookins (sp-S-TS)	W. O. Littick (bm) Francis Dosch (cm)	Gail Ardrey (co-mga-ram) Stewart Worstall (co-mga-ram) Herbert Blake (cam)	Clay Littick (pm) Stewart Worstall (apm) Earl Schaeffer (ma)
	*$4.41 in combination with Ohio Select List.								

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

OKLAHOMA

City / 1950 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics / Services / Representative / Key—Page 27	Publishing Co. / President / Publisher	Editor Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mach. Supt.
ADA 15,995 18,196-ABC-CZ	News (e ex Sat.) 9,143	.08	Flat	(I-D) (AP) (J) (5¢, 5¢S, 25¢w, $1.10mo) (Burke, Kuipers & Mahoney, Inc.)	News Pub. & Ptg. Co. W. D. Little, Pres.-Pub.	W. D. Little (eep-e) George E. Gurley (me)	Roy S. McKeown (ne) Wenonah Rutherford (we)	Wm. D. Little, Jr. (bm) Clyde Alletag (cm)	J. H. Biles (ad-mga-ram) Mae Marie Hickey (cam)	George Gurley (pm) Clyde Alletag (press room supt.) John Skinner (comp. supt.)
	Sunday edition (S) 9,303	.08	Flat							
ALTUS 9,735	Times-Democrat, 218 W. Commerce, Tel.: Hudson 2-122 (e ex Sat.) 6,320	.06	Flat	(D) (UP) (5¢, 5¢S, 25¢w-d&S, $1mo) (Southwest Dailies, Inc.)	Altus Times-Democrat Inc. Harrington Wimberly, Pres.-Pub.	Callaway Buckley (e)	Callaway Buckley (ne)	Frank E. Wimberly (gm-bm) M. L. Overfield (cm)	H. Paul Flippin (mga)	Wallace Smith (ms)
	Sunday edition (S) 6,320	.06	Flat							
ALVA 6,505	Review-Courier, 616 Flynn Ave., Zone 1, Tel.: 200 (e ex Sat.) 3,553	.06	Flat	(I-D) (UP) (J) (5¢, 5¢S, 25¢w, $1mo) (Southwest Dailies, Inc.)	Courier Pub. Co, Inc. Brooks H. Bicknell, Pres.-Pub.	Brooks H. Bicknell (eep-e-me) Carl W. Beyer (ce)	Carl W. Beyer (ne-Su) Marie Hansen (we-e)	A. M. Delaney (bm) John Wilkenson (cm)	Arthur G. Schwartz (mga-ram) Janell Hall (cam)	Wm. Truesdale (pm-apm) Amos De Wolfe (ms)
	Sunday edition (S) 3,553	.06	Flat							
ANADARKO 6,104	News (e ex Sat.) 3,976	.06	Flat	(I-D) (UP) (5¢, 5¢S, 30¢w, $1.25mo) (Southwest Dailies, Inc.)	The Anadarko Pub. Co. Joe W. McBride and Wallace Kidd, Pubs.	Wallace Kidd (e-me)		Wallace Kidd (gm) Leon Roden (cm)	Jack Mann (ram)	Wallace Kidd (pm) Charles McVey (ms)
	Sunday edition (S) 3,976	.06	Flat							
ARDMORE 17,890 20,041-ABC-CZ 24,583-ABC Par. 28	Ardmoreite (e ex Sat.) 11,448	.10	Flat	(I-D) (AP) (5¢, 10¢S, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	The Daily Ardmoreite Pub. Co.	John Easley Riesen (e) Wm. Hamilton (me)	Doyle May (sp) Joanne Stewart (we)	John E. Riesen (gm) W. D. Chaffin (bm) Willard Proctor (cm)	R. C. Hornor (ad)	Karl Kerley (ms)
	Sunday edition (S) 11,704	.10	Flat							
BARTLESVILLE 19,220 25,320-ABC-CZ	Examiner-Enterprise, 3rd & Osage, Tel.: 1200 (m ex Mon.) 2,144	.....	.....	(I) (AP) (5¢, 15¢S, 35¢ w-m&S or e&S) (Southwest Dailies, Inc.)	The Examiner Co. Donald W. Reynolds, Pres. J. L. Jennings, V.P.	J. L. Jennings (e) Delbert Shugars (exec. ed)	Edmund F. Marak (ne), J. D. Moore (sp) Meda Smith (we)	Russell Covell (cm)	Earl Uzzell (ad-mga) Russell Porter (ram) Royal Thornton (cam)	Floyd Corbin (pm) E. D. Uzzell (apm) Claude Allee (ms)
	Examiner-Enterprise (e ex Sat.) 8,230	.....	.....							
	Combined daily (me) 10,374	.10	Flat							
	Examiner-Enterprise (S) 9,872	.10	Flat							
BLACKWELL 9,199 10,022-ABC-CZ	Journal-Tribune (e ex Sat.) 6,527	.07	Flat	(I) (UP) (J) (ROP-2) (5¢, 15¢S, 30¢w, $1.50mo) (Southwest Dailies)	Midway Publishing Co. Don W. Reynolds, Pub.	W. F. Bickford (e) Warren Bickford (ce)	Warren Bickford (sp) Mamie Womack (we)	G. E. Jennings (gm) Charles Drew (cm)	R. Quinn (mga)	Clair Brock (ms)
	Sunday edition (S) 6,576	.07	Flat							
CHICKASHA 15,842 15,842-ABC-CZ	Express, 413 Choctaw, Tel.: 2600 (e ex Sat.) 6,157	.07	Flat	(I-D) (AP) (5¢, 35¢w-d&S, $1.50mo) (Southwest Dailies)	Central Publishers, Ltd., Pub. Donald W. Reynolds, Owner J. L. Jennings, Gen. Supervisor	James Lines (ee)		George Yates (gm) Bill Clark (cm)	Charles Clark (ad)	Robert Schroeder (ms)
	Sunday edition (S) 6,216	.07	Flat							
CLAREMORE 5,494	Progress (e ex Sat. and Mon.) 3,163	.055	Flat	(I-D) (J) (UP) (5¢, 5¢S, 25¢w, 90¢mo) (Southwest Dailies)	Progress Ptg. Co., Inc. Wheeler Mayo, Pres. E. K. Livermore, Pub.	E. K. Livermore (eep-e)	Carl Thomas (ne-sp)	E. K. Livermore (gm)	Phil Swain (ram)	
	Sunday edition (S) 3,163	.055	Flat							
CLINTON 7,555	News, 708 Frisco Ave., Tel.: 1000 (e ex Sat.) 4,933	.06	Flat	(I-D) (UP) (5¢, 10¢S, 30¢w, $1.30mo-d&S) (Southwest Dailies)	The Clinton Daily News Chas. E. Engleman, Pub.	Chas. E. Engleman (e)	Jack Shelton (ne) Claude Frensley (sp) Betty Smith (we)	Louis Dennard (cm)	A. B. Fallon (ram) W. B. Hardin (cam)	Donnie Earney (ms)
	Sunday edition (S) 4,933	.06	Flat							
CUSHING 8,414	Citizen (e ex Sat.) 4,450	.06	Flat	(I-D) (UP) (J) (5¢, 5¢S, 35¢w, $1.30mo) (Southwest Dailies)	The Publishing Co. of Cushing H. M Lachenmeyer, Pres.-Pub.	Robert B. Allen (eep-ne) Robert B. Allen, Jr. (e)	Jim Campbell (ne-sp) Mrs. Marge Wallin (we)	H. M. Lachenmeyer (gm) Vernon Strong (cm)	Andrew Hinkle (ad) Mrs. B. Wilson (mga-cam)	Adrian Harmon (ms)
	Sunday edition (S) 4,450	.06	Flat							
DUNCAN 15,325	Banner, 23 South 8th, Tel.: 53 (e ex Sat.) 9,069	.08	Flat	(I-D) (INS, UP) (5¢, 10¢S, 30¢w, $1.30 mo) (Southwest Dailies)	Duncan Pub. Co.	B. L. Abernethy (e) Joe L. Fleming (me) Rex A. Hudson (ce)	Tommie Ellis (sp) Mary Catherine Bond (we)	B. L. Abernethy (gm) Bob Frensley (bm-cm)	P. S. Fernald (ad-mga) Beatrice Hanks (cam)	Leon Collins (ms)
	Sunday edition (S) 9,325	.08	Flat							
DURANT 12,541	Democrat (e ex Sat.) 6,715	.07	Flat	(D) (UP) (5¢, 10¢S, 25¢ w, $1.05mo) (Southwest Dailies, Inc.)	Democrat Ptg. Co. R. F. Story, Pres. Bennett Story, Pub.	Bennett Story (eep) R. F. Story (e) Wesley Dickey (me) Charles Ward (ce)	Wesley Dickey (ne-Su) Norman Clark (sp) Pauline Tabor (we)	Bennett Story (gm-bm) Cecil Plyler (cm)	Nelson McCreary (ram) Elmo Martin (mga) Calvin Wylie (cam)	F. V. Bunn (pm-apm) Wilson Hoffman (ms)
	Sunday edition (S) 6,715	.07	Flat							
ELK CITY 7,962	News, 200-206 W. Broadway, Tel.: 1000 or 1001 (e ex Sat.) 4,906	.055	Flat	(I-D) (UP) (J) (5¢d, 10¢S, 30¢w-d&S, $1.25mo) (Southwest Dailies)	Elk City Pub. Co. Paul R. Wade, Pres.-Pub.	Paul R. Wade (eep) Virgil Wells (e-me-ce)	Virgil Wells (ne) Jay Westervelt (sp) Jo Ann Medders (we)	Bill Ansley (gm-bm) Thomas R. Blair (cm)	Bill Ansley (ad-mga-ram) Glenna Evans (cam)	Bill Ansley (pm-apm Fred Sloan (ms)
	Sunday edition (S) 4,906	.055	Flat							
EL RENO 10,991	Tribune, 201 N. Rock Island, Tel.: 18 (e ex Sat.) 4,680	.06	Flat	(I-D) (AP, UP) (5¢, 5¢S, 30¢w-d&S, $1.30mo) (Southwest Dailies)	The Tribune Corp. Ray J. Dyer, Pres.-Pub.	Ray J. Dyer (eep-e) J. M. Rogers (me)	J. M. Rogers (ne) Mrs. Mildred Coker (we)	Dean Ward (bm) Harry Schroeder (cm)	Dean Ward (mga-ram) Mrs. Hollis Estep (cam)	Dean Ward (pm) Joe Keith (ms)
	Sunday edition (S) 4,680	.06	Flat							
ENID 38,017 39,215-ABC-CZ 49,491-ABC Par. 28	News, 227 W. Broadway, Tel.: ADams 7-3611 (m ex Mon.) 15,085	.....	.....	(R) (AP, UP) (5¢, 10¢ S, 30¢w-m or e, 55¢ w-m&e) (Burke, Kuipers & Mahoney, Inc.)	Enid Pub. Co. John W. Taylor, Pres.-Pub. Mrs. Lucy M. Garber, Co-Pub.	Waldo Clegg (eep) Milton B. Garber (e) A. J. Strauss (me) J. Allen Thomas (ce-E) Robert Mullins (ce-N)	Wayne Mullican (sp) Helen Mosbrock (we)	John W. Taylor (bm) Elgin E. Freeman (exec. mgr.) Allan L. Clark (cm)	Joe Hardy (ad) Ralph Rogers (nat. ad. mgr.) Melvin Carey (cam)	Roy Harris (ms)
	Eagle (e) 7,820	.....	.....							
	Combined daily (me) 22,905	.15	Flat							
	News (S) 20,507	.15	Flat							
FREDERICK 5,467	Leader, 304-06 W. Grand, Tel.: ED 5-2188 (e) 3,978	.05	Flat	(D) (UP) (5¢, 25¢w, $1.00mo) (Southwest Dailies)	R. O. Cull and Temperance B. Newland d.b.a. The Frederick Leader Mrs. J. L. Newland, Pub.	Robert O. Cull (eep-e-me)	Mrs. Gertrude Perkins (ne) Bob Cull (sp) Mrs. J. L. Newland (we)	Robert O. Cull (gm-bm) Gloria Wright (cm)	Doyle Perry (mga-ram) Wyndolyn Givens (cam)	Doyle Perry (pm) R. E. Wingo and Mills M. Wade (ms)
GUTHRIE 10,113	Leader, 107 W. Harrison, Tel.: 550 (e ex Sat.) 3,995	.06	Flat	(I-R) (UP) (5¢, 5¢S, 25¢w, $1.08mo) (Southwest Dailies)	Guthrie Pub. Inc. Phil McMullen, Pres.-Pub.	Norman Smith (me)	Norman Smith (sp-ne) Bette Ellen Smith (we)	Ridgeway Zelley (gm) H. O. Gaddis (cm)	Clovis Severe (mga) Naldia Dickover (cam)	Phil McMullen (pm)
	Sunday edition (S) 3,995	.06	Flat							
GUYMON 4,718	Herald (e ex Mon. and Sat.) 3,396	.065	Flat	(I) (UP) (5¢d, 5¢S, 25¢ w-d&S) (Southwest Dailies)	Texas County Pub. Co. Raymond H. Fields, Pres.-Pub. Amon E. McKay, V.P.	Raymond H. Fields (eep-e) Amon E. McKay (exec. e) Amon E. McKay (me)	Genivee Mikesell (ne-Su) Amon E. McKay (sp) Vera Northup (we)	Raymond H. Fields (gm-bm) Mike Belanger (cm)	Wm. Sercomb (ad) Mae Moreland (cam)	James Woods (apm) E. H. Lening (ms)
	Sunday edition (S) 3,396	.065	Flat							
HENRYETTA 5,907	Free Lance, 115-121 N. 5th St., Box 950, Tel.: 4 (e ex Sat.) 3,996	.065	Flat	(I) (UP) (10¢, 15¢S, 40¢w)(Southwest Dailies)	Publications, Inc. J. Leland Gourley, Pres.-Pub.	J. Leland Gourley (eep-e-me)	Bill Tharp (ne-Su-sp) Earl Miller (we)	J. Leland Gourley (gm-bm) Fred Guerra (cm)	Bill Morgan (ad) Francis Farrill (ram) Katherin Campbell (cam)	J. Leland Gourley (pm) John T. Morris (ms)
	Sunday edition (S) 3,996	.065	Flat							

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
HOBART 5,380	Democrat-Chief, 216 W. Fourth, Tel.: 730 (e ex Sat.) 3,883 Sunday edition (S) 3,883	.055 .055	Flat Flat	(I-D) (UP) (5¢, 5¢S, 20¢w, 85¢mo) (Southwest Dailies)	Democrat-Chief Pub. Co. J. C. Nance, Pres. W. R. Hancock, Pub.	W. R. Hancock (eep-e)	Al Adams (ne) Joe Hancock (sp) Neville Hancock (we)	C. E. Stoops (cm)	Joe Hancock (ad) Zelda Aker (cam)	A. C. Aker (ma)
HOLDENVILLE 6,192	News, 116 North Creek, Zone 6, Tel.: 811 (e ex Sat.) 3,656 Sunday edition (S) 3,656	.05 .05	Flat Flat	(I-D) (UP) (5¢, 5¢S, 25¢w, $1.10mo) (Southwest Dailies)	Tom R. Phillips Estate, Owner-Pub. Lyndell N. Williams, Asst. Pub.	Robert M. Witty (me-ce)	Robert M. Witty (ne-Su-sp) Victoria Nininger (we)	Lyndell N. Williams (gm-bm) Bob Adkins (cm)	Lyndell Williams (ad-mga-ram) Bob Adkins (cam)	Lyndell Williams (pm-apm) Matthew McBryde (ma)
HUGO 5,984	News (e ex Sat.) 3,744 Sunday edition (S) 3,744	.055 .055	Flat Flat	(I) (UP) (5¢, 5¢S, 25¢w, $1.00 mo)	The Little Dixie Pub. Co. J. Leland Gourley, Pres. Jack Stamper, Pub.	Jack Stamper (eep-e)	Gene Nesbit (ne) Edna Arnett (we)	Jack Stamper (gm) Barrett Fellows (cm)	Kay Allen (cam)	Fay Summers (ma)
LAWTON 34,757 43,848-ABC-CZ 50,574-ABC Par. 28	Press, 3rd & A Ave., Tel.: EL 3-0620 (m ex Mon.) 6,509 Constitution (e ex Sat.) 12,292 Combined daily (me) 18,801 Constitution-Press (S) 17,510	.... .13 .13	 ..... Flat Flat	(D) (AP, UP) (5¢, 10¢S, $1.55mo., $2.40 comb.) (South-west Dailies)	Lawton Publishing Co. Ned Shepler, Pub.	Ned Shepler (eep-e) Ted Ralston (me)	John Clabes (ne) Lew Johnson (sp) Lucille Potter (we)	Bill Bentley (bm) A. H. Ahlschlager (cm-City) Joe House (cm-Area)	R. W. Rice (ad-mga-ram) W. M. Patton (cam)	W. D. Hargraves (ma)
McALESTER 17,878 20,318-ABC-CZ 21,964-ABC Par. 28	News-Capital, 225-227 E. Choctaw, Tel.: GA 3-1700 (e) 8,512	.08	Flat	(I-D) (AP) (5¢, 25¢w, $1.10mo) (Burke, Kuipers and Mahoney, Inc.)	News-Capital Co. Lowell S. Turner, Pub.	Wm. E. Folsom, Jr. (eep-e-me-ce)	Hugh T. German (ne) Maysel Jones (we)	Lowell S. Turner (gm) Grace C. Manos (bm) Bob G. Bledsoe (cm)	Jack W. Holbrook (ad-mga-ram-cam)	Jack W. Holbrook (apm) William Holleman (ma)
MIAMI 11,801 21,535-ABC-CZ	News-Record (e ex Sat.) 7,056 Sunday edition (S) 7,225	.07 .07	Flat Flat	(I) (UP) (5¢, 10¢S, 30¢w, $1.30mo) (South-west Dailies)	Miami Newspapers, Inc. C. C. Woodson, Pres. Morris McGowan, Pub.	Jess Heck (e-me)	.....	Morris McGowan (gm)	Joe Woolard (am)	.....
MUSKOGEE 37,289 39,668-ABC-CZ 40,958-ABC Par. 28	Phoenix, 214 Wall St., Tel.: Murray 2-3311 (m) 11,805 Times-Democrat (e) 3,387 Combined daily (me) 15,192 Phoenix (S) 15,075 Evening and Sunday (eS) 18,462	.... .13 ..... .13	 .... Flat ..... Flat	(I) (AP, UP) (5¢m, e or S, 35¢w-m&S, $1.50mo) (The Branham Co.)	Okla. Press Pub. Co. Tams Bixby, Jr., Pres.-Pub.	Tams Bixby, Jr. (e) John L. Stone (me) Phil Harris (ce-TD) Arlo T. Wagner (ce-P)	Harmon Morgan (ne-TD) Mike Hill (ne-P) John L. Stone (Su) Warren Weakland (sp) Barbara Waldon (we-P) LaRue B. Stone (we-TD)	Tams Bixby, Jr. (gm) Tams Bixby, III (bm) J. C. Mouser (cm)	Ted Chase (ram-cam) Ralph Ayres (mga-cam)	John Dearinger (ma)
NORMAN 27,006 28,551-ABC-CZ	Transcript, 215 E. Comanche St., P.O. Box 191, Tel.: JE 4-1800 (e ex Sat.) 7,069 Sunday edition (S) 7,182	.08 .08	Flat Flat	(I-D) (AP) (5¢, 10¢S, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	The Transcript Co Fred E. Tarman, Pres.-Pub. Harold R. Belknap, Assoc. Pub.	Fred E. Tarman (eep-e) Dale F. Heckendorn (me)	.....	Fred E. Tarman (gm) Harold R. Belknap (bm) Robert B. Bell (cm)	Harold R. Belknap (ad-cam) Arthur C. Hoag (mga-ram)	.....
NOWATA 3,965	Star, 114 N. Maple, Tel.: 46 (e) 3,285	.05	Flat	(I-D) (AP) (J) (5¢, 25¢w, $1.00mo) (South-west Dailies)	David P Johnson d.b.a. Nowata Daily Star David P. Johnson, Pub.	David P. Johnson (eep-e) A. L. Dowthitt (ce)	Albert L. Douthitt (ne) Mrs. Clarice Sorey (we)	David P Johnson (gm) Bruce Carnett (bm)	Bruce Carnett (ad-mga-ram) Mrs. Clarice Sorey (cam)	Donald Strain (ma)
OKEMAH 3,454	Leader (e ex Sat. and Mon.) 2,582 Sunday edition (S) 2,582	.045 .045	Flat Flat	(D) (AP) (J) (5¢, 5¢S, 20¢w, 85¢mo) (South-west Dailies)	W. G. Strong, Pres.-Pub.	Jack W. Strong (e)	H. C. Neal (ne) Frances Strong (we)	W. G. Strong (gm-bm) Garvin Strain (cm)	Jack W. Strong (ad-mga-ram) Garvin Strain (cam)	John Powell (ma)
OKLAHOMA CITY 243,504 299,825-ABC-CZ	Oklahoman, 500 N. Broadway, Zone 1, Tel.: CE 2-3311 (m) 150,842 Times (e) 110,754 Combined daily (me) 261,596 Oklahoman (S) 245,896 Evening and Sunday (eS) 356,650 Morning and Sunday (mS) 396,738	.55 .50 .75 .75 1.05 1.10	Flat Flat Flat Flat Flat Flat	(I-D) (AP, INS, CDN, RN, NYHT) (5¢m or e, 20¢S, 60¢w) (The Katz Agency, Inc.)	Oklahoma Pub. Co. E. K. Gaylord, Pres.-Pub. Edward L. Gaylord, Exec. Vice-Pres.	E. K. Gaylord (e) Carl K. Stuart (me) Ralph Sewell (asst. me & ce-T) Chan Guffey (ce-O)	Davis Funderburk (ne-O) Glen Turrentine (ne-T) Paul C. Hood (Su) John Cronley (sp) Margaret Harrison (we)	E. K. Gaylord (gm) Edward L. Gaylord (asst. gm) Clyde Reeves (cm) G. E. Killian (com)	Charles Neel (ad) Tom Clement (asst. ad) Sidney A. Musser (mga) W. L. Denison (ram) H. J. Rhodes (cam)	John Blatt (apm) Robert S. Spahn (prod m)
OKMULGEE 18,317 18,317-ABC-CZ	Times, Zone 4, Tel.: 3600 (m ex Mon.) 6,782 Sunday edition (S) 6,895	.08 .08	Flat Flat	(I-D) (AP) (5¢, 10¢S, 30¢w, $1.30mo) (Southwest Dailies)	Times Pub. Co. Donald W. Reynolds, Pres.-Pub.	Don Dodd (Ex. e) Joehugh Mansfield (e)	Helen Moreland (ne) Wilbur Wiggs (sp) Betty Grant (we)	Joehugh Mansfield (gm-bm) Gene Fields (cm)	Robert Hall (ad-mga-ram) Arline Hayden (cam)	Robert Hall (apm) E. C. Hundley (ma)
PAULS VALLEY 6,896 8,800 C. of C. Est.	Democrat, 209 W. Joy, Tel.: 1100 (e ex Sat. and Mon.) 3,946 Sunday edition (S) 3,946	.055 .055	Flat Flat	(I) (UP) (5¢, 5¢S, $1.10 mo) (Southwest Dailies)	Democrat Printing Co., Inc. Ed Burchfiel, Pres. Ken Reid, Secy.-Treas., Owners	Alex K. Adwan (me)	Don Millirons (ne) Pat Engle (we)	K. O. Reid (bm)	Ken Reid (mga) Octo Roberts (ram)	Lewis Owensby (ma)
PAWHUSKA 5,331	Journal-Capital (e ex Sat. and Mon.) 3,620 Sunday edition (S) 3,620	.06* .06*	Flat Flat	(I-D) (UP) (5¢, 5¢S, 25¢w, $1.00mo) (none)	Osage Newspaper Co. Glen Van Dyke, Pres.-Pub.	Frank Spencer (eep-e)	Mabel Smith (we)	Glen Van Dyke (gm) Jesse Dixon (bm) Georgia Ferguson (cm)	Jesse Dixon (ad)	Jesse Dixon (pm-apm) S. J. Love (ma)
	*.08 in combination with Weekly Osage Journal (Friday).									
PERRY 5,137	Journal, 714 Delaware, Tel.: 38 (e ex Sat.) 3,349 Sunday edition (S) 3,349	.055 .055	Flat Flat	(D) (UP) (5¢, 5¢S, 30w-d&S) (none)	Perry Journal Co. Avis A. Leatherock, Pres. Milo W. Watson, Pub.	Milo W. Watson (e) Fred G. Beers (me) Gene Taylor (ce)	George Ann Elliott (we)	Milo W. Watson (gm) Bob Craft (cm)	Bill Faris (ad) Alene Cain (cam)	.....
PONCA CITY 20,180 22,751-ABC-CZ 28,094-ABC Par. 28	News, 200 North Third, Tel.: Rogers 5-3311 (e ex Sat.) 11,256 Sunday edition (S) 11,350	.10 .10	Flat Flat	(D) (AP) (J) (5¢, 10¢S, 30¢w-d&S, $1 30 mo) (Burke, Kuipers & Mahoney, Inc.)	Ponca City Pub. Co. Clyde E. Muchmore, Pub.	Gareth Muchmore (e) Ivy M. Coffey (ce)	Frank Leslie (sp) Bonnie Hasz (we)	Allan Muchmore (bm) C. C. Winner (cm)	Bob Herr (ad) F. E. Rains (ram)	Harley Hayes (ma)
PRYOR 4,486	Times, 5 North Vann (e ex Sat.) 3,037	.05	Flat	(I) (AP) (5¢, 25¢w) (Southwest Dailies)	O-K Investors, Incorporated, Pub. Roy F. Bailey, Pres. W. W. Morford, Treas. M. R. Krehbiel, V.P.-Sec.	Roy F. Bailey (e-me)	Tom Reynolds (ne) Ruth Morford (we)	Roy F. Bailey (gm) W. W. Morford (bm) John W. Smith (cm) M. R. Krehbiel (com)	W. W. Mofford (ad)	W. W. Morford (pm-ma)
SAPULPA 13,031	Herald (e ex Sat.) 4,695 Sunday edition (S) 4,695	.05 .05	Flat Flat	(I-D) (UP) (J) (5¢, 5¢S, 25¢w-d&S, $1.10 mo) (Southwest Dailies)	Sapulpa Herald R. P. Matthews, (Pres.-Pub.)	R. P. Matthews (eep-e-me) C. R. Matthews (ce)	C. R. Matthews (ne-Su) Max Batchelder (sp) Faye Dunlap (we)	R. P. Matthews (gm) Mrs. R. P. Matthews (bm) Don Smith (cm)	Ted Olson (ad-mga-ram) Chris Johnson (cam)	R. P. Matthews (pm) Ted Olson (apm) Lawrence DeLong (ma)

1907 1957

A GOLDEN ANNIVERSARY THAT'S A GOLDEN OPPORTUNITY FOR YOU!

Oklahoma in 1957 celebrates fifty years of statehood. Its celebration of this anniversary is a golden opportunity for you to cash in on growing sales in this young and growing land!

To commemorate Oklahoma's 50th Anniversary

OKLAHOMA'S STATE NEWSPAPER

will publish a series of

FIVE SEMI-CENTENNIAL EDITIONS

October 13, 20, 27, November 3 and 10

● In five sparkling, colorful editions on five successive Sundays beginning October 13, The Daily Oklahoman will commemorate Oklahoma's fifty years of statehood. These editions—compact, complete and authoritative—will draw upon the talents, skills, and vast experience of the editorial staff of Oklahoma's state newspaper, The Daily Oklahoman. They will be a showcase of business, financial, oil, agricultural and other advertising with the nation's and Oklahoma's best companies represented. These editions will be keepsakes—read, kept and referred to for many years to come.

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

published by The Oklahoma Publishing Co. represented by The Katz Agency

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SAYRE 3,362	Headlight-Journal (e ex Sat.) 2,914 Sunday edition (S) 2,914	.05 .05	Flat Flat	(I-D) (UP) (J) (5¢, 5¢ S, 25¢w-d&S) (Southwest Dailies)	W. J. Bacon, Pub.	W. J. Bacon (e)	A. B. Hamm (sp) Mrs. W. J. Bacon (we)	W. J. Bacon (gm) W. G. Hardwick (cm)	W. G. Hardwick (ram) Mrs. Faye Trimble (cam)	Sam Dowdell (ms)
SEMINOLE 11,863	Producer (e ex Sat.) 4,702 Sunday edition (S) 4,702	.06 .06	Flat Flat	(I) (UP) (5¢, 5¢S, 25¢ w-d&S, $1.10mo) (Southwest Dailies)	The Producer-News Company H. Milt Phillips, Pub.	H. Milt Phillips (eep-e) Alex Adwan (me-ce)	A. L. Givens (ne-sp) Lissa Bush (we)	H. Milt Phillips (gm-bm) Chas. Phillips (cm)	Dolores Flager (ad-mga-ram-cam)	Dolores Flager (apm) Fay Cauthron (pm) C. E. Science (ms)
SHAWNEE 22,948 25,105-ABC-CZ 28,193-ABC Par. 28	News Star (m ex Mon.) (AB) 10,933 Sunday edition (S) (AB) 11,151	.10 .10	Flat Flat	(I) (AP) (5¢, 10¢S) (Burke, Kuipers & Mahoney, Inc.)	Shawnee News Co. O. S. Stauffer, Pres.	N. B. Musselman (eep-e) Jack Spencer (me) Jack Reese (ce)	Jack Reese (ne) N. B. Musselman (Su) Roy Angel (sp) Ruth Warren (we)	N. B. Musselman (gm-bm) Curits Byers (cm)	Maurice C. Moore (ad-mga-ram) Virginia Sperry (cam)	Maurice C. Moore (pm-apm) John Lawson (ms)
STILLWATER 20,238	News-Press (e ex Sat.) 6,853 Sunday edition (S) 6,853	.08 .08	Flat Flat	(I-D) (J) (UP) (5¢, 10¢ S, 35¢w, $1.50mo) (Burke, Kuipers & Mahoney, Inc.)	Stillwater Pub. Co. R. M. Bellatti and L. F. Bellatti, Co-Publishers	R. M. Bellatti (eep-e)		R. M. Bellatti (bm) W. Neph (cm)	L. F. Bellatti (ad)	Leo Tunnell (ms)
TULSA 182,740 226,290-ABC-CZ 265,145-ABC Par. 28	Tribune (2) (e) (AB) 75,220 World (m) (AB) 93,965 Combined daily (me) (AB) 169,185 World (S) (AB) 153,288	.... .46 .46	.... Flat Flat	(I-R) (AP, NANA, UP) (I) (AP, INS, ONA, UP) (5¢, 15¢S, 30¢w-d, 40¢w-d&S, $1.30 w-d, $1.74w-d&S) (The Branham Co.)	Tulsa Tribune Co. Richard Lloyd Jones, Pres.-Pub. World Pub. Co. Maud-Lorton Myers, Pub. Board Chmn.	Jenkin Lloyd Jones (e) Harmon Phillips (me) Gordon Fallis (ce) N. G. Henthorne (e) Sid Steen (me) R. Billings (ce)	John H. Booker (ne) Jack Charvat (sp) Cathryn McCune (we) Russell Gideon (Su) B. A. Bridgewater (sp) Virginia Morris (we)	Rex A. Justus (V. P. & bm) L. W. McFetridge (Secty-Treas. & cir. dir.)	Rex A. Justus (ad) M. E. Elder (mga) Carl P. Flynn (local ad mgr) Frank Mattoon (cam)	Clarence Allen (pm) O. M. Harper (ms)

The Tulsa World and the Tulsa Tribune are corporately and editorially separate, but have merged the business, circulation and mechanical departments of both papers and created an agency company to conduct the operations of both papers, known as the Newspaper Printing Corporation, the personnel of which follows: Newspaper Printing Corp., agent; R. L. Jones, Jr., president; L. W. McFetridge, secretary-treasurer and circulation director; Rex A. Justus, vice president, business manager and advertising director; M. E. Elder, manager general advertising; Carl P. Flynn, local advertising manager; Frank Mattoon, classified advertising manager; O. M. Harper, mechanical superintendent; Clarence Allen, promotion manager.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
VINITA 5,518	Journal (e) 3,672	.05	Flat	(I) (UP) (5¢, 20¢w, 75¢ mo) (Southwest Dailies)	Vinita Pub. Co. O. B. Campbell, Pres. O. B. Campbell and L. W. Hightower, Pubs.	O. B. Campbell (e-me) Sammy Love (ce)	Sammy Love (ne-sp) Mrs. Dan Moore (we)	O. B. Campbell (gm-bm-cm)	Francis Taylor (ad) James Dick (cam)	L. W. Hightower (ms)
WEWOKA 6,747	Times, 200 East 2nd, Tel.: 1200 (e ex Sat. & Mon.) 3,020 Sunday edition (S) 3,020	.055 .055	Flat Flat	(I) (UP) (5¢, 5¢S, 25¢ w-d&S, $1.10mo) (Southwest Dailies)	Wewoka Times Co., Inc. Kenneth O. Reid, Pres.	Charles D. Rhoades (e)		Chas. R. Clark (bm)	Chas. R. Clark (mga-ram)	
WOODWARD 5,915	Press, 1023 Main, Tel.: 172 or 173 (e ex Sat.) 4,458	.06	Flat	(I) (UP, INS, NEA) (J) (5¢, 65¢mo) (none)	Woodward Daily Press G. C. Lawrence, Pub.		Clark Lawrence, Jr. (ne)	Mrs G. C. Lawrence (bm)	E. H. Smith, Jr. (mga)	H. H. Holmes (ms)

The population of

METROPOLITAN TULSA

IS NOW

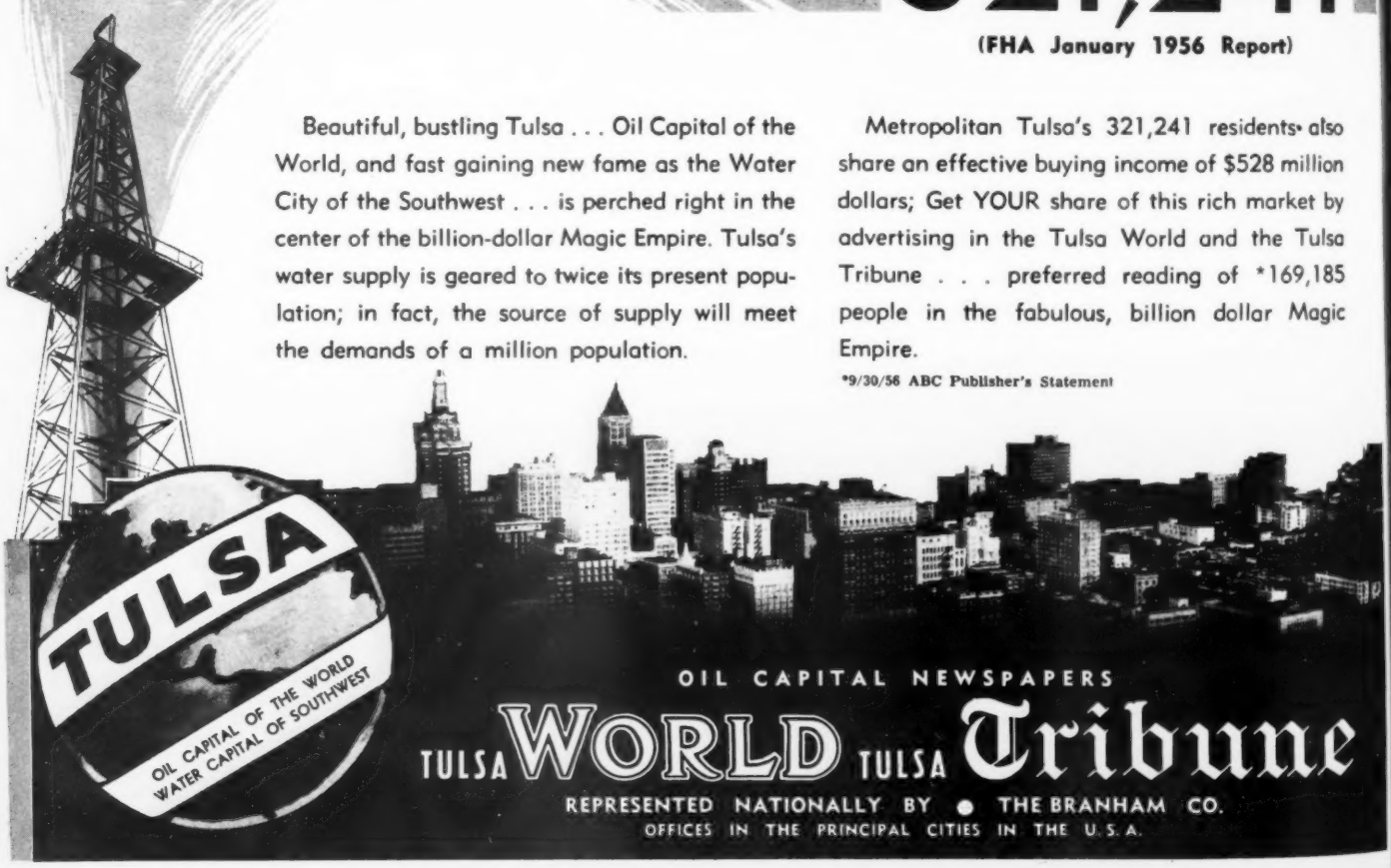
321,241

(FHA January 1956 Report)

Beautiful, bustling Tulsa . . . Oil Capital of the World, and fast gaining new fame as the Water City of the Southwest . . . is perched right in the center of the billion-dollar Magic Empire. Tulsa's water supply is geared to twice its present population; in fact, the source of supply will meet the demands of a million population.

Metropolitan Tulsa's 321,241 residents also share an effective buying income of $528 million dollars; Get YOUR share of this rich market by advertising in the Tulsa World and the Tulsa Tribune . . . preferred reading of *169,185 people in the fabulous, billion dollar Magic Empire.

*9/30/56 ABC Publisher's Statement



OIL CAPITAL NEWSPAPERS

TULSA WORLD TULSA Tribune

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OFFICES IN THE PRINCIPAL CITIES IN THE U.S.A.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

OREGON

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALBANY 10,115 12,794-ABC-CZ	Democrat-Herald, 314 W. 2nd Ave., Tel.: WAbash 6-2211 (e) 10,325 .09	Flat	(I) (UP) (5¢, $1.25mo) (West-Holliday Co., Inc.)	The Democrat-Herald Pub. Co. Ralph R. Cronise, Pres.-Pub.	Wallace C. Eakin (me) James G. Welch (assoc. ed.)	Maury Sanderson (ne) Art Moyer (sp) Ianthe Smith (we)	Ralph R. Cronise (gm) Ralph B. Lee (asst. gm) Glenn Beaumont (cm) Clifford P. Bryan (com)	Ralph B. Lee (ad) R. B. Lee (cam)	Ralph B. Lee (pm) Ernest Fingerlos (ms)
ASHLAND 7,738	Tidings, 150 E. Main, Tel.: 3251 (e) 2,994 .06	Flat	(R) (UP) (5¢, $1mo) (none)	Ashland Ptg. Co., Inc. Graham M. Dean, Pub.	Graham M. Dean (e) Lloyd Rogers (ce)	Glenn Prescott (sp) Faith McCullough (we)	Graham M. Dean (bm)	J. G. Anderson (ad-ram) Agnes Shepard (cam)	Glenn Prescott (ms)
ASTORIA 12,531 12,531-ABC-CZ	Astorian-Budget (e) 6,601 .08*	Flat	(I) (UP) (J) (5¢, $1.25mo) (West-Holliday Co., Inc.)	Astorian-Budget Pub. Co. R. B. Chessman, Pres.-Pub.	Fred Andrus (eep-e-me) John Nellor (ce)	John Nellor (ne) Phillippa Seabrook (we)	R. B. Chessman (gm) J. Verschueren (bm-cm)	Troyer Thompson (mga-ram)	Custer Waddell (ms)
	*.09 in combination with weekly (Friday), combined circulation 7,045.								
BAKER 9,471 9,700 Loc. Est.	Democrat-Herald (e) 2,891 .06	Flat	(I-R) (AP) (5¢, $1.25 mo)	The Baker Democrat-Herald Co., Inc. Lucien P. Arant, Pres.-Pub.	Lucien P. Arant (eep-e)		Lucien P. Arant (gm)	B. M. Ragsdale (ad)	Harold Wright (ms)
BEND 11,409 18,034-ABC-CZ	Bulletin (e) 4,650 .08	Flat	(R) (UP) (J) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	The Bend Bulletin Robert W. Chandler (Ed.-Pub.)	Robt. W. Chandler (eep-e) Phil F. Brogan (Assoc. Ed.) William Yates (me)	Bob Barber (sp) Ila S. Grant (we)	Robert W. Chandler (gm) Riley D. Allen (bm) E. A. Boyle, Jr. (cm) N. Westcoatt (com)	Riley D. Allen (ad) Jack Judd (ram) Duane Lehr (cam)	Loren Dyer (ms)
COOS BAY-NORTH BEND 8,223—Coos Bay 6,000—North Bend 16,001-ABC-CZ 22,101-ABC Par. 28	Times, Fourth & Bennett, Tel.: CO 7-2133 (e) 11,288 .10	Flat	(D) (UP) (5¢, $1.50mo) (West-Holliday Co., Inc.)	Times, Inc. Sheldon F. Sackett, Pres.-Pub. Helen W. Johnson, Asst. to Pub.	Sheldon F. Sackett (e) Kenneth E. Johnson (me)	Forest Amsden (ne) Kenneth Hess (sp) Helen Johnson (we)	Morris P. Jones (bm) Lois Tindell (cm) Evelyn Fenneman (com)	Morris P. Jones (ad-mga-ram) Doris Dennison (cam)	Donald M. Reiber (ms)
CORVALLIS 10,297 10,569-ABC-CZ	Gazette-Times, 3rd & Jefferson, Tel.: PLaza 3-7305 (e) 6,555 .075	Flat	(R) (UP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Corvallis Gazette-Times R. C. Ingalls, Pub.	R. C. Ingalls (eep-e) Bruce K. Myers (me) T. M. Bradley (ce)	Bruce K. Myers (ne) Chris Kowitz (sp) Miss J. McKenzie (we)	Arthur L. Lowe (gm) R. Miles (cm)	Leonard Brown (ad-mga) Mrs. Loraine Bishop (nam) Don Thomas (cam)	Arthur Lowe (pm) Esten Winegar (ms)
EUGENE 35,070 50,054-ABC-CZ	Register-Guard, 975 High, Tel.: Diamond 5-1551 (e) 33,639 .18 Sunday edition (S) 33,630 .18	Flat Flat	(I) (AP, UP) (5¢, 10¢S, $1.75mo-d&S) (Sawyer-Ferguson-Walker Co.)	Guard Pub. Co. Alton F. Baker, Pres.-Pub.	Alton F. Baker, Jr. (e) Herbert C. Baker (me) Dan H. Sellard (ce)	Wm. Wasmann (ne) Dick Strite (sp) Kay Lundeen (we)	Edwin M. Baker (bm) J. E. Fugie (cm) W. B. Johnston, Jr. (com)	E. C. Pressman (ad) Robert G. Christenson (ram) Merris Heaton (mga) Ross G. Johnson (cam)	Robert K. Bertsch (pm) Arne Strommer (prod. mgr)
GRANTS PASS 4,118 4,716-ABC-CZ	Courier (e) 7,334 .06	Flat	(R) (AP, UP, Pic-Fax) (J) (5¢, $1.15 mo) (none)	Courier Pub. Co. A. E. Voorhies, Pres. Earle E. Voorhies, Pub.	Frank Streeter (eep)	Frank B. Streeter (ne)	Earle E. Voorhies (bm)	Odd Chas. Lunde (ram)	
KLAMATH FALLS 10,975 17,295-ABC-CZ	Herald & News, 1301 Esplanade, Tel.: TU 4-8111 (e ex Sat.) 12,582 .09 Sunday edition (S) 12,435 .09	Flat Flat	(I-R) (AP, UP) (5¢, $1.35mo) (West-Holliday Co., Inc.)	Southern Oregon Pub. Co. Frank Jenkins, Pres.-Pub.	Frank Jenkins (e) Bill Jenkins (me) Max Wauchope (ce)	James Coon (ne) Clayton Hannon (sp) Florence Jenkins (we)	Frank Jenkins (gm-bm) Maurice Miller (cm)	A. D. Addison (ad-ram) J. A. McDonald (mga) W. H. Totton (cam)	
LA GRANDE 8,828 10,535-ABC-CZ	Observer (e) 3,808 .07	Flat	(I) (UP) (5¢, $1.25mo) (West-Holliday Co., Inc.)	Grande Ronde Valley Pub. Co. F. E. Weybret, Pres. Ray C. Anderson, Pub.	Ray C. Anderson (eep-e) Stephen Loy (me)	Steve Loy (ne) Ed Eaton (sp) Helen Knight (we)	Ray C. Anderson (gm-bm) Thomas Humes (cm)	George S. Challis (ad-mga-ram) Luther Kuttner (cam)	George S. Challis (pm-apm) Robert Cash (ms)
McMINNVILLE 6,025 6,970 Loc. Est.	News-Register, Tel.: 3441 (e) 3,960 .07	Flat	(I-R) (UP) (J) (West-Holliday Co., Inc.)	J. B. Bladine, Pub.	P. N. Bladine (e) Julian Prescott (ne)	Paul Durham (sp) Deeanne Wilkie (we)	Harold Keckley (cm) Homer Rohse (bm)	Homer Rohse (ad) Barbara Fuller (cam)	Lynn Naylor (ms)
MEDFORD 17,305 17,060 (Spec. Census 54) 22,085-ABC-CZ	Mail Tribune, 27 No. Fir St., Tel.: 2-6141 (e ex Sat.) 16,300 .095 Sunday edition (S) 16,645 .095	Flat Flat	(I) (UP) (10¢, 10¢S, 40¢w, $1.50mo) (West-Holliday Co., Inc.)	Medford Ptg. Co. R. W. Ruhl, Pres.-Pub.	R. W. Ruhl (eep-e) Eric Allen, Jr. (me) Earl H. Adams (ce)	Harry C. Chipman (ne) Earl H. Adams (Su) Richard Jewett (sp) Mrs. Olive Starcher (we)	Gerald T. Latham (bm) Dale E. Erickson (cm)	Herbert G. Grey (ad-mga-ram) Mrs. May Brown (cam)	Herbert G. Grey (pm-apm) James C. Murray
OREGON CITY 7,802	Enterprise-Courier (m ex Mon. & Sat.) 7,185 .085 Sunday edition (S) 8,045 .085	Flat Flat	(I-R) (UP) (J) (10¢, 10¢S, $1.50mo) (West-Holliday Co., Inc.)	Enterprise Courier Pub. Co. Edw. P. Kaen, Pub. Laurence Munz, Asst. to Pub.	Edw. P. Kaen (e) James MacLean (me)	Dave Dullea (ne) Bob Gaittens (sp) Jean McIntyre (we)	Helen A. Kaen (bm) Bill Smith (cm)	Pete King (ram)	Peter King (apm) Guy Hoyt (ms)
PENDLETON 11,774 12,591-ABC-CZ 14,500-ABC Par. 28	East Oregonian, 205 S.E. Byers, Tel.: 4200 (e) 7,942 .09	Flat	(I) (AP) (J) (5¢, $1.50 mo) (West-Holliday Co., Inc.)	East Oregonian Pub. Co., Inc. Mrs. E. B. Aldrich, Pres.	J. W. Forrester, Jr. (eep-e) Nolan Skiff (me) Jim Eardley (ce)	Bill Thompson (ne) Nolan Skiff (sp) Elsie Dickson (we)	Eleanor Forrester (bm) Everett Bagwell (cm)	Norris P. Stettler (ad) Norris Stettler (mga) Earl Jambura (cam)	Frank Miller (ms)
PORTLAND 372,020 482,833-ABC-CZ	Journal of Commerce (7) (m) 3,565 .12	Flat	(I) (J) (10¢, $2.00mo)	Daily Journal of Commerce Mrs. H. G. Haugsten, Pres.-Pub.	Lew E. Evans (e)			Charles A. Couche (ad) William Caplan (legal adv. mgr.)	
	Oregonian, 1320 S.W. Broadway, Zone 1, Tel.: CA 6-2121 (m) 230,850 .86 .57 Sunday edition (S) 295,527 .76 .67		(I-R) (AP, CDN, INS, CT-NYN, NANA, RN, NYT) (J) (5¢, 15¢S, 65¢w, $1.95 mo-d&S) (Moloney, Regan & Schmitt, Inc.)	Oregonian Pub. Co. M. J. Frey, Pres.-Pub.	Herbert Lundy (eep) Robt. C. Notson (me) J. Richard Nokes (ce)	John Piper (ne) John Armstrong (Su) L. H. Gregory (sp) Gwladys Bowen (we)	M. J. Frey (gm) J. R. Somerville (com) L. J. Cascadden (cm)	H. V. Manzer (ad) Richard J. Jones (mga-ad) Jean Callahan (Roto-gravure ad) Robt. E. Moore (ram) Max Taylor (cam)	E. S. Niederkorn (pm) Donald R. Newhouse (prod. m)
	Oregon Journal, 800 S.W. Front Ave., Zone 7, Tel.: CApital 2-5511 (e) 181,489 .66 .61 Saturday edition (Sat.) 167,433 .66 .61 Sunday edition (S) 200,684 .66 .61		(I) (UP, AP, INS) (5¢, 15¢S, 45¢w-d&S, $1.95 mo) O'Mara & Ormsbee, Inc.	The Journal Pub. Co. Wm. W. Knight, Pres.-Pub.	Roy J. Beadle (eep) Arden X. Pangborn (e) Harry Leeding (ce)	Baxter Hubbard (ne) Fred H. McNeil (exec. ne) Ed O'Meara (Su) George Pasero (sp) Mary Lawrence Bennett (we)	Wm. W. Knight (gm) D. S. Haines (adm. asst.) R. D. Young (com) Clayton J. Beaver (cir. dir.)	Harry McLain (ad) Arthur B. Wallace (mga) Wm. N. Wiswall (ram) George Putz (cam)	R. A. Gifford (pm) W. E. Gibbons (ms)
ROSEBURG 5,800 25,018-ABC-CZ	News-Review (e) 11,579 .085	Flat	(I-R) (AP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	News Review Co., Inc. Frank Jenkins, Pres. (Home address Klamath Falls, Ore.)	Charles V. Stanton (eep-e) George Castillo (asst. e) Chuck Grell (ce)	Chuck Grell (ne) Brownie Valdez (sp) Lotus Porter (we)	C. V. Stanton (gm) Addye Wright (asst. bm) A. Fuller Johnson (cm)	Lloyd Stutsman (ad-mga-ram) Marjorie Miles (cam)	Lloyd Stutsman (pm-apm) W. Frederickson (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SALEM 43,140 44,947 (Spec. Census '54) 54,297-ABC-CZ	Capital Journal (e) ⓐ 17,125	....	(I-R) (AP, UP) (5¢, $1.25mo) (Ward-Griffith & West-Holliday Co., Inc.)	Capital Journal B. Mainwaring, Pub.	Glenn Cushman (ce)	Gerald McFarland (ne) Alfred C. Jones (sp) Marian Lowry Fischer (we)	Hunt Clark (cm)	E. A. Brown (ad-mga) Robt. Sprague (ram) Ray Greene (cam)	E. A. Brown (pm-apm) Frank Lorenz (ms)
	Oregon Statesman (m) ⓐ 19,801 (me) ⓐ 36,926 .22 Sunday edition (S) ⓐ 19,827 Evening and Sunday (eS) ⓐ 36,952 .22	.... Flat .... Flat	(I-R),(AP) (J) (5¢, 10¢S, $1.45mo) (Ward-Griffith Co., Inc. and West-Holliday Co., Inc.)	Charles A. Sprague, Pres.-Pub.	Charles A. Sprague (eep-e) Wendell Webb (me) Robt. Gangware (ce)	J. Wesley Sullivan (ne) Al Lightner (sp) Maxine Buren (we)	Wendell Willmarth (bm) Hunt Clark (cm)	Phil Gilstrap (mga)	Robert Sprague (apm)

NOTE: The Oregon Statesman and Capital Journal are owned by one company but are editorially separate. All business operations are conducted by the jointly owned Statesman-Journal Company. Officers for the special departments are E. A. Brown, Advertising Director; Hunt Clark, Circulation Director; Wendell Willmarth, Comptroller; Frank Lorenz, Mechanical Superintendent.

THE DALLES 7,676 9,864 Spec. '54 Census 8,127-ABC-CZ 10,093-ABC Par. 28	Chronicle, First & Madison Sts., Tel.: CY 6-2141 (e ex Sat.) ⓐ 5,107 .07 Sunday edition (S) ⓐ 5,126 .07	Flat Flat	(I) (UP) (5¢, 10¢S, $1.50mo) (West-Holliday Co., Inc.)	Western Publishing Co. Luman G. Miller, Pub. (Scripps League)	Luman G. Miller (e) James Weeks (me) H. E. Philby (ce)	Joe G. Cowley (ne) Frank Carruth (sp) May Rorick (we)	Luman G. Miller (gm) Kenneth Hagen (cm)	Fred Heldt (ad) Delia Sinsabaugh (cam)	W. J. Hatfield (ms)

PENNSYLVANIA

ALLENTOWN 106,756 147,126-ABC-CZ	Call, 6th & Linden Sts., Tel.: HE 3-4241 (m) ⓐ 70,798 .255 Chronicle (e) ⓐ 21,563 .12 Combined daily (me) ⓐ 92,361 .30 Call-Chronicle (S) ⓐ 74,724 .255 Saturday evening and Sunday (eS) ⓐ 96,287 .30	Flat Flat Flat Flat Flat	(I) (AP, INS, UP) (5¢, 10¢S, 30¢w-d, 40¢ w-d&S, $1.28mo-d, $1.73mo-d&S) (Story, Brooks & Finley, Inc.)	Call-Chronicle Newspapers, Inc. David A. Miller, Pres.-Pub. J. C. Shumberger, Chm. of Bd.-Pub. Donald P. Miller Exec. V.P.	W. D. Reimert (eep-me) Percy B. Ruhe (e-C) Samuel W. Miller (e-CH) George Nehrbas (ce-C) Floyd W. Stickle (ce-CH)	John Y. Kohl (Su) Joseph McCarron (sp-C) David A. DeLong (sp-CH) Doris Leete (we-S) Frances Weishampel (we-C) Martha Schlotterer (we-CH)	Donald P. Miller (gm) Richard J. Aigner, Jr. Edwin R. Horn (cm)	Gen. Charles C. Curtis (ad) P. W. Leisenring (mga) H. H. Weibel (ram) Geo. E. Jordan (cam)	Gordon B. Fister (pm) S. W. Miller (pm) Herbert Cox (asst. pm)
ALTOONA 77,177 100,658-ABC-CZ	Mirror, 1000 Green Ave., Tel.: 7171 (e) ⓐ 32,732 .16	Flat	(I) (UP) (J) (5¢, 30¢w, $1.25mo) (None)	Mirror Ptg. Co. J. E. Holtzinger (Pres.-gm)	Herman S. Reifsnyder (eep-e-me) J. Edward Benney (ce)	Frank B. White (ne) Edgar P. Short (sp)	J. E. Holtzinger (gm-bm) Frank J. Aigner, Sr. (cm)	Richard E. Beeler (mga-ram) James G. Slep (cam)	D. Oscar Nelson (ms)
	Tribune, Tel.: 8181 (m) ⓐ 8,880 .10	.09	(I) (AP) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	The Times Tribune Co. Theodore Arter, Jr. Pres. A. B. Crane, Pub.	Robert W. Boyer (eep-e) Don D'Elia (ce)	Mrs. Ada Sell (we)	Jos. A. Faul (gm) Bernard J. Krauth (cm) John P. Nardella (bm)	Leo. M. Carroll (ad) Jos. A. Wood (cam)	Charles H. Hall (ms)
AMBRIDGE 16,429	Citizen, 930-40 Glenwood Ave., Tel.: COngress 6-3333 (e ex Sat.) 8,385 .065	Flat	(I-R) (INS) (J) (5¢, 25¢w) (Bottinelli-Kimball, Inc.)	Citizen Ptg. & Pub. Co. Mrs. Ione E. McNees, Pres. Vaughn R. Arnold, Pub.	A. T. Thompson (eep-e) V. R. Arnold (me) J. Robert Crover (ce)	A. T. Thompson (ne) Adam Wolicki (sp) Caryl McNees (we)	Vaughn R. Arnold (gm-bm) Joseph S. Pievel (cm)	William Merz (ad) Joseph D'Antonio (ram) Audrey Mottern (cam)	Nick Karakitsos (pm) James Laffey (ms)
ASHLAND 6,192	News, N. 9th St., Tel.: 84 (e) 3,193 .04	.035	(R) (UP) (7¢, $1.25 mo) (Bottinelli-Kimball, Inc.)	Kyler Pub. Co. Florence E. Kyler, Pres. Hubert H. Strunk, Pub.	Hubert H. Strunk (e)	.....	Isabel Davison (cm)	.....	Clarence Cleaver (ms)
ATHENS	See Sayre.								
BANGOR 6,050	News (e) 2,764 .07	Flat	(I) (J) (3¢, 15¢w) (Bottinelli-Kimball, Inc.)	Charles M. Meredith, Owner	Harry Hess (e) C. Meredith (me)	Harry Hess (sp) William F. Jory (we)	Alfred de Renzis (gm-bm) Ernest Lohman (cm)	Ernest Lohman (ad-cam) J. Pipher (mga)	J. Pipher (pm)
BEAVER-ROCHESTER-ALIQUIPPA-AMBRIDGE 26,132—Aliquippa 6,360—Beaver 7,197—Rochester 16,429—Ambridge 65,620-ABC-CZ	Beaver Valley Times (e) ⓐ 21,378 .14	Flat	(I) (UP) (7¢, 40¢w) (Burke, Kuipers, Mahoney, Inc.)	Beaver Newspapers, Inc. S. W. Calkins, Pres.-Pub.	Jack Malone (e) Ralph Temples (me) W. W. Anderson (ce) Beaver Roch. Gene Tabacchi (ce) Aliquippa-Amb.	Fran Hollendonner (ne) Frank Worbs (sp) Gladys Gibbons (we)	Ray J. Taylor (gm) Adam Jackson (cm)	Daniel Paulovich (ram)	Russell Barley (ms)
BEAVER FALLS-NEW BRIGHTON 17,375—Beaver Falls 9,535—New Brighton	News-Tribune (e) 17,510 .11	Flat	(I-R) (AP) (J) (7¢, 40¢ w, $1.00mo) (Ward Griffith Co., Inc.)	Tribune Ptg. Co. Margaretta D. Stewart, Pres.	James H. March (eep)	Frances McDanel (ne) Ernie Konvonlinka (sp) Margaret Keller (we)	James H. March (gm) Wm. Behringer (com)	Wm. Dentzer (mga) Hazel Cox (cam)	Wm. O. McLean (apm)
BEDFORD 3,521	Gazette, 117 S. Juliana St., Tel.: 203 (m) 4,483 .06	Flat	(I-R) (AP) (J) (5¢, 30¢w, $1.25mo) (Howland & Howland, Inc.)	Gazette Pub. Co., Inc. John H. Biddle, Pres. Hugo K. Frear, Pub.	Hugo K. Frear (eep) E. R. Edwards (me)	William Jordan (sp)	Robert Miller (cm)	Harold B. Cessna (ad) Robert Miller (cam)	Geo. E. Tritle (ms)
BELLEFONTE	See State College-Bellefonte.								
BERWICK 14,010	Enterprise, 106 E. Front St., Tel.: 3645 (e) 6,807 .06	Flat	(I) (UP) (5¢, 30¢w, $1.20mo) (DeLisser, Inc.)	Berwick Enterprise Maynard R. Johnson, Pub.	E. A. Fenstermacher (eep-e) Albert Dalberto (ce)	Glen Canouse (ne) Arthur Wark (sp) Irene Dunn (we)	Maynard R. Johnson (gm) Nicholas Scheno (cm)	C. A. Laubach (ad-ram) M. R. Johnson (mga-cam)	.....
BETHLEHEM 66,340 88,307-ABC-CZ	Globe-Times, 202 W. 4th, Tel.: UNiversity 7-7571 (e) ⓐ 25,995 .14	Flat	(I) (UP) (J) (5¢, 30¢w) (DeLisser, Inc.)	Bethlehem's Globe Pub. Co. R. L. Adams, Pres-Pub.	John Strohmeyer (eep-e) C. Fred Ritter (me)	Joseph Whritenour (sp) Mrs. Walter Batt (we)	B. Ellis Service (gm) Frank Urschitz (cm)	Paul Kacsur (ad) Robert Ford (mga) Arthur O. Cohen (cam)	Herbert Taylor (ms)
BLOOMSBURG 10,633	Press, 111 W. Main St., Tel.: STerling 4-2121 (m) 9,550 .075	Flat	(I) (AP, CT-NYN) (J) (5¢, $1.20mo) (Bottinelli-Kimball, Inc.)	The Morning Press Robert R. Eyerly & Paul R. Eyerly, Pubs.	Edward F. Schuyler (e) Paul R. Eyerly, Jr. (me) Robert E. Fawcett (ce)	John McCormick (ne) Miriam Stephens (we)	R. R. Eyerly (gm-bm) Ray M. Eyerly (cm)	R. R. Eyerly (ad) Robert R. Eyerly (mga) Doyle Zimmerman (ram)	Marvin Clews (ms)
BRADFORD 17,354 23,842-ABC-CZ 24,288-ABC Par. 28	Era, 43 Main St., Tel.: 3173 (m) ⓐ 11,692 .085	Flat	(R) (AP) (5¢, 35¢w, $1.50mo) (Story, Brooks & Finley, Inc.)	Bradford Publications, Inc. Lester R. Edwards, Pres. Henry A. Satterwhite, Pub.	Joseph M. Cleary (eep-e) Fred Totten (me)	Bertram Freed (ne) Joseph Guido (sp) Agnes Reuther (we)	Joseph M. Cleary (gm) R. B. Bromeley (bm) W. J. Caldwell (cm)	W. E. Eysinger (ad-mga) Frank H. Elliott (ram) S. Pascuzzi (cam)	J. M. Cleary and R. B. Bromeley (pm) Wm. E. Eysinger (apm) Earl F. Harlan (ms)
BRISTOL-LEVITTOWN 14,747—Bristol 41,000—Levittown (Local est.) 56,929-ABC-CZ 63,758-ABC Par. 28	Courier, 800 Beaver St., Tel.: ST 8-3325 or WI 6-4600 (e) ⓐ 11,191 .11 Times (e) ⓐ 13,867 .12 Combined daily (e) ⓐ 25,058*	Flat Flat	(R) (I) (UP) (J) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	Bristol Printing Co. S. W. Calkins, Pres-Pub.	George G. Gray (e) Sandy Oppenheimer (ce) Ben Borowsky (sp) Joan Nevins (we)	.....	Murray C. Hotchkiss (gm) Don C. Hayman (cm)	James H. Williams (mga) Joseph A. Browne (ad) Arthur R. Hecht, Jr. (ram) Paul Weidemann (cam)	William Rielly (ms)

*Advertising in Courier and Times may be purchased in combination, rate .16.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BROWNSVILLE 7,643 10,004-ABC-CZ	Telegraph, 16-18 Bridge St., Tel.: 900, 901, 902 (e) 8,709	.08	Flat	(I-R) (INS) (J) (5¢, 30¢w, $1.25mo) (none)	Brownsville Pub. Corp. T. F. McDonald Pres.	John Matta (eep-e) Carl Apone (ce)	John Matta (ne) Carl Apone (se) Robert Petriello (sp)	T. F. McDonald (gm) Charles W. McKinley (bm) Harris L. Jarrett (cm)	Daniel Goss (mga-ram)	Louis Seach (ms)
BUTLER 22,482 33,551-ABC-CZ	Eagle, 116 W. Diamond St., Tel.: 7-5771 (e) 21,916	.11	Flat	(I-R) (AP) (5¢, 30¢w) (Story, Brooks & Finley, Inc.)	Eagle Ptg. Co., Inc. John Laing Wise, Pres.-Pub.	John Laing Wise (eep-e) William C. Faust (ce)	John L. Wise, Jr. (ne) Michael I. Surkalo (sp) Mrs. W. H. Ritts, II (we)	Vernon L. Wise (gm-bm) James G. Emrick (cm)	W. Vane Ireland (ad-mga-ram) Virgie K. Cooper (cam)	Vernon L. Wise, Jr. (pm) Thos. R. Colley (ms)
CANONSBURG 12,172	Notes, 23 N. Central, Tel.: SH 5-6400 (e ex Sat.) 5,114	.06	Flat	(I) (UP) (J) (5¢, 25¢w) (Bottinelli & Kimball)	Notes Pub. & Ptg. Co. Robert H. Robinson, Pres.	Frances Zele (ce)	Tom Brundrette (sp) Ann Krist (we)	John T. Robinson (gm) William W. Treas (bm)	William W. Treas (ad)	A. E. Cowger (ms)
CARBONDALE 18,296	News, 41 N. Church St., Tel.: 802 (e ex Sat.) 4,828	.06	Flat	(I) (4¢, 15¢w) (none)	Carbondale Daily News Tom Heth, Pub.	Thomas Gilmartin (eep-me) Tom Heth (e) John Bolak (ce)	Thomas Gilmartin (ne) John Bolak (sp) Alice Kitchura (we)	Tom Heth (gm-bm) Charlotte Wagner (cm)	Tom Heth (ad) Betty Lawless (mga-ram-cam)	Tom Heth (pm) Roscoe Whitby (ms)
CARLISLE 16,812 16,812-ABC-CZ	Sentinel, 457 E. North St., Tel.: 168 (e) 8,582	.08	Flat	(I) (UP) (J) (5¢, 25¢w, $1mo) (Howland & Howland, Inc.)	Carlisle Sentinel, Inc. David I. Thompson, Pres.	A. Douglas Thompson (eep-e) Wilbar Halbert (me)		J. V. Thompson (bm) Paul R. Gerhardt (cm)	Foster A. Charlton (mga)	R. E. Brown (ms)
CHAMBERSBURG 17,313 17,313-ABC-CZ	Public Opinion, 77 N. Third St., Tel.: COlony 4-6161 (e) 11,637	.08	Flat	(I-R) (AP, SHNA) (5¢, 25¢, $1.00) (Johnson Kent, Gavin & Sinding, Inc.)	Public Opinion Co., Herbert S. Foltz, Pres.	Chas. R. Nicklas (e)	Joseph A. Crist (ne) Vaden P. Richards (sp) Emily G. Powell (we)	Herbert S. Foltz (gm) M. I. Moore (cm)	Charles G. Etter (mga)	Edw. J. Traverso (ms)

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

THEY SURE BUY THE GROCERIES IN

Altoona

Prosperous Altoona industry certainly helps them work up a healthy appetite! And it's an appetite they can afford to satisfy. Of the $137,000,000 in metropolitan area retail sales for 1956, $34,000,000 was spent for food. $23,100,000 entered the cash registers of Altoona food markets alone. (and that's not peanuts!) It represents a lot of healthy plates full. And with fat paychecks from railroads, industry and productive farms totaling nearly $200,000,000 they can afford to eat high on the hog—and come back for seconds, too.

*E&P Market Guide estimates.

COLOR in the MIRROR moves goods faster, too!

Smart advertisers are learning how to make an even better selling impression on the Altoona market by taking advantage of the Mirror's complete R.O.P. color facilities. You can get two, three or ROP FULL COLOR, and careful craftsmanship. Results for advertisers, too, backed up by 225,885 lines of color advertising in 1956 — more than many big city dailies!

Altoona Shops with the Altoona Mirror

If you would like to sell more of your product in this able-to-buy market, bear in mind that 95.3% of Altoona city zone families shop from the Altoona Mirror. That's real king-size coverage. And, the Mirror reaches 3 out of 4 families in Blair County.

Altoona Mirror

ALTOONA'S ONLY EVENING NEWSPAPER

Richard E. Beeler, Advertising Manager

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CHARLEROI 9,872	Mail, 404 Fallowfield Ave., Tel.: HUdson 3-5541 (e) 5,251 .065	Flat	(R) (UP) (J) (5¢, 30¢w) (Bottinelli & Kimball, Inc.)	Mail Pub. Co., Inc. H. E. Price, Pres.	H. E. McCamic (eep) Robert L. Wiper (ce)	John Bunardzya (sp) Bernice Spencer (we)	H. E. Price (gm-bm)	A. J. Reeder (mga)	
CHESTER 66,039 104,075-ABC-CZ	Times, 18-26 E. 8th St., Tel.: CHester 3-6161 (e) (AE) 36,374 .20	Flat	(I) (AP) (7¢, 42¢w) (Gilman, Nicoll & Ruthman)	Chester Times, Inc. Robert S. Howard, Pres.-Pub. John E. Tompkins, Vice-Pres.-Asst. Pub.	Walter Steigleman (e) Fred Echelmeyer (assoc. e) Bud Magnin (me) Cliff Rainey (ce)	Bob Finucane (sp) Jean Sharda (we)	Edw. O'Connor (bm) Ray Noden (cm)	Lee Parker (ad) Rod Black (mga) Jack McDermott (ram) Rufus Walker (cam)	H. R. Burges (pm)
CLEARFIELD 9,357	Progress, 206 E. Locust, Tel.: 5-5581 (e) 13,321 .09	Flat	(I-R) (AP) (5¢, 30¢w) (Julius Mathews, Inc.)	Progressive Pub. Co. W. K. Ulerich, Pres.-Pub.	G. A. Scott (eep-e) L. B. Mather (ce)	L. B. Mather (ne) Earl Caldwell (sp) Betty Hamilton (we)	W. K. Ulerich (gm-bm) C. B. Thomas (cm)	W. C. Plummer (ad-mga-ram) Reginold Turner (cam)	P. W. Roessner (ms)
COATESVILLE 13,826	Record (e) 9,962 .07	Flat	(I-R) (AP) (5¢, 30¢w, $1.25mo) (DeLisser Inc. and Wm. Neville & Associates, Inc.)	Coatesville Record, Inc. C. H. Heintzelman, Pres.-Pub.	C. H. Heintzelman (eep) Fred B. Manship (me)	Ralph Flaminio (sp)	Geo. H. Heintzelman (gm-bm)	W. P. Wood (ad)	J. P. Donahue (ms)
COLUMBIA 11,993 11,993-ABC-CZ	News, 341 Chestnut St., Tel.: MU 4-2125 (e) (AE) 4,012 .07	Flat	(I-R) (UP) (J) (5¢, 30¢w, $15.00 yr.) (DeLisser, Inc.)	Columbia News, Inc. S. S. Crist, Pres.-Pub.	B. F. Frank (me)	John C. Musser (ne) C. Aston (sp)	E. N. Crist (gm) J. B. Crist (bm) Glenn Baker (cm)	H. D. Kauffman (mga) Shirley Myers (cam)	Fred Reehl, (ms)
CONNELLSVILLE 13,293 24,188-ABC-CZ 25,178-ABC Par. 28	Courier, 127-129 W. Apple St., Tel.: 3000 (e) (AE) 11,463 .09	Flat	(I-R) (INS, UP) (5¢, 30¢w) (Julius Mathews Special Agency)	The Courier Co., Inc. Jas. M. Driscoll, Pres.	Jas. M. Driscoll (eep)	John H. Whoric (ne) Margaret Atkinson (we)	Jas. M. Driscoll (gm) J. Wylie Driscoll (bm) Edw. L. Smith (cm)	R. A. Donegan (mga) J. Wylie Driscoll (ram-cam)	Paul V. Driscoll (ms)
CORRY 7,911	Journal, 28 W. South, Tel.: 2-8291 (e) 3,776 .05	Flat	(I) (AP) (J) (7¢, 42¢w) (Bottinelli-Kimball, Inc.)	Corry Evening Journal	George R. Sample (eep-e-me-ce)	George R. Sample (ne) Thomas Titus (sp) Rita Jackson (we)	George R. Sample (gm-bm-cm)	William Chiriguzio (ad-mga-ram) Helen R. Hixson (cam)	John McLaughlin (me)
DANVILLE 6,994	News, 14 E. Mahoning, Tel.: 568 (e) 3,607 .04	Flat	(I) (J) (AP) (5¢, 25¢w) (Bottinelli-Kimball, Inc.)	Danville News, Inc. W. K. Ulerich, Pres.-Pub.	Jack Feeley (e-ce)	Ted Jones (ne) Mrs. Berenice Eifert (we) Walter Lancosky (sp)	L. W. Stauffer (gm) Durland Snyder (cm)	Robert Leedy (ad)	
DONORA 12,186 24,267-CZ-Loc. Est.	Herald-American, 565 Meldon Ave., Tel.: 650 or 651 (e ex Sat.) 3,781 .06	Flat	(I) (UP) (J) (7¢, 35¢w) (Bottinelli-Kimball, Inc.)	Monongahela Pub. Co. Robert H. Robinson, Pres.	Abe Hays (e)	Fred Sigler (sp) Ann Marie Bedner (we)	John T. Robinson (gm) George L. Higgins (bm) M. Ostoick (cm)	G. L. Higgins (ad-ram) M. Ostoick (cam)	Dale Wise (ms)
DOYLESTOWN-HATBORO 5,262-Doylestown 4,788-Hatboro	Intelligencer (e) 7,905 .08	.07	(R) (UP) (J) (5¢, 25¢w, $1.25mo) (Bottinelli-Kimball Inc.)	Intelligencer Co. Stanly W. Calkins, Pres.	John Kochalka (e)	D. Daniels (ne) M. Foster (sp) Alice Gilbert (we)	Murray C. Hotchkiss (gm) Robert M. Hotchkiss (bm) William Hughes (cm)	Elmer Parisea (mga) Robert Mayer (cam)	
DU BOIS 11,497	Courier-Express (e) 8,100 .075	Flat	(I) (UP) (J) (5¢, 30¢w, $1.50mo) (Bottinelli-Kimball, Inc.)	Courier-Express Pub. Co. H. T. Gray, Pres. Jason G. Gray, V.P. Mrs. Rosanna G. Shields, Treas. Athol V. Shields, Sec.	George Waylonis (me)	Herb Martin (sp) Nancy Simbeck (we)	Marvin L. Bloom (bm) S. U. Kauffman (cm)	Wm. H. Reay (ad) Romaine Ellenberger (cam)	L. Spencer Cross (ms)
EASTON & WILSON, PA.-PHILLIPSBURG, N. J. 35,632—Easton 8,159—Wilson 18,919—Phillipsburg 81,797-ABC-CZ	Express, 30 N. 4th St., Tel.: 7171 (e) (AE) 47,940 .21	Flat	(I) (UP, AP, INS) (5¢, 30¢w, $1.30mo) (Kelly-Smith Co.)	Easton Pub. Co. J. L. Stackhouse, Pres.-Pub.	Donald P. Keith (eep) Robert C. McGiffert (ce)	S. P. Lewis (ne) Miss Catherine McGrath (we)	J. L. Stackhouse (gm) Paul E. McPeek (cm)	Chas. H. Schmell (mga) Fred Hamlen (ram) Edgar F. Bossard, (cam)	John F. Wahlers (prod. mgr) Lisle T. Horton (ms)
ELLWOOD CITY 12,945 14,067-ABC-CZ	Ledger, 835 Lawrence Ave., Tel.: PLaza 8-5551 (e) (AE) 5,796 .07	Flat	(I) (AP) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	Citizens Pub. & Ptg. Co. W. F. Kegel, Pres.-Pub.	W. F. Kegel (e) W. C. Kegel (me) Charles Moser (ce)	Jack Pearson (sp)	W. F. Kegel (gm) Jos. Palatka (cm)	W. C. Brophy (ad) Paul Stanyard (ram)	Regis Spielvogel (ms)
ERIE 130,803 155,405-ABC-CZ	News, W. 10th St., Tel.: NEwtown 9-1860 (m) .... Times (e) (AE) 54,946 .... Combined daily (me) ..... .38 Flat Sunday edition (S) 75,000		(I-R) (AP, INS) (5¢, 15¢S, 30¢w, $1.95 mo) (The Katz Agency, Inc.)	Times Pub. Co. Mrs. Mary Mead, Pres. John J., Jr. and George J. Mead, Co-Pubs.	Edward M. Mead (exec. e-T) W. Benton Jones (exec. e-N) John J. Mead (e) Jos. Meagher (me) Wm. Fowler (ce-T) Robert Barrett (ce-N)	Robert Sutherland (Su) Eugene Cuneo (sp) Patrice English (we)	George J. Mead (gm-bm) Wm. Lester (cd)	R. D. Daley (mga) C. A. Smith (ram) Al. Coleman (cam)	Edw. Hintenach (ms)
					The Times Publishing Co. purchased Dispatch (e&S) Dec. 28. Evening Dispatch was suspended; Sunday papers were merged; first edition of Morning News appeared Jan. 7, 1957. Times circulation above is Sept. 30 (AE) figure; Sunday figure is estimated. No estimate available for News at press time.				
FRANKLIN-OIL CITY	(See Oil City-Franklin listing)								
GETTYSBURG 7,046	Times, 18 Carlisle St., Tel.: 640 (e) 7,753 .065	.06	(I) (AP) (J) (5¢, 25¢w, $13.00 yr.) (Bottinelli-Kimball, Inc.)	Times & News Pub. Co. S. G. Spangler, Pres.	Paul L. Roy (e) Hugh McIlhenny (me)	Don Bream (sp)	Carl Baum Jason H. Deppen (cm) Donald W. Fair (com)	M. J. Toggas (cam)	Paul L. Ramer (ms)
GREENSBURG 16,923 29,464-ABC-CZ	Tribune-Review, 122 N. Main, Tel.: 151 (d ex Sat.) (AE) 17,202 .... Saturday edition (Sat.) (AE) 16,050 .... Combined daily (dSat.) (AE) 33,252 .12 Flat		(I-R) (AP, UP) (5¢, 30¢w) (Burke, Kuipers & Mahoney)	Tribune Review Pub. Co. Angeline Herbert, Pres. David W. Mack, Pub.	Samuel George (n-me) Earl Derby (d-me)	James Ficco (sp) Betty Sam (we)	Frank Irvin (bm) Robert B. Kelly (cm)	W. E. Momeyer (mga-ram) Richard Wilt (cam)	Jack H. Hawkins (ms)
GREENVILLE 9,310 10,625-ABC-CZ 10,885-ABC Par. 28	Record-Argus, 236 Main, Tel.: 500 or 501 (e) (AE) 6,323 .065	Flat	(I-R) (AP) (J) (5¢, 30¢w, $1.20mo) (Shannon & Associates, Inc.)	Record-Argus Co. Daisy T. Morrison, Pres.-Pub.	C. Earl Miller (e) La Verne Langdon (ce)	W. J. McKee (sp) Mrs. Harold Paxton (we)	J. H. Callor (gm) E. J. Sweigard, Jr. (cm)	Richard Rowland (ram)	E. E. Palm (ms)
HANOVER 14,048	Sun, 130 Carlisle, Tel.: 3736 (e) 24,099 .12	Flat	(I-R) (AP) (J) (2¢, 12¢w) (Burke, Kuipers & Mahoney, Inc.)	Evening Sun Co. Lawrence B. Sheppard Pres.	C. H. Meredith (e) H. B. Hostetter (me) E. H. Wallace (ce)	Edouard Grenier (sp)	C. H. Meredith (bm) John E. Flickinger (cm)	Joseph Yingling (mga-ram-cam)	J. H. Dillow (ms)
HARRISBURG 89,544 195,658-ABC-CZ 210,390-ABC Par. 28	Patriot, 812 Market St., Tel.: CEdar 8-5251 (m) (AE) 40,492 .... News (e) (AE) 81,974 .... Combined daily (me) (AE) 122,466 .40 Flat Patriot-News (S) (AE) 128,886 .33 Flat		(I) (AP, CDN, UP, INS) (5¢, 15¢S, 30¢w) (Moloney, Regan & Schmitt)	The Patriot News Co. Edwin F. Russell, Pres.-Pub.	James R. Doran (e) Henry Wilson (ce-N) John Remaly (ne-N)	Arthur Bigelow (ne-P) Al Clark (sp)	David Fair (cm) Ben Lantz (bm)	Ernest A. Doepke, Jr. (ad) Ernest P. Reed (mga) Harold P. Newhouse (cam)	Wm. Lunsford (pm) John J. McGann (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
HAZLETON-WEST HAZLETON 35,481—Hazleton 4,900—W. Hazleton 41,213-ABC-CZ	Standard-Sentinel, 21-23 N. Wyoming St., Tel.: GL 5-3636 (m) ⓒ 7,506	.....	.....	(I) (AP) (J) (6¢, 36¢ w) (Gallagher-DeLisser, Inc.)	The Plain Speaker-Standard-Sentinel Henry & Frank Walser & M. B. Dershuck, Owners-Pubs.	Frank Walser (me)	.....	Frank Walser (gm) J. E. Barnes (cm)	Harry Sandrock (ad)	.....
	Plain Speaker (e) ⓒ 16,129	.....	.....							
	Combined daily (me) ⓒ 23,635	.14	Flat							
HOMESTEAD-W. HOMESTEAD-MUNHALL 10,986—H 2,557—WH 13,487—M 26,760-ABC-CZ	Messenger (e) ⓒ 7,449	.07	Flat	(I-R) (UP) (5¢, 30¢w) (De Lisser, Inc.)	The Messenger Pub. Co. H. P. Wiggins, Pres.	J. K. Beever (me) K. E. Demuth (ce)	John Johnson (sp) Margaret Frank (we)	A. Drabant (cm)	Leon Miller (mga)	.....
HUNTINGDON-MOUNT UNION 7,250—Huntingdon 4,000—Mount Union	News, 325 Penn St., Huntingdon, Tel.: 730 (e) ⓒ 10,278	.08	Flat	(I) (UP) (J) (5¢, 30¢ w) (Howland & Howland, Inc.)	The Joseph F. Biddle Pub. Co. John H. Biddle, Pres.-Pub.	Eugene T. Shore (e) E. Blair Shore (me) Donna Clemson (ce)	Eugene T. Shore (ne) Mailand McIlroy (sp) Winifred C. Hawn (we)	E. Blair Shore (gm) John H. Biddle (bm) Richard M. Isenberg (cm)	Elmer F. McCartney (ad) Albert Mosser (ram) Jayne Gifford (cam)	John H. Biddle (pm) Geary D. Bunn (ms)
INDIANA 11,743 14,003-ABC-CZ 15,000-ABC Par. 28	Gazette (e) ⓒ 12,647	.09	Flat	(I) (AP, CT-NYN, NEA Service) (J) (5¢, 30¢w, $1.30 mo) (DeLisser, Inc.)	Indiana P. & P. Co. R. H. Ray, Pres. N. D. and R. H. Ray, Pubs. E. B. McNaughton Auditor	Wm. L. Ingersoll (eep) R. H. Ray (me) Forrest Lockard (ce)	Forrest Lockard (ne) Wm. Doerge (sp) Mrs. N. D. Ray (we)	R. H. Ray (gm-bm) Hugh M. Bell (cm)	William Boesman (ad-mga-ram-cam)	Robert Adams (ms)
JEANNETTE 16,172 22,138-ABC-CZ	News-Dispatch, 227 S. Fourth St., P. O. Box 101, Tel.: LAfayette 3-5541 (e ex Sat.) ⓒ 9,234	.08	Flat	(I-R) (UP) (5¢, 25¢w, $1.10 mo) (Howland & Howland, Inc.)	Jeannette Pub. Co. J. Graff Bomberger, Pres.-Pub.	J. Graff Bomberger (e) Marion L. Hollendonner (me) Paul D. Teske (ce)	Donald Hall (sp) Eleanor Charlesworth (we)	Lawrence E. Stull (cm)	Michael F. Hubis (mga)	J. Thomas Brooks (ms)
JERSEY SHORE 5,595	Herald, Allegheny at Broad St., Tel.: EX 8-1440 (e ex Sat.) 2,463	.04	Flat	(I-R) (UP) (J) (5¢, 25¢w)	Herald Pub. Co. John D. DeBlase, Pres.-Pub.	Joseph Cox (e)	Joseph Cox (sp) Varile Tuttle (we)	Robert E. Stahl (cm)	Richard H. Yohe (ad)	H. Thompson (ms)
JIM THORPE 6,951	Times-News (e) 2,075	.049	Flat	(I) (AP) (4¢, 25¢w) $1.05mo) (Bottinelli-Kimball, Inc.)	Mauch Chunk Times-News Gertrude B. Apfelbaum, Joseph L. Boyle, Co-Pubs.	Joseph L. Boyle (eep-e)	.....	Mrs. Apfelbaum (bm)	.....	.....
JOHNSTOWN 63,332 105,250-ABC-CZ	Tribune-Democrat (d) ⓒ 59,032	.25	Flat	(I-R) (AP) (7¢, 30¢w, $1.30mo) (none)	The Johnstown Tribune Pub. Co. Walter W. Krebs, Pres.-Pub.	John F. James (exec. ed) C. W. Dressler (eep) Walter W. Krebs (e) Ben Coll (me-day) Pat Malloy (me-night) James W. Krider (ce-day) Saul Spiegel (ce-night)	George Cooper (sp)	Robt. Conrad (cm) Robt. Woy (com)	Carl M. Gillespie (ad) Perry Katzenstein (ram)	Louis D. McCready (pm)
KANE 3,706	Republican (e) 3,546	.045	Flat	(R) (UP) (5¢, 25¢w) (Howland & Howland, Inc.)	Kane Republican Co., Inc. G. Scott Smith, Pres. Tony S. Smith, Pub.	Tony S. Smith (eep)	Sarah B. Smith (we)	Tony S. Smith (gm)	John B. Cliff (ad)	.....
KITTANNING 7,751 10,030-ABC-CZ	Simpsons' Leader-Times (e) ⓒ 10,913	.08	Flat	(I) (UP) (5¢, 30¢w) The Julius Mathews Special Agency, Inc.	Simpsons' Pub. Co. Corbin W. Wyant, Pres.-Pub.	Wayne B. Owen (e) Corbin W. Wyant (me) James M. Wyant (ce)	James M. Wyant (sp) Ethelyn E. Young (we)	Corbin W. Wyant (gm) Frank M. Shubert (bm-cm)	C. F. Lindberg (ad-ram) Frank M. Shubert (mga-cam)	Corbin W. Wyant (pm) C. F. Lindberg (apm)
LANCASTER 61,774 121,000-ABC-CZ	Intelligencer Journal, 8 W. King St., Tel.: EXpress 7-5251 (m) ⓒ 33,537	.....	.....	(I) (AP, INS) (Sunday News) (J) (5¢, 15¢, 30¢w-d, 45¢w-d&S) (Lancaster Newspapers, Inc. and Cressmer & Woodward, Inc.)	Steinman & Steinman, Inc. J. Hale Steinman, Pres. J. F. and J. H. Steinman, Pubs.	John H. Carter (e-NE) H. C. Brubaker (ce-NE) Harry F. Stacks (me-LJ) Harold J. Eager (ce-LJ) Leonard T. Kolasinski (ce-NE)	J. Thomas Barber (Su) Geo. Kirchner (sp-NE) George Crudden (sp-Su) Mrs. Fred Jeffries (we-LJ) Mrs. Marvin Tigner (we-Su)	I. Z. Buckwalter (gm) D. R. Armstrong (asst. gm) Willis W. Shenk (com) H. C. Carpenter (bm) Ray W. Gilliland (cd)	C. L. Fountain (ad) M. J. Powderly (asst. ad) J. W. Schupp (mga) L. G. Shenk (ram) Ralph Sides (cam)	M. L. Detwiler (prod. mgr.) W. H. Detwiler (ms) Larry P. Bauman (asst. prod. mgr.)
	New Era (e) ⓒ 47,181	.....	.....		New Era Co. J. F. Steinman, Pres. J. F. and J. H. Steinman, Pubs.					
	Combined daily (me) ⓒ 80,718	.29	Flat							
	Sunday News (S) ⓒ 71,861	.29	Flat							
LANSDALE 9,762 18,040-ABC-CZ	North Penn Reporter, 307 Derstine Ave., Tel.: ULysses 5-6821 (e ex Sat.) ⓒ 8,388	.065	Flat	(I) (AP) (4¢, 20¢w, 80¢mo) (Bottinelli-Kimball, Inc. and Felker & Mahony, Inc.)	Equitable Pub. Co. George W. Knipe, Pres. Howard C. Berky, Pub.	George W. Knipe (e)	Earl Watson (sp)	John Skibbe (cm)	Howard C. Berky (ad) Mrs. Mary Blosser (cam)	Floyd Madtes (ms)
LANSFORD 7,607 7,607-ABC-CZ 21,000-CZ Loc. Est. (includes Lansford, Summit Hill, Tresquehoning, Coaldale)	Record, 34 E. Ridge St., Tel.: 200 (e) ⓒ 4,830	.06	Flat	(I) (AP) (J) (5¢, 30¢w) (De Lisser, Inc.)	McCall Publications, Inc. P. J. McCall, Pres.-Pub.	Victor H. Oleyar (me)	.....	Margaret Mary McCall (gm)	Robert Rybarczyk (ad)	.....
LATROBE 11,311 19,000-ABC-CZ	Bulletin, 1211 Ligonier St., Tel.: KEystone 7-3351 (e) ⓒ 9,346	.07	Flat	(I-R) (UP) (J) (7¢, 42¢ w) (Gallagher-De Lisser, Inc.)	Latrobe Ptg. & Pub. Co. Harry J. Whiteman, Pres.-Pub. Thomas M. Whiteman, II, Exec. V.P. Rose E. Berkmyre, Secy.-Treas.	W. Lowrie Kay (e) Robt. L. Luttner (ce)	R. J. McCollum (ne) Vincent J. Quatrini (sp) Jean W. Falk (we)	Harry J. Whiteman (gm-bm) S. A. Veres (cm)	John D. George (ad-ram)	Andrew Lazarchik (ms)
LEBANON 30,150 35,120-ABC-CZ	News, 24-26 S. 8th St., Tel.: 2-5611 (e) ⓒ 22,695	.12	Flat	(I) (AP, UP, INS) (J) (5¢, 30¢w) (Story, Brooks & Finley, Inc.)	Lebanon News Pub. Co. Henry L. Wilder, Pub. & Chrm. of Bd. Mrs. Arbelyn W. Sansone, Pres.	Adams S. Wilder (e-me) Ted. B. Gress (ce)	William Parry (sp) Julia B. Mark (we)	Joseph Sansone (gm) Jack Schropp (bm)	S. D. Evans (ad)	Peter Rudegeair (ms)
LEHIGHTON 6,905 10,000 Loc. Est.	Leader, 218 S. First St., Tel.: Lehighton 217 (e) 2,933	.035	Flat	(I) (UP) (J) (4¢, 18¢w, 75¢mo) (Bottinelli-Kimball, Inc.)	Evening Leader Marion A. Morthimer, Pub.	Witmer Eberle (e)	John Rausch (sp)	Witmer Eberle (gm)	Barbara Bisbing (ad)	.....
LEVITTOWN	See Bristol-Levittown.									
LEWISTOWN 13,094 13,094-ABC-CZ	Sentinel (e) ⓒ 13,259	.07	Flat	(I) (AP) (J) (5¢, 26¢w, $1.00mo) (Howland & Howland, Inc.)	The Sentinel Co. C. V. Rowland, Pres.-Pub.	Martin Stroup (eep-e) Richard S. Ruble (ce)	Richard Ruble (ne) Frank Cardon (sp)	C. V. Rowland (gm) Mrs. Jane Grubb (bm) Harry G. Reber (cm)	C. V. Rowland (ad-ram-cam) Jane Grubb (mga)	W. V. Hetrick (ms)
LOCK HAVEN 11,361 12,400-ABC-CZ	Express (e) ⓒ 8,319	.065	Flat	(I) (AP) (5¢, 30¢w, $1.30mo) (Bottinelli-Kimball, Inc.)	The Lock Haven Express Printing Co. Frank D. O'Reilly, Jr., Pres.	Rebecca F. Gross (e) Peter L. Stevenson (ce)	Rebecca F. Gross (ne) George Zellem (sp) Martha B. Zeigler (we)	Frank D. O'Reilly, Jr. (gm) Wendell H. Wright (cm)	Robert S. Forney (ad) David G. Baird (cam)	Charles W. Shultz (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MCKEESPORT 51,502 134,656-ABC-CZ	News (e) 36,800	.17	Flat	(I) (AP, INS, UP) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	The Daily News Pub. Co. W. D. Mansfield, Jr. Pres.-Pub.	W. D. Mansfield, Jr. (e) John M. Orr, Jr. (asso. ed) A. E. Dale (ce)	Merrill Granger (sp) (e) Eleanor Kratzer (we)	Robert J. Kurtz (cm)	Mrs. Marion Norton (mga) Joseph L. Pollier (ram) R. M. Beddow (assoc. ram) Donald B. Barnhart (cam)	....
MAHANOY CITY 10,934	Record-American (e) 6,741	.06	Flat	(R) (UP) (J) (7¢, 30¢w) (Bottinelli-Kimball, Inc.)	American Tribune Pub. Co., Inc. Bette K. Stevenson & Jane K. Owens, Co-Pubs.	Joseph Davies (ce)	William O'Brien (ne) Wm. Kern (sp)	Theodore L. Stevenson (mgr) Paul Walters (cm)	Wm. H. Owens (ad) Bette K. Stevenson (mga)	Harry Stahler (ms)
MAUCH CHUNK-EAST MAUCH CHUNK	See Jim Thorpe									
MEADVILLE 18,972 21,691-ABC-CZ	Tribune, Federal St., Tel.: 41 or 247 (m ex Sat.) 15,009 Saturday edition (Sat.) 14,649	.10 .10	Flat Flat	(I) (AP) (J) (7¢, 42¢ w, $1.82mo) (DeLisser, Inc.)	Tribune Pub. Co. Edward I. Bates and Robert S. Bates, Co.-Pubs.	Robert S. Bates (eep-e) K. P. Williams (me)	W. H. Antill (sp) Gertrude Dee Thomas (we)	Edward I. Bates (gm-bm) Calvin Kost (cm)	Donald W. Gapp (ad) R. W. Smith(mga-ram)	....
MECHANICSBURG 6,786	Local News, 115 W. Main St., Tel.: POplar 6-4211 (e) 1,987	.043	Flat	(R) (5¢) (none)	J. A. Bushman Co.	R. M. Stoner (ce) J. A. Bushman (me)	R. M. Stoner (ne-sp-we)	J. A. Bushman (gm-bm-cm)	J. A. Bushman (ad-mga-ram-cam)	Lloyd Gates (ms)
MILTON 8,578 16,749-CZ (Loc. Est. '56)	Standard (e) 4,952	.05	Flat	(I-R) (UP) (J) (5¢, 30¢ w) (Bottinelli-Kimball, Inc.)	Standard Ptg. Co. William P. Hastings, Pub.	Charles N. Johnson (e)	Jack Whiteman (sp)	Jack L. Strickland (bm) Giles Young (cm)	Calvin Baumgardner (mga-ram) Ann Hedenberg (cam)	Clarence W. Bowers (ms)
MONESSEN 17,896 17,896-ABC-CZ	Independent, 125 Sixth St., Tel.: MUrray 4-5200 (e) 6,938	.065	Flat	(I) (UP) (J) (7¢, 42¢w) (Bottinelli-Kimball, Inc.)	Harry R. Pore, Jr. and William H. Pore, Co-Pubs.	Harry R. Pore, Jr. (e)	R. Mitchell Steen (ne) Allen Kline (sp) Mrs. John Hurley (we)	William H. Pore (bm) Lewis Jones (cm)	Kenneth W. Mahan (ad)	John C. F. Kerr (ms)
MONONGAHELA 8,922	Republican (e ex Sat.) 3,985	.06	Flat	(I) (UP) (J) (7¢, 35¢w) Bottinelli-Kimball, Inc.)	Monongahela Pub. Co. Robt. H. Robinson, Pres.-Pub.	Floyd France (eep-me)	Arline McC. Sloan (we) Clair Brown (sp)	John T. Robinson (gm)	James P. Doyle (mga) Grace T. Higgins (cam)	James O. Keenan (ms)
MOUNT CARMEL 14,222 25,659-ABC-CZ	Item (e) 5,467	.055	Flat	(I) (AP) (J) (5¢, 30¢w, $1.25mo) (Bottinelli-Kimball, Inc.)	Mount Carmel Item, Inc. W. Penn Kemble, Pres.	John H. Latshaw (ce)	Ira F. Roadarmel (ne) Burgess S. Morgan (sp) Magdalene Murdza (we)	W. Penn Kemble (gm) Arthur D. Heil (bm) Ben F. Heil (cm)	Stephen A. Milo (ad)	H. L. Anthony (ms)
NANTICOKE 20,160	Press (e) 3,147†	.035	Flat	(I) (3¢, 10¢w) (Inland Newspaper Representatives, Inc.)	Daily Press Pub. Co., Inc. Benjamin F. Howells, Pres.-Pub.	Benj. F. Howells (e-me) H. Rick (ce)	Ted Thomas (sp) H. Rick (we)	Benjamin F. Howells (gm-bm) D. Howells (cm)	Benjamin F. Howells (ad)	J. Hotchkiss (ms)
	†Mar. 31, 1956.									
NEW CASTLE 48,834 54,003-ABC-CZ	News, 27-29 N. Mercer St., Tel.: OL 4-6651 (e) 23,310	.13	Flat	(R) (INS, UP) (5¢, 30¢ w, $1.30mo) (Bottinelli-Kimball, Inc.)	The News Co., Inc. Richard E. Rentz Pub.	Barton E. Richards (eep) George W. Conway (e) Leonard Kolasinski (ce)	George W. Conway (ne) Edward H. Fritz (sp) Beulah Ruthrauff (we)	Richard E. Rentz (gm) Edw. J. Ryan (cm)	Fred C. Scheppele (ad) J. Fred Rentz (cam)	C. J. Wm. Gustafson (ms)
NEW-KENSINGTON—ARNOLD 25,146 N. K. 10,263 Arnold 41,854-ABC-CZ	Dispatch (e) 13,274	.11	Flat	(I-R) (UP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Aldon Pub. Co. Dear Publications & Radio, Inc.	J. Albert Dear (e) Wm. W. Ahlstrom (me) Joseph Oravec (ce)	Frank Anderson (sp)	Gerald Coy (bm) Harry Fisdell (cm)	Vince Zedler (ad) Dennis E. Yandell (cam)	E. H. Crail (ms)
NORRISTOWN 38,126 61,000-CZ (Loc. Est. '56)	Times Herald, Markley & Airy Sts., Tel.: BRoadway 2-2500 (e) 23,467	.16	Flat	(I-R) (AP, INS, UP) (7¢, 42¢w, $1.75mo) (Julius Mathews Special Agency, Inc.)	Norristown Herald, Inc. Frederick S. Fox, Pres. Robert I. McCracken, V.P.	Frederick S. Fox (eep) T. Edw. Maum (exec. e) Richard J. Welsh (ce) Dick Dean (county ed.)	Felix E. (Red) McCarthy (sp) M. Rita McInerney (we)	Robert I. McCracken (gm) John T. McGuire (cm)	Joseph G. McClellan (ad) Frank E. Bishop (ram) J. Chas. Whitman, II (cam)	John T. McGuire (pm) Joseph G. McClellan (apm) Charles F. Stonier, Sr. (ms)
OIL CITY - FRANKLIN 19,581—Oil City 10,006—Franklin 50,632-CZ (Loc. Est. '56)	Derrick, 1510 W. First St., Tel.: 5-1227 (m) 13,332	......	......	(I-R) (AP) (J) (7¢, 45¢w)	The Derrick Pub. Co. E. P. Boyle, Pres.-Pub.	H. L. Schultheis (eep) E. P. Boyle (e) W. J. Thompson (me)	J. J. Szafran (ne) James Dippel (sp) Y. Humphrey (we)	R. W. Rhoades (gm) Robert C. Shumway (cm) T. J. Moran (com)	A. D. Dawson (ad) Conrad L. Reisinger (mga) C. E. Miller (cam)	Robert C. Shumway (pm) K. W. Rapp (ms)
	News-Herald (e) 9,202 Combined daily (me) 22,534	...... .14	...... Flat	(I-R) (UP) (J) (7¢, 45¢w)	News-Herald Ptg. Co. Wayne W. Bleakley, Pres.-Pub. (e)	Wayne W. Bleakley (e) Richard A. Ludwig Jack Macmillan (ce)	Robert Davis (ne) Jake Highton (sp) Carolee Kinnear (we)			

The Derrick, Oil City, Pa. and The News-Herald, Franklin, Pa. are corporately and editorially separate, but operate otherwise under a joint agreement through a third corporation which handles all mechanical production, sells advertising and circulation and handles all business transactions outside of news and editorial rooms. E. P. Boyle—President, Wayne W. Bleakley—Senior Vice-President. R. W. Rhoades—Vice-President and General Manager. T. J. Moran—Vice-President and Secretary. T. W. Foster, Vice-President and Treasurer. All advertising, circulation and business office executives are Venango Newspapers, Inc. executives.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
PHILADELPHIA 2,071,605 2,324,073-ABC-CZ	Bulletin, 30th & Market Sts., Zone 1, Tel.: EVergreen 2-7600 (e ex Sat.) 709,441 Saturday edition (Sat.) 597,423 Sunday edition (S) 723,743	1.30 1.30 1.10	Flat Flat Flat	(I) (AP, DJ, INS, NANA, NYT, UP) (5¢, 15¢S, 30¢w, 45¢w-d&S) (own offices in New York and Chicago) Sawyer-Ferguson-Walker Co. and Hal Winter Co. (Florida)	Bulletin Co. Robert McLean, Pres.-Pub. Richard W. Slocum, Exec. V.P. George T. Eager, Ass't to Pub.	Melville F. Ferguson (e) Walter Lister (me) Stanley Thompson (ce)	Stuart S. Taylor (Su) Edwin J. Pollock (sp)	Robt. L. Taylor (bm) Louis Trupin (cm)	Charles W. Detweiler (ad) Harry Keller (mga) William F. Carr (cam)	Barry Urdang (pm) J. P. Grant (ms)
	Dispatch, 1414 S. Penn Sq., Zone 2, Tel.: RIttenhouse 6-1461 (S)	.70	Flat	(R) (10¢, $3.50 yr) (none)	Phila. Dispatch Pub. Co., Inc. Edwin R. Harris, Pres.	Ross E. Betts (e) Elinor G. Ellis (asso.-ed)	Jack O'Brien (sp) Elinor G. Ellis (we)	Herman M. Ellis (gm) M. Kornfeld (cm)	Larry Ruch (ad)	....
	Inquirer, Zone 1, Tel.: RIttenhouse 6-1600 (m ex Sat.) 623,024 Saturday edition (Sat.) 578,240 Sunday edition (S) 1,140,409	1.20 1.20 1.60	Flat Flat Flat	(I) (AP, CT-NYN, INS, NYHT, UP) (*S) (5¢, 15¢S, 30¢w, 45¢w-d&S) (Robt. T. Devlin, Jr. (New York), Edw. J. Lynch (Chicago), Geo. S. Dix (Detroit), Fitzpatrick Associates (Pacific Coast)	Triangle Publications, Inc. Walter H. Annenberg, Pres.-Pub. Joseph First (Vice-Pres.)	Paul McC. Warner (eep) Walter H. Annenberg (e) R. A. Thornburgh (exec. e) John Gillen (me) Morris Litman (ce)	A. Kenneth Miller (ne) Arch C. Luther (Su) Leo Riordan (sp)	George M. Neil (gm) Paul H. Burgdorf (cm)	Gordon Chelf (ad) Robert R. Beck (mga) Bruce Wharton (ram) Joseph H. Hopkins (cam)	Leonard E. Bach (pm-apm) George W. Hoesch (prod. mgr.) S. L. Swartz (ms)
	News, Zone 1, Tel.: RIttenhouse 6-5200 (e ex Sat.) 175,905 Saturday edition (Sat.) 130,188	.60 .60	Flat Flat	(I-D) (UP, RN) (J) (5¢) (Reynolds-Fitzgerald)	Phila. Daily News, Inc. Matthew H. McCloskey Jr., Chm. of Bd. Harry T. Saylor, Pres. David Stern, Pub. David M. Podvey, Vice-Pres. Wm. K. Stewart, Sec.	Bernard A. Bergman (e) J. Ray Hunt (me) R. Y. Medary (ce)	Alfred Rubin (ne)	David M. Podvey (gm) Maurice Rappaport (cm)	John T. Condon (ad) W. H. Nolt, Jr. (mga) Charles E. Burroughs, Jr. (ram)	Paul Martin (pm) Fred Humphrey (ms)

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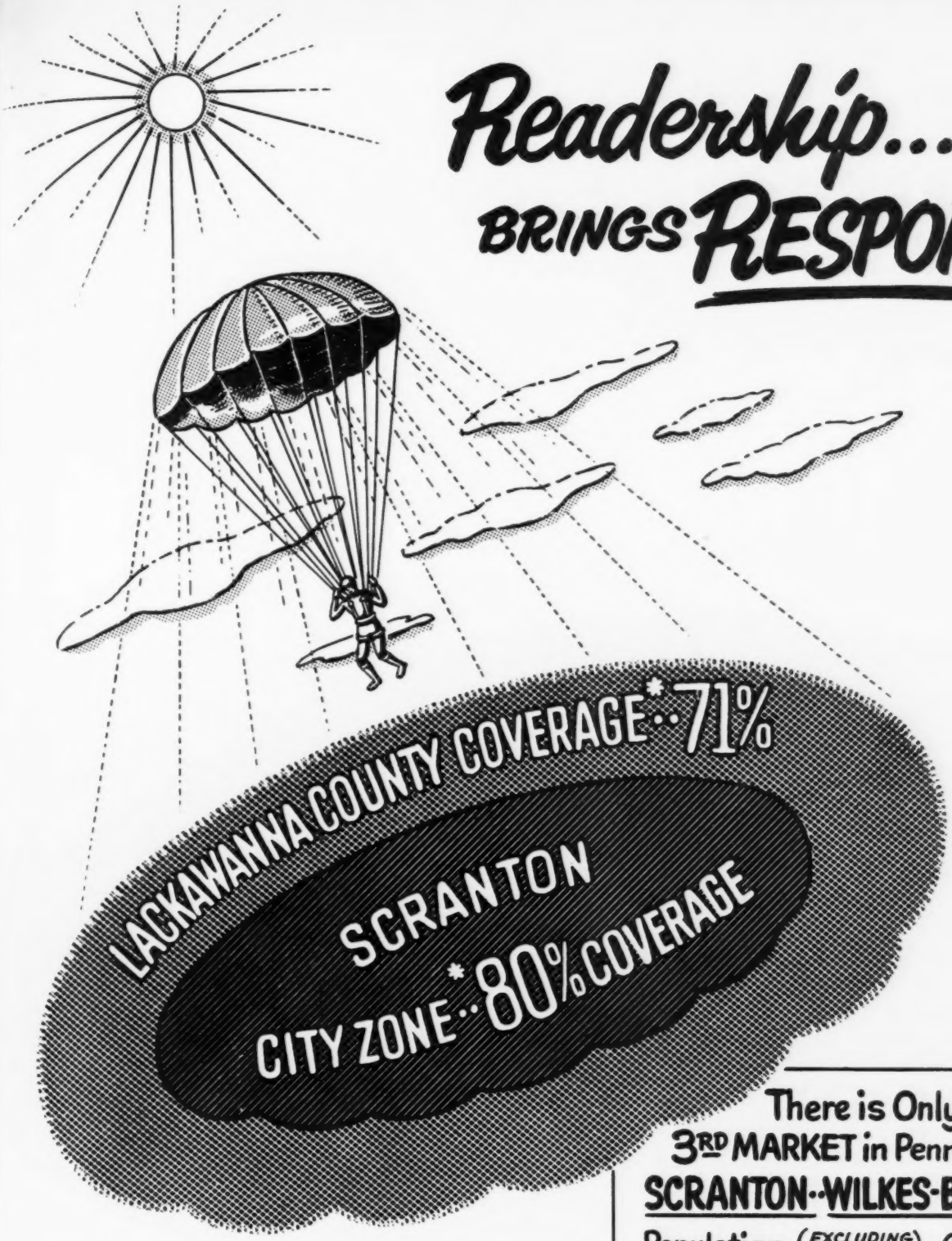
PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
PHILIPSBURG 3,988	Journal, Presque Isle St., Tel.: 58 (e ex Sat.) 3,675	.04	Flat	(I) (INS) (3¢, 15¢w, 60¢mo) (Bottinelli-Kimball, Inc.)	The Daily Journal J. E. Bair and R. B. Rickard, Co-Pub.	R. B. Rickard (e) J. E. Bair (me) W. B. McFeeters (ce)	R. B. Rickard (sp)	J. E. Bair (gm) J. A. Bair (am)	Jack Reed (ram)	J. A. Bair (pm) W. B. Wilson (ms)
PHOENIXVILLE 12,932 12,932-ABC-CZ 14,300-CZ (Loc. Est. '56)	Republican, 255 Bridge St., Tel.: 8926 (e) 5,903	.06	Flat	(I-R) (AP) (J) (5¢, 30¢w, $1.25mo) (DeLisser, Inc. and Felker-Mahony, Inc.)	Phoenixville Pub. Co. H. H. Gilkyson, Jr., Pres.-Pub.	Joseph P. Ujobai (e-me) Joseph F. Rudick (ce)	Frank Ujobai (sp) Diane Sharshon (we)	Joseph P. Ujobai (gm) Frances Wesley (cm)	Wayne D. Jones (mga) Walter Robinson (ram) Evelyn Ujobai (cam)	Harry Crothers (ms)
PITTSBURGH 676,806 1,157,301-ABC-CZ	Post-Gazette, 110 Grant St., Zone 30, Tel.: ATlantic 1-6100 (m) 275,828	.80	.765	(I) (AP) (DJ) (5¢, 30¢w in Allegheny Co.) (7¢, 40¢w outside) (Moloney, Regan & Schmitt, Inc.)	P. G. Pub. Co. William Block, Pres.-Pub. Paul Block, Jr., Co-Pub.	Frank N. Hawkins (eep) Andrew Bernhard (e) Joe Shuman (ce)	E. M. Wilson (ne) Al Abrams (sp) Mrs. Anne Ryan Lesh (we)	J. F. O'Connor (bm) George W. Hicks (cm) Paul Bauman (com)	H. G. Wyman (ad) Robt. H. Lampee (mga) George Somarindyck (ram) Kay Henry (cam)	A. DiBernardo (pm) Henry Garland (ms)
	Press, 34-52 Blvd. of Allies, P. O. Box 566, Zone 30, Tel.: COurt 1-7200 (e) 294,357 Sunday edition (S) 498,535	.80 1.05	Flat Flat	(I) (UP, CDN, NANA, SHNA) (*S) (5¢, 20¢S, 30¢w-d, 50¢w-d&S) (Scripps-Howard Gen. Adv. Dept. and The Kennedy Co.)	Pittsburgh Press Co. F. G. Morrison, Pres.	Robert Taylor (eep) W. W. Forster (e) Victor Free (acting me) Larry J. Fagan (exec.-ce)	Robert Molyneux (ne) Chester L. Smith (sp) Wm. Trosene (we)	F. G. Morrison (bm) Walter Rauck (cm)	Earl J. Gaines (ad) Frank Losch (mga) Melvin G. Patton (ram) Edward J. Dorgan (cam)	Edward Kasun (edit.-pm) Bettie Gibson (apm) J. Harold Minton (prod. mgr.)
	Sun-Telegraph, Telegraph Sq., Zone 30, Tel.: GRant 1-6500 (e) 176,981 Sunday edition (S) 404,550	.65 1.00	Flat Flat	(I) (AP, INS) (5¢, 20¢S) (Hearst Advertising Service)	Pittsburgh Sun-Telegraph Div. Hearst Pub. Co., Inc. Randolph A. Hearst, Pres. Edward D. Becker (Pub.)	Max Henrici (eep) Wm. S. Lampe (e) J. Alex Zehner (asst. me) Byron S. Campbell (ce)	Harold Dietrich (ne) Fred C. Dorow (Su) Davis J. Walsh (sp) Marion Leslie (we)	W. J. Poch (bm) Morris J. Schiffman (cd)	J. Lee Austin (ad) Edwin W. Heister (mga) John G. Vollmer, Jr. (ram) Charles L. Kammer (cam)	Lloyd Anderson (circ. pm) Marlin B. Forst (apm) Andrew R. Mervick (ms)
PITTSTON 15,012 23,606-ABC-CZ	Dispatch, Tel.: OL 4-3961 (S) 8,363	.07	Flat	(I-R) (INS) (J) (15¢)	Pittston Pub. Co. Wm. A. Watson, Sr., Pres.	Wm. A. Watson, Sr. (eep-e) Wm. A. Watson, Jr. (me)	Wm. Wagner (ne) John O'Malley (sp) Joanne Killian (we)		Richard Cosgrove (mga)	Leonard Polimski (ms)
	Gazette, Broad St., Tel.: OL 4-3311 (e) 4,753	.06	.05	(I-R) (UP) (J) (5¢, 75¢ mo)	Gazette Pub. Co. Willard Peck, Pub.	Willard D. Peck (e)	Robert Evans (sp)	J. B. Bennett (gm)	Ruth Adams (cam)	Joseph Walsh (ms)
POTTSTOWN 22,569 32,283-ABC-CZ 36,836-ABC Par. 28	Mercury, Hanover & King Sts., Tel.: POttstown 6000 (m) 23,359	.14	Flat	(I) (AP) (J) (5¢, 25¢w, $1.15mo) (Reynolds-Fitzgerald, Inc.)	Pottstown Daily News Pub. Co. William M. Hiester, Pres.-Pub.	Shandy Hill (eep-e-me) Robert J. Boyle (ce)	Robert J. Boyle (ne) Charles Frey (sp) Esther Gray (we)	Shandy Hill (gm) Sara J. Beerbrower (bm) Walter S. Zimmerman (cm)	George L. Egolf (ad) William M. Hiester (mga) Ernest L. Rhinehart (cam)	Wm. M. Hiester (pm-apm) Linwood Decker (ms)
POTTSVILLE 23,640 49,951-ABC-CZ 50,495-ABC Par. 28	Republican (e) 27,970	.15	Flat	(I-R) (AP, UP) (J) (7¢, 30¢w, $1.25mo) (De Lisser, Inc.)	J. H. Zerbey Newspapers, Inc. Nelson J. Clayton, Pres.	John J. Richards (e) Joseph H. Zerbey, III (me) Martin Wixted (ce)	David Yocum (ne) Willard S. Schraedley (sp) Marian Shealer (we)	J. H. Zerbey, III (gm) T. A. Davis (bm-cm) Marion Flanagan (com)	Joseph Gallagher (mga) Russell A. Farley (ram) Henry Lightcap (cam)	Peter J. Kenny (ms)
PUNXSUTAWNEY 8,969 9,951-ABC-CZ 10,203-ABC Par. 28	Spirit (e) 6,517	.07	Flat	(I-R) (AP) (J) (5¢, 30¢w, $1.20mo) (Howland & Howland, Inc.)	Spirit Pub. Co. F. L. Smith, Pres.-Pub.	P. L. Smith (eep-e) Sidney G. Carlton (me) William Lambert (ce)	Sid Carlton (ne) Ben L. Jones (sp) Carol Jones (we)	P. L. Smith (gm-bm) Charles Brunner (cm)	Wm. Setree (ad-mga-ram) Gary Van Leer (cam)	Wm. Setree (apm) Henry Wolfe (ms)
QUAKERTOWN 5,675	Free Press, 312-314 W. Broad St., Tel.: KE 6-6820 (e ex Sat.) 5,617	.07	Flat	(I) (J) (5¢, 25¢w) (Bottinelli-Kimball, Inc.)	Charles M. Meredith, Pres.-Pub.	Gerald L. Fosbenner (e)	G. L. Fosbenner (ne)	James W. Schroy (bm)	James Pfeiffer (am)	Woodrow W. Lewis (ms)
READING 109,320 155,184-ABC-CZ	Times, 30 N. 4th St., Tel.: 3-4221 (m) 37,078 Eagle (e) 49,452 Combined edition (me) 86,530 Eagle (S) 59,196	.... .30 .22	.... Flat Flat	(I) (AP, UP, INS) (J) (5¢, 15¢S, 30¢w-d) (Kelly-Smith Co.)	Reading Eagle Co. Hawley Quier, Pres.-Pub.	Gordon Williams (e-me-T) Martz Schoffstall (eep-T) Walter S. Dillon (e-me-E-Su) Daniel B. Hoffman (eep-E-Su) Richard C. Peters (ce-T) Thomas N. Boland (ce-E-Su) Kenneth R. Newbould (Su)	Paul Lukas (sp-e) Melvin Silva (sp-T) Miriam Gruber (we-E) Matthew J. Romanski (we-Su) Wanda Bertolat (we-T)	William J. Rohn (gm) Joseph A. Abey (cm)	Edward J. DeVelin (ad) Richard G. Fichthorn (mga) Lawrence Wagner (ram) John Everline (cam)	John Gerhart (ms)
RENOVO 3,751	Record, 129-131 Fifth St., Tel.: 45 or 645 (e ex Sat.) 1,700	.05	Flat	(I-R) (INS) (J) (5¢, 25¢w) (none)	Renovo Daily Record Bennett Shaffer, Pres.-Pub.	Bennett Shaffer (e) Irene Nicholas (asso. e)				
RIDGWAY 6,244	Record, 204-206 Main St., Tel.: 33 or 151 (e) 3,693	.045	Flat	(I) (UP) (J) (5¢, 30¢w, $1mo) (Howland & Howland, Inc.)	Ridgway Pub. Co. W. H. Hyde, Pres.	G. C. Abel (e)	Minnie Pompe (we)	W. D. Gallagher (gm) Mrs. T. G. Schieler (cm)	W. D. Gallagher (mga)	George Martin (ms)
ST. MARY'S 7,646	Press (e) 3,786	.045	Flat	(I) (AP) (J) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	Daily Press Pub. Co. W. G. Bauer, Pres.-Pub.	H. T. O'Brien (eep-e-me) James A. Dippold (ce)	H. T. O'Brien (ne-sp) Myra Troovac (we)	W. G. Bauer (gm-bm) Geo. T. Wegemer (cm)	James A. Dippold (ad-mga) Geo. T. Wegemer (ram-cam)	James A. Dippold (pm-apm) Geo. T. Wegemer (ms)
SAYRE AND ATHENS, PA.-WAVERLY, N. Y. 7,735—Sayre 4,430—Athens 6,037—Waverly 19,500-ABC-CZ	Times, Sayre Tel.: TUrner 3-9241 (e) 7,843	.07	Flat	(I-R) (Ap, UP) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc.)	Sayre Ptg. Co. Mrs. Clara S. Johnston Pres. Dana S. Johnston, Pub.	H. C. Yingling (eep-e) John J. Beahan (ce)	Paul E. Seibel (sp) Barbara Cole (we)	Dana S. Johnston (gm-bm) Walter Brittain (cm)	Adrian S. Samuels (ad) Mrs. Lucille Conlon (cam)	Harlan Rowe (ms)
SCRANTON 125,536 161,965-ABC-CZ	Times, Penn Ave. at Spruce St., Zone 1, Tel.: Diamond 2-9151 (e) 57,429	.27	Flat	(D) (AP, CDN, CT-NYN, NYHT, UP, NANA, INS) (5¢, 30¢w, $1.30mo) (George A. McDevitt Co.)	The Scranton Times Co. Elizabeth R. and Edward J. Lynett, Partners-Pubs.	Thomas F. Murphy (eep) Edward J. Lynett (e) Edward J. Gerrity (me) Edward J. Donohoe (ce)	William Newhart (ne) Joseph M. Butler (sp)	Thomas L. Moran (gm) Edward J. Cullen (cm)	Humphrey E. Bradley (ad-mga-ram) S. J. Cummings (cam)	Joseph L. Luers (apm)
	Tribune, Zone 2, Tel.: 4-7221 (m) 40,733 Scrantonian (S) 50,670 Morning and Sunday (mS) 91,403	.20 .26 .33	Flat Flat Flat	(I-R) (AP) UP, INS) (*S) (5¢, 15¢S, 30¢w-d, 45¢w-d&S, $1.30mo) (Gilman, Nicoll & Ruthman)	Scrantonian-Republican Pub. Co. Herman S. Goodman, Pres.-Co-Pub Richard Little, Co-Pub. The Scrantonian Pub. Co. Richard Little, Pres.-Co-Pub. Herman S. Goodman, Co-Pub.	Robert J. Arthur (e) B. B. Powell (me) Thomas Phillips (ce)	Sam "Chick" Feldman (sp) Mrs. J. Harold Brislin (we)	Herman Bassoff (com) A. L. Trimp (cm)	A. S. Ginsburgh (ad) Edward Lees (ad. mgr.) Richard Litte, III (gen. ad. mgr) Robert Williamson (cam)	

Readership... BRINGS RESPONSE!



There is Only ONE 3RD MARKET in Pennsylvania...
SCRANTON-WILKES-BARRE!

Population..(EXCLUDING HAZLETON)..	629,000
Households	178,240
Consumer Spendable Income	$874,797,000
Retail Sales	529,789,000
Food Sales	142,779,000

Source: SRDS Consumer Markets-December 1956

*Figures ascertained by The Times: Using ABC Auditor's Report, year ending June 30, 1956, as a source.

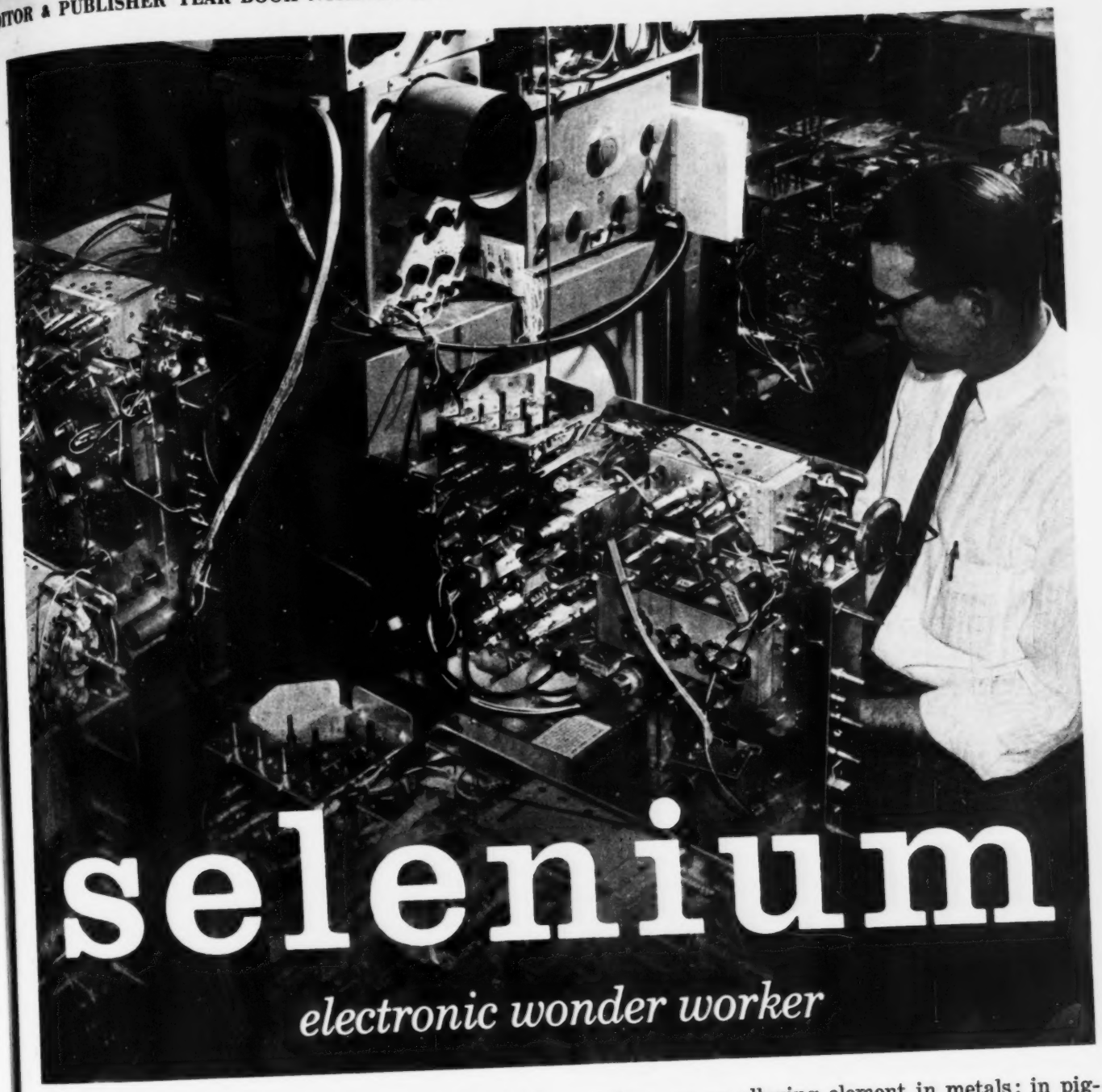
A PULITZER PRIZE WINNER

The Scranton Times

GEORGE A. McDEVITT CO., INC., *National Representatives* • New York, Chicago, Philadelphia, Pittsburgh, Detroit

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
SHAMOKIN 16,879 33,418-ABC-CZ	News-Dispatch, Tel.: 8-4641 (e) ⓐ 11,578 .08	Flat	(I) (UP) (J) (5¢, 30¢w) (De Lisser, Inc.)	News Pub. & Ptg. Co., Inc. Gertrude Reid, Pres. Robert E. Malick, Pub.	Robert E. Malick (e).. William Dyer (me)	Paul MacElwee (ne) John Adamiak (sp)	Robert E. Malick (gm-bm) Robert Bird (cm)	Karl A. Hoffman (ad-mga-ram-cam)	John Hoy (ms)
SHARON 26,454 53,639-ABC-CZ	Herald, 40-70 S. Dock St., Tel.: Diamond 6-5521 (e) ⓐ 22,896 .14	Flat	(I) (UP) (J) (7¢, 40¢ w) (Gallagher-De Lisser, Inc.)	Sharon Herald Co. A. W. McDowell, Pres.-Pub. C. B. Lartz, Co-Pub.	D. Shatto (eep) G. A. Harshman (e) J. A. Dunlap (me) Paul Horn (ce)	John Pepe (sp) Marion Shatto (we)	G. A. Harshman (gm) H. E. Hetu (bm) R. T. Flinn (cm) H. E. Hetu (com)	E. M. Hyde (ad) R. S. Arthur (mga) S. M. Krist, Jr. (ram) J. H. Cline, Jr. (cam)	G. A. Harshman (pm)
SHENANDOAH 15,704 20,452-ABC-CZ	Herald, 10-12 S. Jardin St., Tel.: 2-2777 (e) ⓐ 7,467 .065	Flat	(R) (UP) (7¢, 30¢w, $1.25mo) (Bottinelli-Kimball, Inc.)	Herald Ptg. Co., Inc. Miss M. Anna Straughn Pres.	James F. Haas (eep-e) Joe E. Dalton (me,	Theresa Yodis (we)	James F. Haas (bm) Wallace Wiekrykas (cm)	Thomas F. Martin (ad) John R. Dudish (mga-ram) Patricia Donahue (cam)	Thomas F. Martin (pm-apm) Raymond Major (ms)
SOMERSET 5,936	American (m) 6,189† .05 †Mar. 31, 1956.	Flat	(R) (AP, INS) (4¢, 20¢ w, 85¢mo) (Bottinelli-Kimball, Inc.)	Somerset Newspapers, Inc. Henry Baker Reiley Pres.-Pub. Miss E. H. Kessler, Secy.-Treas.	Henry Baker Reiley (eep-e) Mary Black (me-ce)	Henry Baker Reiley (ne) Theodore Zellem, Jr. (sp)	C. J. Larmon (gm-bm-cm)	George O. Kamper (mga-ram) Margaret R. Stumpf (cam)	Hans Stumpf (ms)
STATE COLLEGE-BELLEFONTE 17,227—SC 5,651—B	Centre Times, 119 S. Frazier St., State College, Tel.: AO 7-4964 (e) 11,324 .09	Flat	(I-R) (AP) (J) (5¢, 30¢ w, $1.12mo) (Howland & Howland, Inc.)	Nittany Ptg. & Pub. Co. C. G. Aikens, Pres. E. J. Reilly, Asso. Pub.	Jerome Weinstein (e) Jack Yeager (asso. ed.)	Jerome Weinstein (ne).. Paul A. Poorman (sp) Mary Rogers (we)	E. J. Reilly (bm) James P. Reed (cm)	William Klaban (ad)	
STROUDSBURG-E. STROUDSBURG 6,361—Stroudsburg 7,274—E. Stroudsburg 13,635-ABC-CZ	Record (m) ⓐ 9,492 .09	Flat	(I) (AP) (J) (5¢, 35¢w, $1.60mo) (Ottaway Newspapers)	Pocono Record, Inc. James H. Ottaway, Pres.-Pub.	John F. Hill (eep-e)... James J. Riley (ce)	James J. Riley (ne) Robert Clark (sp) "Bobby" Westbrook (we)	Horace G. Heller (gm) Kenneth Strunk (cm) Jean Reilly (com)	Lowell H. Cross (ad) Philip G. Daniels (mga) Charles H. Edmondson (ram) Arthur Rath (cam)	Lowell H. Cross (apm) Ara Bonser (ms)
SUNBURY 15,570 27,385-ABC-CZ	Daily Item, 2nd and Market Sts., Tel.: ATlantic 6-5671 (e) ⓐ 19,576 .12	Flat	(I) (AP) (J) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Sunbury Daily Item Inc Harry H. Haddon Pres.	Harry H. Haddon (eep-e) Daniel C. Swank (ce)	William A. Toland (sp)	Basse A. Beck (gm) George T. McCorkill (cm)	Neal Furman (ad-mga) Dorothy Reigel (cam)	Neal Furman (pm) W. F. Wilt (ms)
SUSQUEHANNA 2,646	Transcript (e) ..... .035	Flat	(I-R) (J) (2¢, 50¢mo) (Bottinelli-Kimball, Inc.)	Paul S. Baker and J. Donald Baker, Pubs.					
TAMAQUA 11,508	Courier, 12-18 Hunter, Tel.: 1250-1-2 (e) 5,328 .06	Flat	(I-R) (UP) (J) (7¢, 30¢ w, $1.25mo) (Bottinelli-Kimball, Inc.)	The Evening Courier John M. Harris Estate	David L. Miller (e).... Robert Meredith (ce)	Robert Meridith (ne) William McHale (sp) Edith M. Sozio (we)	David L. Miller (gm-bm) Wynne Scott (cm)	Clarence Hess (ad-mga-ram) Mildred Werley (cam)	Clarence Hess (pm-apm) Frank Miller (ms)
TARENTUM 9,540 34,019-ABC-CZ	Valley News, 210 Fourth Ave., Tel.: ACademy 4-4321 (e) ⓐ 20,396 .11	Flat	(I) (AP, NYHT) (J) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	News Ptg. Co., Inc. Eugene A. Simon, Pres.-Pub.	George D. Stuart (eep-e) Clemens B. Schwartz (me)	Robert L. Tench (ne) Walter F. Rutkowski (asso. ed.) Robert V. Schank (sp) Geraldine Smith (we)	Eugene A. Simon (gm) Stephen R. Fliss (bm) Virgil Fassio (cm) S. R. Fliss (com)	George N. Scheid (ad) Victor R. Ketchman (mga) George N. Scheid (ram) Robert B. Zamaria (cam)	Eugene A. Simon (pm) George N. Scheid (apm) George P. Pauxtenbach (ms)
TITUSVILLE 8,923 8,923-ABC-CZ	Herald (m) ⓐ 6,819 .055	Flat	(R) (AP) (J) (7¢, 36¢w) (Bottinelli-Kimball, Inc.)	The Titusville Herald, Inc James B. Stevenson	Frank S. Holowach (me)	L. F. Thayer (sp)	J. B. Stevenson (gm) W. D. Stevenson (bm) Glenn Patterson (cm)	J. P. Spence (ad) D. Harley Johnston (cam)	
TOWANDA 4,069	Review (m) 7,315 .07	Flat	(R) (AP) (J) (5¢, 35¢w, $1.25 rural, $1.50 mo town) (DeLisser, Inc.)	Towanda Ptg. Co. David M. Turner, Pres.-Pub. T. J. Finn, Co-Pub.	David M. Turner (eep-e) Staley N. Clarke (me) Ashton Merrill (ce)	Ashton Merrill (sp)	Thomas J. Finn (gm-bm)		Ashmun Parsons, Jr. (ms)
TYRONE 8,214 10,352-ABC-CZ 10,659-ABC Par. 28	Herald, 1018 Penna. Ave., Tel.: MU 4-2100 (e) ⓐ 3,421 .04	Flat	(I) (INS) (J) (5¢, 30¢w, $1.30mo) (Bottinelli-Kimball, Inc.)	Tyrone Herald Co. P. M. Kienzle, John C. Chamberlain, P. K. Miles, Jr., Partners	Joy A. Owens		P. M. Kienzle (gm) John J. Clark (cm)	John C. Chamberlain (ad)	P. K. Miles, Jr. (ms)
UNIONTOWN 20,471 45,602-ABC-CZ	Herald, 8-10 E. Church St., Tel.: GEneva 8-2501 (m) ⓐ 10,330 Standard (e) ⓐ 19,274 Combined daily (me) ⓐ 29,604 .17	Flat	(R) (AP) (J) (5¢, 30¢w) (I D) (AP) (Bottinelli-Kimball, Inc.)	Uniontown Newspapers, Inc. S. W. Calkins, Pres.-Pub.	Joe L. Dickson (e-H) Arnold Goldberg (e-S) R. D. Kamensky (ce-H) Walter J. Storey, Jr. (ce-S)	Douglas McIntire (sp-H) Torrence W. Trent (sp-S) Edith Sturgis (we-H) Barbara Cloud (we-S)	Robert Schmidt (bm) William S. Lloyd (cm)	Lindsey E. Bierer, Sr. (ad) John W. Duff (cam)	Don C. Hayman (pm) Edward E. Miller, Sr. (ms)
VANDERGRIFT 9,524	News, 149 Columbia Ave., Tel.: 700-1 & 47 (e) 3,700 .05	Flat	(I) (UP) (4¢) (Howland & Howland, Inc.)	The Vandergrift News Pub. Co. Howard W. Grimes, Pub.	George M. Spiher, Jr. (e)	Mrs. L. Drummond (we)	Frances B. Grimes (bm) Walter Hunger (cm)	Claude Waite (ad) Howard W. Grimes (mga) John P. Pozel (cam)	Howard W. Grimes (pm) D. W. Fowler (ms)
WARREN 14,849	Times-Mirror, 203-05 Penn. Ave. W., Tel.: Bus. 438 or 439; Edit. 1400-01 (e ex Sat.) 8,551 .07	Flat	(AP) (5¢, 25¢w, $1mo) (Bottinelli-Kimball, Inc.)	Times Pub. Co., Inc.	Edward C. Lowrey (eep)	Lila Schuler (we)	Mrs. W. A. Walker (bm) Howard Clark (cm)	J. Knoll (ad-mga-ram)	S. Saylor (apm) Eugene Connors (ms)
WASHINGTON 26,280 35,604-ABC-CZ	Observer, Tel.: 4010 (m) ⓐ 14,237 Reporter (e) ⓐ 8,340 Combined daily (me) 22,577 .14	Flat	(I-R) (AP, UP) (7¢, 42¢w) (Ward-Griffith Co., Inc.)	Observer Pub. Co. Margaretta D. Stewart, Pres. James S. Lyon, Exec. V.P.	Lester Ault (eep-O)... Guy R. Day (me-R) Wm. H. Jones (ce-O)	Charles R. Bertram (ne-O) Willard Stevens (ne-R) Robert T. Wood (sp-O) Paul Shearn (sp-R) Ruth Rutherford (we-R) Mary Patterson (we-O)	James S. Lyon (gm) Campbell B. March (cm) Richard S. Cowan (com)	George R. Stewart (ad-mgr.) Max R. Walker (cam)	Robert H. Campbell (pm)
	NOTE: Address editorial correspondence to G. R. Day (R) and W. H. Jones or C. R. Bertram (O).								
WAYNESBORO 10,334	Record-Herald, 30 Walnut St., Tel.: 500 (e) 7,433 .06	Flat	(I-R) (AP) (J) (5¢, 25¢ w, $1.00mo) (DeLisser, Inc.)	Record-Herald Pub. Co. Inc. Mrs. Floyd Chalfant, Pres. Paul F. Chalfant, Pub.	W. B. Curry (me)	W. J. Davis (ne-sp) Jeannette Reid (we)	James E. Rumberger (cm)	J. Robt. Baugher (ad)	John Price (ms)
WAYNESBURG 5,514	Democrat Messenger (m) 5,016 .06	Flat	(I) (AP) (J) (5¢, 30¢ w, $1.20mo) (Bottinelli-Kimball, Inc.)	Democrat Pub. Co. Robert. H. Robinson, Sr., Pres.-Pub.	Floyd Miller (eep-e) Peter Jabour (ce)	Richard Kunkle (sp) Freda Strosnider (we)	Mrs. R. H. Robinson, Jr. (gm-bm) Paul Loar (cm)	Joseph Meighen (ad) Verda Brumage (cam)	
WEST CHESTER 15,168 18,753-ABC-CZ	Daily Local News, 12 S. High St., Tel.: OWen 6-1775 (e) ⓐ 13,596 .10	Flat	(I) (UP) (5¢, 30¢w) (Julius Mathews Special Agency)	Daily Local News Co. W. Waldo Hayes, Pres.	Henry L. Brinton (eep-e) Hugh V. McDevitt (me) Wm. H. Dean (ce)	William H. Dean, Jr. (ne) Harry Hamer (sp) Mary A. Mateer (we)	Jos. B. Taylor (gm-bm).. Kenneth C. Fell (cm)	John A. Callahan (ad-mga-ram) Esther Hendry (cam)	John A. Callahan (pm-apm) Calvin G. Bostelle (ms)



Deep in this electronic maze is an important non-metallic element called selenium, a by-product of copper refining. It's the heart of current rectifiers that change alternating current to the direct current so necessary for the operation of radio, TV, and electronic test equipment. Selenium rectifiers are in demand because of their dependability, low heat loss, small size, and low cost.

Selenium and its compounds are used for such varied applications as photoelectric cells and light-sensitive devices; in the glass industry as a decolorizer; as an alloying element in metals; in pigments, enamels, rubber, pharmaceuticals, and a host of other products to which it imparts unique properties.

Selenium is one of the products not always associated with Anaconda, yet in 1955, this Company produced more than 10% of the combined selenium output of the United States and Canada.

Other important Anaconda Products, listed below, represent the most extensive line of non-ferrous metals and metal products available to industry.

56267A

The ANACONDA Company

Anaconda Aluminum Company
International Smelting & Refining Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company

PRODUCERS OF: *Copper, zinc, lead, aluminum, silver, gold, platinum, palladium, cadmium, tellurium, uranium oxide, nodulized manganese ore and standard ferromanganese, treble-superphosphate, arsenic, bismuth, indium.*

The American Brass Company
Anaconda Wire & Cable Company

MANUFACTURERS OF: *Copper and aluminum electrical wires and cables: copper, brass, bronze and other copper alloys in such forms as sheet, plate, tube, pipe, rod, wire, forgings, stampings, extrusions, flexible metal hose and tubing.*

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
WILKES-BARRE 76,826 169,479-ABC-CZ	Record, 15 N. Main St., Tel.: VAlley 2-2121 (m) 27,524		(I-R) (AP) (5¢, 24¢w, $1.04mo) (Reynolds-Fitzgerald, Inc. and Story, Brooks & Finley, Inc.)	W-B Pub. Co. Harrison H. Smith, Pres. John A. Hourigan, Jr., V. P. & Secy.	Robert W. Johnson (eep-me-R) John J. McSweeney (eep-TLN) Joseph T. Murphy (me-TLN)	Robert Patton (sp-R) B. G. Blackman (sp-TLN) Margaret J. Roche (we-R) Gertrude McNeilis (we-TLN)	A. DeWitt Smith (cm)	Thomas A. Gavin (mga) M. M. Bartlebaugh (ram-R) James A. Crawley (ram-TLN) N. E. Nelson (cam)	Wm. McDonald (ms)
	Times-Leader-News (e) 52,743		(I)						
	Combined edition (me) 80,267 .35 Flat								
	Sunday Independent, 22 S. Washington St., Tel.: VAlley 2-3111 (S) 44,140 .20 Flat		(I) (NYHT, UP) (15¢) (none)	Wilkes-Barre Independent Co. Thomas E. Heffernan, Pres.	Thomas E. Heffernan (e) Donald R. McCrea (me)	Sheldon Wintermute (ce) Tom Moran (sp) Elizabeth Brennan (we)	Eugene F. Durkin (bm) Theresa Stilp (cm)	Eugene F. Durkin (ad)	David Livingstone (ms)
WILLIAMSPORT 45,047 61,379-ABC-CZ	Sun-Gazette*, Tel.: 5101 (e ex Sun.) 28,327 .16 Flat		(I) (AP, INS) (6¢, 36¢w) (Story, Brooks & Finley)	Sun Gazette Co. John E. Person, Pres. Ernest M. Case, Exec. V.P.	Paul G. Gilmore (e) Quinton E. Beauge (exec. ed.) Frank A. Ziegler (ce)	Raymond J. Keyes (sp) Michael Bernardi (sp)	W. Van Person (gm) John E. Person, Jr. (bm) David N. Smith (cm)	Paul E. Case (mga) John R. Corbett (ram) Paul C. Shebest (cam)	.....
	Grit, 208 W. Third St., Tel.: Williamsport 4111 Williamsport edition (S) 38,895 .20 Flat		(I) (AP) (J) (10¢S, $1.75-6mos., $3.50 yearly) (Scolaro, Meeker & Scott and Doyle & Hawley (Pacific Coast)	Grit Pub. Co. George R. Lamade, Pres.-Pub. Howard J. Lamade, Co-Pub.	Kenneth D. Rhone (e) David D. Geesey (me) John B. Willmann (ce)	Richard F. Williamson (ne) Albert C. Decker (sp)	George R. Lamade (gm) Ralph R. Cranmer (bm) Paul E. Fink (cm)	Gilbert E. Whiteley (mga) Wesley S. Dodge (ram)	.....
	Pennsylvania edition (S) 155,339* .75 Flat								
	National edition (S) 862,424 3.55 Flat								
	*Includes Williamsport edition. This is the distribution figure for June 30, 1956. The National edition figure is net paid for June 30, 1956.								
YORK 59,953 104,470-ABC-CZ	Dispatch, 15 E. Philadelphia St., Tel.: 8-2363 (e) 32,772 .13 Flat		(I-R) (AP, NYHT, UP) (J) (5¢, 24¢w, $1mo) (Reynolds-Fitzgerald, Inc.)	Dispatch Pub. Co. D. Philip Young, Pres.-Pub.	Harry D. Immel (eep) H. Danner Chronister (e-me) Charles F. Moore (ce)	Vernon Heilman (ne) Robert Reichley (sp)	D. Philip Young (gm) Irwin B. Quickel (bm) Elby Lehman (cm)	Roy C. Cox (ad-ram) Irwin B. Quickel John G. Enders (cam)	Wm. A. McGuigan (ms)
	Gazette & Daily, Tel.: 8-2873 (m) 34,777 .19 Flat		(I) (AP) (J) (5¢, 20¢w) (Ralph R. Mulligan)	York Gazette Co. Charles M. Gitt, Pres. J. W. Gitt, Pub.	J. W. Gitt (e) Charles M. Gitt (exec. e) James Higgins (asst. e) Edward K. Schaeberle (me) James F. Isenberg (ce)	James A. Hubley (sp)	J. W. Gitt (gm-bm) Michael B. Rebert (cm)	Gilbert A. Deitz (ad) David Glatfelter (cam)	Michael B. Rebert (pm) R. E. Sowers (ms)

RHODE ISLAND

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
NEWPORT 37,564 44,946-ABC-CZ 50,613-ABC Par. 28	Daily News (e) 12,282 .10 Flat		(I) (AP) (5¢, 30¢w, $1.30mo) (Julius Mathews Special Agency, Inc.)	E. A. Sherman Pub. Co. Mrs. Edw. A. Sherman, Pres. E. A. Sherman, Jr. and Albert K. Sherman, Pubs.	Ed. A. Sherman, Jr. (e) James G. Edward (me) Emil E. Jemail (assoc. ed.-ce)	.....	Albert K. Sherman (gm) Francis I. Greene (bm) Hugh J. McGowan (cm)	Albert K. Sherman (mga) Carl O. Gustafson (ram) Mrs. Lorain P. Mihlbauer (cam)	.....
PAWTUCKET-CENTRAL FALLS 81,436 P 23,550 CF 104,986-ABC-CZ	Times (e) 39,717 .18 Flat		(I) (AP, UP) (5¢, 30¢w) (Gilman, Nicoll & Ruthman)	Times Pub. Co. Edw. B. Aldrich, Pres. Stanley T. Black, Pub.	John J. Monaghan (eep-e) Sylvester Sprague (me) Jas. Murphy (ce)	Walter Wilcock (ne) Edw. Mulcahey (sp)	S. T. Black (gm) Chester M. Spooner (bm) George Weavill (cm)	C. M. Spooner (ad-mga-ram) Philip Holt (cam)	C. M. Spooner (ms)
PROVIDENCE 248,674 462,383-ABC-CZ	Bulletin, 75 Fountain, Zone 2, Tel.: DExter 1-0600 (e) 147,099		(I) (AP, ONA, UP, NYT, RN, NANA, CDN) (*S) (5¢, 20¢S, 30¢w, $1.30mo) (Ward-Griffith Co., Inc.)	Providence Journal Co. G. Pierce Metcalf, Pres. John C. A. Watkins, Pub.	Sevellon Brown, 3rd (e) Michael J. Ogden (me) Charles H. Spilman (asst. me-J) Harold A. Kirby (asst. me-B) Albert R. Johnson (ce-m&S-J) Stuart O. Hale (ce-B)	John C. Quinn (ne) Robert N. Cool (Su-J) Barney Madden (sp) Catherine Lynch (we-S)	Wm. R. Denny (gm for adv. & sales) James B. Stickley (gm for administration) Thos. F. Farrelly (bm-cm) William C. Ellis (treas.)	Frank S. Rook (mga) Archie MacDonald (ram)	Clifford A. Shaw (pm) Arthur E. Lathrop, Jr. (apm) George L. Green (prod. mgr.) Garrett D. Byrnes (prod. e)
	Journal (m) 55,720								
	Combined daily (me) 202,819 .53 Flat								
	Journal (S) 185,173 .50* Flat								
	*.47 holiday only.								
WESTERLY 12,380 (town) 17,649-ABC-CZ	Sun, 56 Main St., Tel.: Westerly 6-7791 (e ex Sat.) 7,791 .08 Flat		(R) (AP) (J) (5¢, 5¢S, 30¢w, $1.25mo) (Julius Mathews Special Agency)	The Utter Company Wilfred B. Utter, Pres.-Pub. Charles W. Utter, Treas.	Chas. W. Utter (eep-e) C. Starr Barker (ce)	C. Starr Barker (ne) Abe Soloveitzik (sp)	W. B. Utter (gm) Charles W. Utter (bm) Geo. H. Utter (cm)	Wilfred B. Utter (mga-ram-cam)	Lewis R. Greene (ms)
	Sunday edition (S) 7,737 .08 Flat								
WEST WARWICK 19,096 (town) 19,096-ABC-CZ	Pawtuxet Valley Times (e) 7,715 .08 Flat		(I) (INS) (J) (4¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Pawtuxet Valley Daily Times, Inc. Mrs. Thirza M. Hudson, Pres.	Mrs. Thirza M. Hudson (e) Daniel T. Burns (me)	Wilton P. Hudson (ne) Ambrose R. Smith (sp)	Daniel T. Burns (gm-bm) Raymond F. Havens (cm)	Daniel T. Burns (ad-mga-ram) Raymond F. Havens (cam)	Daniel T. Burns (pm-apm) Earl P. Knight (ms)
WOONSOCKET 50,211 64,596-ABC-CZ	Call, 75 Main St., Tel.: Woonsocket PO 2-3000 (e) 25,938 .13 Flat		(I) (AP) (5¢, 30¢w, $1.30mo) (Gilman, Nicoll & Ruthman)	The Evening Call Pub. Co. Andrew P. Palmer, Pres. Buell W. Hudson, Pub.	Paul L. Smith (eep-me) Buell W. Hudson (e) William A. Crouse (ce)	Daniel J. Kelleher (ne) Gregory C. Greene (sp) K. Eileen Doyle (we)	Andrew P. Palmer (gm) Buell W. Hudson (bm) Morris Shorr (cm)	James A. Mahoney (ad-ram) Buell W. Hudson (mga) Nellie I. Staples (cam)	Buell W. Hudson (pm) Carleton A. Braga (ms)

SOUTH CAROLINA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AIKEN 7,083 11,800 Spec. Census 25,000 Loc. Est. (Greater Aiken)	Standard and Review, 1819 Richland Ave., Tel.: 9-3206 (m ex Sat.) 6,032 .09 Flat		(D) (UP) (J) (5¢, 25¢w, $1.10mo)	B. J. King Printing Co. Mrs. Annie H. King, Pres.-Pub.	Annie H. King (eep) A. M. MacKinnon (me) Ed. Kenney (ce)	Albert T. Howell (e) Sue Howard (we)	W. G. Howell (am) Claud Musselwhite (cm)	Mrs. Grace Lowther (cam)	.....
ANDERSON 19,770 31,839-ABC-CZ	Independent (m) 44,219		(I-D) (AP, INS, NANA) (J) (5¢, 15¢S, 30¢w-d, 35¢w-d&S) (The Katz Agency Inc.)	Independent Pub. Co. Wilton E. Hall, Pres.-Pub. B. Palmer, V.P. & Secty.	L. S. Hembree (e-I) J. B. Hall (e-Mail) S. A. Hall (me-I) James R. Young (asso. ed. Mail) Jim Blessing (ce-I) Carey Hayes (ce-Mail)	Jim Brown (ne-Mail) William Davis (ne-I) T. F. Acker (Su) Red Canup (sp-I) Johnny Martin (sp-M) Carolyn Hodges (we-I) Pansy Lane (we-Mail)	Wilton E. Hall (gm-bm) W. G. Griffin (com)	J. J. Findley (ad) Marvin Burts (mga) Herbert Hall (cam)	J. D. McCoy (pm) Clyde Welch (me-I & Mail)
	Mail (e) 6,666								
	Combined daily (me) 50,885 .23 Flat								
	Independent (S) 44,669 .23* Flat								
	Evening and Sunday (eS) 51,335 .23 Flat								
	*Includes insertion in Saturday or Monday evening paper.								

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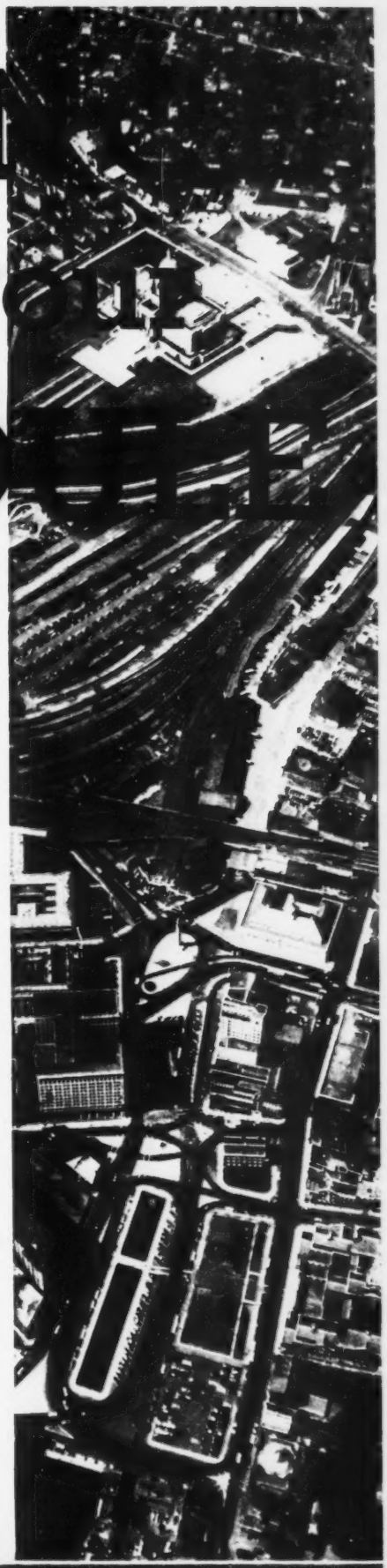

Population of ABC Providence

513,275

Now that the ABC Providence area is rated in the over-500,000 group, with a population of 513,275, this city-state market belongs on your "A" schedule.

It's a compact, stable, convenient test market—one of America's best for tests—and it's dominated by the Providence Journal-Bulletin, the strongest selling force in New England's second largest market.

Journal-Bulletin Circulation over 200,000 daily

providing more than 100% coverage of ABC Providence and over 80% in the city-state region. Providence Sunday Journal circulation, over 185,000.

Providence Journal-Bulletin

Represented Nationally by WARD-GRIFFITH CO., Inc., with offices in New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Charlotte and Portland (Ore)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CHARLESTON 70,174 134,608-ABC-CZ	News & Courier, 134 Columbus St., Tel.: 2-5522 (m) 57,639 Post (e) 30,234 Combined daily (me) 87,873 News & Courier (S) 65,747 Evening and Sunday (eS) 95,981	.32 .34	Flat Flat	(I) (AP) (5¢, 15¢S, 30¢ w-e, 40¢w-m&S, $1.30mo, $1.55 (A&S) (The John Budd Co.)	The News & Courier Co. Eve. Post Pub. Co. Edward Manigault, Pres.-Pub.	T. R. Waring (e-NC) R. M. Hitt, Jr. (e-P) E. A. Cutts (me-P) James A. Best (me-NC) S. A. Cothran (ce-NC) A. M. Wilcox (ce-P)	Tom K. Peck (se-NC) Warren H. Koon (sp-P) Edmund D. Campbell (sp-NC) Mrs. Lucy Green (we-NC) Mrs. Charlotte Walker (we-P)	H. T. McGee (gm) H. T. McGee, Jr. (bm) C. B. Williams (cm)	Carl W. Pollock (ad) T. Miles Burbage (mga) B. T. Williams (ram) J. S. Oliver (cam)	H. M. Duke (ms)
COLUMBIA 86,914 127,171-ABC-CZ	Record, P.O. Box 150, Zone 1, Tel.: 2-3393 (e) 27,589 State (1) (m) 82,153 Combined daily (me) 109,742 State (S) 89,052 Evening and Sunday (eS) 116,641	.39 .40	Flat Flat	(I-D) (AP, 78,663) (*S) (5¢, 15¢S, 30¢ w-m, 30¢w-e, 45¢ w-m&S) (The Branham Co.)	Record Pub. Co.: State Co J. M. Blalock, Pres. (RS) Pub. (R) S. L. Latimer, Jr., Pub. (S)	S. L. Latimer, Jr (e-S) Geo. A. Buchanan, Jr. (e-R) John A. Montgomery (me-S) Henry Cauthen (me-R) H. C. Booker, Jr (ce-S) A. C. Carson, Jr (ce-R)	Lloyd Huntington (ne-R) W. T. McMahan, Jr. (ne-S) John A. Montgomery (Su) Don Barton (sp-R) J. E. Penland (sp-S) Mrs. Mary B. Booker (we-S) Mrs. Lois Quattlebaum (we-R)	J. M. Blalock (gm) R. N. Schnoover (bm) J. C. McWaters (cm-S) H. Ray Antley (cm-R)	R. D. Haltiwanger (ad) J. H. Quackenbush (ram) Wm. G. Brittain (mga) C. A. Montgomery (cam)	Thomas Crenshaw (ms)
FLORENCE 22,513 25,386-ABC-CZ 30,016-ABC Par. 28	News, Tel.: 2-3221 (m) 14,301 Sunday edition (S) 14,941	.12 .12	Flat Flat	(I-D) (AP)(5¢, 10¢S, 40¢w-d&S) (Shannon & Associates, Inc.)	The Florence Ptg. Co. J. M. O'Dowd, Pres.-Pub.	James A. Rogers (eep-e) Frank Biggers (ce) Joe Dabney (me)	Harvey Snoper (sp) Pat MacEachern (we)	J. M. O'Dowd (gm) Ed. F. Moore (cm)	E. L. Stone (ram) E. B. Clarke (cam)	E. L. Stone (apm) Leroy Harris (ms)
GREENVILLE 58,161 107,520-ABC-CZ 119,305-ABC Par. 28	News (m) 74,528 Piedmont (e) 24,123 Combined daily (me) 98,651 News (S) 79,862 Evening and Sunday (eS) 103,985	.38 .38	Flat Flat	(I) (AP, UP, INS) (5¢, 15¢S, 30¢w-e, 35¢ w-m, $1.30mo-e, $1.55mo-m) (Ward-Griffith Co., Inc.)	Greenville News-Piedmont Co. Roger C. Peace, Pres.-Pub.	Roger C. Peace (eep-e-N) Wm. F. Gaines (e-P) Wayne W. Freeman (eep-e-N) Carl Weimer (me-N) Paul Barrett (me-P) J. H. McKinney (ce-P) James Walker (ce-N)	James B. Anderson (sp-N) Wm. L. Davey (ne-P) Anthon L. Foy (sp-P) Jean Layton (we-N) Patricia M. Seets (we-P)	Charlie Peace (gm) J. Kelly Sisk (bm) R. Earle Gregory (cm) Miss Minnie Crane (com)	W. J. Truesdale (ad-ram) Wayne Pittman (cam) Chas. Sterling (mga)	Harry Coggins (pm) L. H. Pickens (ms)
GREENWOOD 13,806 19,398-ABC-CZ	Index-Journal, 123 Maxwell Ave., Tel.: 9-7461 (e) 9,169	.08	Flat	(I-D) (AP) (J) (5¢, 30¢ w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	The Index Journal Co. Miss Louise Watson, Pres. Arthur Lee, Ch. of Bd.	J. E. Chaffin (e-me-ce) H. L. Watson (eep-e)	Margaret Watson (ne) W. R. McDowell (sp) Sara Catherine Wilkinson (we)	Arthur Lee (gm) R. Frank Mundy (bm-cm)	W. W. Wilson (mga-ram-cam)	W. W. Wilson (apm) James W. Cooper (ms)
MYRTLE BEACH 3,345	News, Broadway Extension, Tel.: 2181 (e) 2,700	.05	Flat	(I) (J) (AP) Thomas F. Clark Co., Inc.	W. L. Harrelson, Pub.	W. L. Harrelson (e)		L. W. LaPine (cm)	Fay B. Taylor (ad)	A. R. Best (ms)
ORANGEBURG 15,322 15,322-ABC-CZ	Times & Democrat (m) 8,178 Sunday edition (S) 7,770	.095 .095	Flat Flat	(I-D) (AP) (5¢, 40¢w, $1.75mo) (Thos. F. Clark Co., Inc.)	Sims Pub. Co., Inc. J. L. Sims, Pub.	Edward Sims (eep) Frank Myers (me) John Whalen (ce)	John Whalen (ne) Frank King (se) Dot Jamison (we)	J. L. Sims (gm) T. O. Crowell (cm)	T. M. Rogers (ad-ram) J. L. Sims (mga)	Ben Kirby (ms)

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

CHARLESTON, SOUTH CAROLINA

Leading Metropolitan Area in the state!

Charleston, S. C. continues to grow . . . both in population and in wealth . . . Charleston is now the top Metropolitan Area in the entire state; SRDS December 1956 Survey of Consumer Markets shows this growth:

POPULATION **198,800**
Greatest in the state ..... Third in the TWO Carolinas!

TOTAL CONSUMER INCOME **$267,932,000**
Greastest in the state!

TOTAL DRUG SALES **$5,932,000**
Again, leading the entire state!

ADVERTISE AND SELL* WHERE THERE IS STEADY, SOLID GROWTH!

And . . . we're the only newspapers serving and selling all of this big and growing market!

*95,918 circulation;
Sunday-Evening combination.
ABC Publisher's Statement, Sept. 30, 1956

The News and Courier
South Carolina's BEST READ Newspapers
CHARLESTON EVENING POST

Represented Nationally by The John Budd Company

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

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ROCK HILL 34,502 37,050-ABC-CZ 31,723-ABC Par. 28	Herald, 132-6 W. Main St., P.O. Box 711, Tel.: 7161 (e) ✱ 11,558 .09 Flat	(I) (AP) (7¢, 35¢w) (Burke, Kuipers & Mahoney, Inc.)	Herald Pub. Co. Talbot Patrick, Pres.-Pub. C. A. Reese, Jr., Asst. Pub.	William Whelan (eep) Talbot Patrick (e) Hal Allen (me)	Don Wilder (sp) Mrs. Elizabeth Reed (we)	C. A. Reese, Jr. (bm) Robert D. Evans (cm)	C. A. Reese, Jr. (ad) Jean Jenkins (mga) Earl W. Robinette (cam)	Furman Long (ms)
SPARTANBURG 36,795 58,809-ABC-CZ	Herald (m) ✱ 30,285 .... Journal (e) ✱ 10,841 .... Combined daily (me) ✱ 41,126 .20 Flat Herald-Journal (S) ✱ 37,610 20 Flat	(I-D) (AP) (5¢, 15¢S, 35¢w-d&S, $1.55 mo-d&S) (General Advertising Service and Lewis V. Hohl)	Newspaper Management-Production Co. Phil Buchheit Pres.-Pub. Fred D. Moffitt, Assoc. Publisher	Herbert Hendrix (eep-H) Charles O. Hearon (e-H) T. A. Smith (e-J) Glen Long (me-H) Tom Fleming (me-J) Rudy Rivers (ce-H)	Irvin Cribb (sp-H) Ed. McGrath (sp-J) Mrs. Dot Cline (we-J) Mrs. Dot Cline (we-H)	C. E. Webber (bm) Joe Hart (cm)	Fred D. Moffitt (ad) W. A. Finch, Jr. (mga) D. E. Shirley (cam)	Val Buchheit (pm) John Kelly (ms)
SUMTER 20,105	Item, 124 E. Hampton Ave., Tel.: SP 3-7333 (e) 9,004 .08 Flat	(I-D) (AP) (5¢, 25¢w, $1.10mo) (General Advertising Service, Inc.)	Osteen Pub. Co., Inc. H. D. Osteen, Pub.	H. D. Osteen (e) J. E. McKnight (me) P. Hildebrand (ne)	Margaret McElveen (me-ce) Ray Guest (sp) Miriam Moses (we)	H. D. Osteen (gm) L. M. Dixon (bm) R. M. Dollard (cm)	J. E. McKnight (ad) T. Hicks (ram) I. Reese (cam)	J. C. Adams (ms)
UNION 8,720	Times (e) 4,756 .055 Flat	(I) (AP) (5¢, 20¢w) (Inland Newspaper Representatives, Inc.)	The Union Times Co., Inc. William R. Feaster, Pres.-Pub.	William R. Feaster (e)	Mary R. Feaster (ne) Gus Gilbert (sp)	Wm. R. Feaster (gm) Gus Gilbert (cm)	James E. Pease (mga)	.....

SOUTH DAKOTA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ABERDEEN 21,051 21,051-ABC-CZ 22,304-ABC Par. 28	American-News, 124 So. 2nd St., Tel.: 4953 (e ex Sat.) ✱ 20,333 .15 Flat Saturday edition (Sat.) ✱ 8,489 .15 Flat Sunday edition (S) ✱ 20,253 .15 Flat	(I) (AP) (5¢d, 10¢S, 40¢w-d&S) (Ridder-Johns, Inc.)	Aberdeen News Co. Henry J. Schmitt, Pres.-Pub	E. J. Karrigan (eep-me) Henry J Schmitt (e)	Ed. Tollefson (ne) Larry Desautels (sp) Evelyn VanWagner (we)	Henry J. Schmitt (gm) Kenneth Pope (cm)	Mil Seeman (mga) C. G. Erhart (ram)	Mil Seeman (apm)
BELLE FOURCHE 1,340	Post (m ex Mon.) 2,825 .05 Flat	(R) (UP) (J) (3¢) (Bottinelli-Kimball, Inc.)	Northwest Publishers, Inc. Laurence Weyler, Pres.-Pub.	Marion Lucca (ce)	.....	Laurence Weyler (bm) Marion Lucca (cm)	.....	.....

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

COVER THE GREAT CENTRAL SOUTH CAROLINA MARKET

WITH THE STATE and THE COLUMBIA RECORD

South Carolina's largest city and retail trade zone is the 12 county center of the state with Columbia at the hub. You need only THE STATE and THE COLUMBIA RECORD to cover this thriving area. Check the figures below and remember that in 14 other central South Carolina counties these papers have 10 to 20%+ coverage. They deliver more people at a lower cost than any other South Carolina paper.

POPULATION	INCOME	RETAIL SALES	FOOD SALES
581,500	$593,291,000	$421,008,000	$102,768,000
GENERAL MDSE.	**AUTOMOTIVE**	**APPAREL**	**HOME FURNISHINGS**
$47,063,000	$100,257,000	$23,694,000	$28,594,000

Figures are for Columbia's 12 county ABC Market (City and Retail Trade Zone) SRDS Consumer Markets—June 15, 1956

The State (Morning and Sunday)

The Columbia Record (Evening except Sunday)

REPRESENTED BY THE BRANHAM COMPANY

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
DEADWOOD 3,288	Pioneer-Times (e ex Sat.) 1,296	.055* Flat	(I) (UP) (J) (5¢, 25¢w-d&S) (Inland Newspaper Representatives, Inc.)	Seaton Pub. Co. Fred A. Seaton, Pres. M. B. Chilcott, Pub.	M. B. Chilcott (e) Carl Keith (me) Camille Yuill (ce)	Stan Lindstrom (sp) Lois Crowley (we)	M. B. Chilcott (gm-bm)	M. B. Chilcott (mga)	
	*Deadwood Pioneer-Times and Lead Call sold only in combination; combined circulation 2,738.								
HURON 12,788 12,954-ABC-CZ 14,409-ABC Par. 28	Huronite and Plainsman, 49 Third St., S.E., Tel.: 751 (e ex Sat.) (AC) 12,207 Sunday edition (S) (AC) 11,996	.11 Flat .11 Flat	(I) (AP, UP) (5¢, 10¢S, 40¢w) (Johnson, Kent, Gavin and Sinding, Inc.)	Huron Pub. Co. Robert D. Lusk, Pres.-Pub. L. J. Maher, Asst. Pub.	Richard A. Williams (assoc. e) Wm. McK. Plummer (assoc. e)	Mitch Rukavina (sp)	A. J. Popovich (bm) Richard J. Bruchs (cm)	L. H. Maher (ad) Cecil Burnison (cam)	V. E. Arwood (ms)
LEAD 6,422	Call (e) 1,442	.055* Flat	(I) (UP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Seaton Pub. Co. Fred A. Seaton, Pres. M. B. Chilcott, Pub.	M. B. Chilcott (e) Carl Keith (me)	Stan Lindstrom (sp) Lois Crowley (we)	M. B. Chilcott (gm-bm)	M. B. Chilcott (mga)	Clarence Cawiezel (ms)
	*Lead Call and Deadwood Pioneer-Times sold only in combination; combined circulation 2,738.								
MADISON 5,153	Leader, 218 S. Egan Ave., Tel.: 5555 (e) 3,167	.05 Flat	(I) (UP) (7¢, 25¢w) (none)	Madison Daily Leader Inc. George M. Hunter, Pres.-Pub.	George M. Hunter (e) Allen Ford (me)	Mrs. Ruby Kuchenbecker (we)		M. D. Hunter (ad)	
MITCHELL 12,123 12,123-ABC-CZ	Republic (e) (AC) 17,493	.13 Flat	(I) (AP) (J) (5¢, 35¢w, $1.50mo) (5 wks) (Arthur H. Hagg & Associates, Inc. and Northwest Daily Press Association)	The Mitchell Pub. Co. F. K. Ronald, Pres. Richard Ronald, V.P. Joyce Ronald, V.P.	E. M. Brody (e) John Whalen (me) Art Raymond (ce)	James Buchanan (sp) Elfrieda Tice (we)	E. M. Brody (gm)	Paul Jones (ad) Les McCarty (cam) Bill Belcher (ram)	
PIERRE 5,715	Capital Journal, 415 S. Pierre, Tel.: 301 (e) 4,611	.06 Flat	(I-R) (AP) (J) (5¢, 25¢w, 80¢mo) (Theis & Simpson Co., Inc.)	Hipple Ptg. Co. R. B. Hipple, Pres.-Pub.	R. B. Hipple (e) John Hipple (ce)	Chas. Storer (ne)	L. H. Hipple (bm)	L. H. Hipple (ad)	
RAPID CITY 25,310 26,343-ABC-CZ 34,925-ABC Par. 28	Journal, Tel.: FI 2-0280 (e) (AC) 25,271 Sunday edition (S) (AC) 25,246 Evening and Sunday (eS) (AC) 50,517	.14 Flat .14 Flat .24 Flat	(I-R) (AP) (7¢, 10¢S, 35¢w-d&S) (Northwest Daily Press Association)	Journal Pub. Co. R. W. Hitchcock, Pres.-Pub.	Warren Morrell (e) E. L. Ingvalson (me) Ed. Niciejewski (ce)	Jack Cannon (Su) Jerry Tippens (sp) Dorothy Moreton (we)	E. H. Lighter (gm-bm) E. H. Powell (cm)	M. E. York (ad-mga) Don McDowell (ram) Charles Davis (cam)	E. H. Lighter (pm) M. E. York (apm) Joe Cauley (ms)
SIOUX FALLS 52,696 54,282-ABC-CZ 61,955-ABC Par. 28	Argus Leader, 200 S. Minnesota Ave., Tel.: 4-5811 (e) (AC) 50,971 Sunday edition (S) (AC) 51,871	.26 Flat .26 Flat	(I-R) (AP) (7¢d, 15¢S, 40¢w-d&S, $1.50mo) (The Branham Co.)	Kenco Enterprises, Inc. John A. Kennedy, Pub.-E-in-Chief	Fred C. Christopherson (eep) James Ashley (me) Herb Bechtold (ce)	Roger Brown (ne) Anson Yeager (Su) C. Stolz (sp) Grace Nelson (we)	Ernest J. Kahler (gm-bm) Floyd Campbell (cm) A. A. Roesler (com)	E. L. Croft (ad-mga) Clarence DeLong (local am) W. H. Leopard (cam)	Fred Schweikher (pm)
WATERTOWN 12,699 12,699-ABC-CZ 14,101-ABC Par. 28	Public Opinion, 19 2nd St., N.E., Tel.: 6901 (e) (AC) 12,268	.11 Flat	(I-R) (AP) (J) (5¢, 35¢w) (Johnson, Kent, Gavin & Sinding and Northwest Daily Press Association)	Watertown Public Opinion Co. J. F. Bacon, Pres.	P. J. Albrook (eep-e) Tom Marshall (ce)	Don Lindner (sp) Josephine Elliott (we)	K. B. Way (gm-bm) John Wellens (cm)	M. W. Johnston (ad-mga-ram) Darrell Drake (cam)	M. W. Johnston (pm-apm) Francis Haight (ms)
YANKTON 7,709	Press & Dakotan, 319 Walnut, Tel.: 477 (e) 6,404	.07 Flat	(I-R) (AP) (J) (5¢, 30¢w, (Inland Newspaper Representatives Inc.)	Yankton Ptg. Co. Fred H. Monfore, Pres.-Pub.	Fred H. Monfore (eep-e) Byron G. Taft (mece)	Ellen Tobin (ne) Donald Bierle (sp) Mrs. Dale Bruget (we)	Freeman F. Otto (bm) Harry L. Speece (cm)	C. E. Walters (ad mga ram) Donna Christensen (cam)	C. E. Walters (apm) W. J. Rossman (shop foreman)

TENNESSEE

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ATHENS 8,618	Post-Athenian, 18 N. Jackson, Tel.: 398 (e ex Sat.) 5,397	.08 Flat	(I) (UP) (J) (5¢, 24¢w, $1.10mo) (Newspapers South, Inc.)	Post-Athenian Co. L. F. Arterburn, Pres.-Pub.	L. F. Arterburn (e) J. Neal Ensminger (me)	E. H. Sipe, Jr. (ne) Bill Buttram (sp) Betty Davis (we)	J. Neal Ensminger (gm) L. F. Arterburn (bm) C. R. Ensminger (cm)	Glenn Lawson (ad) J. Neal Ensminger (mga-ram) Glenn Lawson (cam)	Ernest Smith (ms)
BRISTOL 16,771 In Tenn. 15,954 In Va. 37,592-ABC-CZ 43,056-ABC Par. 28	Herald Courier, 23 Moore Street, Tel.: North 4640 (m) (AC) 19,444*		(I) (AP, UP)	Bristol, H. C. Pub. Corp. T. Eugene Worrell, Pres.-Pub. Herman Giles, V.P.	James Baxley (e) Woody Vance (me)	Gene Thompson (sp) Lillian Childress (we)			
	Virginia-Tennessean (e) (AC) 6,914* Combined daily (me) (AC) 26,358* Herald Courier (S) (AC) 24,687*	 .17 Flat .17 Flat	(I) (INS, UP) (5¢, 15¢S, 40¢w-dS, $1.75mo) (General Advertising Service, Inc. and Moran & Hedekin, Inc.)	Bristol Independent Pub. Corp. Nat H. Copenhaver, Pres. T. Eugene Worrell, Pub. Herman Giles, V.P.	Roy Elkins (me) Jim Dalton (ce)		John C. Conrad (cm)	Robert Miller (ad) William C. Wood (ram) Robert Miller (cam)	

*Mar. 31, 1956.

The Bristol Herald Courier and the Bristol Virginia-Tennessean are owned by separate corporations (The Bristol Herald Courier Publishing Corp. and The Bristol Independent Publishing Corp.) The papers are editorially independent and competitive. A third corporation, The Bristol Newspaper Printing Corp., is the agent corporation for the operation of the mechanical and business departments for the respective accounts of the two newspapers. The officers and personnel of The Bristol Newspaper Printing Corp. are as follows: Carmage Walls, Chairman of the Board; T. Eugene Worrell, President; Herman Giles, Vice-president; Leonard Hall, Secretary; Joe Beach, Assistant Secretary and Treasurer.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CHATTANOOGA 131,041 201,466-ABC-CZ	News-Free Press, 117 E. Tenth St., Zone 1, Tel.: AM 6-0171; AM 7-2161 (e) 62,155 Times (m) 56,901 Combined daily (me) 119,056	.32 .32 .46	Flat Flat Flat	(I) (AP, UP, INS) (J) (7¢, 35¢w, 45¢w-d&S, $1.30mo) (Cresmer & Woodward, Inc. and Shannon & Associates, Inc.)	The Chattanooga News-Free Press Co. Roy McDonald, Pres.-Pub.	Roy McDonald (e) Lee Anderson (assoc. e) Ralph Sanders (me) Wm Hagan (ce)	E. T. Bales (sp) Garnett Stoner Rice (we)	Everett Allen (gm) Clifford Welch (bm) J. W. Hoback (cm)	Everett Allen (ad-mga-ram) Carl Anderson (cam)	Charles Bledsoe (ms)
	Times (S) 86,325 Evening & Sunday (eS) 148,480	.38 .40	Flat Flat	(I-D) (AP, NANA, NYT, UP) (5¢, 20¢ S, 30¢w-d, 50¢w-d&S, $1.95mo-d&S) (Cresmer & Woodward, Inc. and Shannon & Associates, Inc.)	The Times Ptg. Co. Arthur Hays Sulzberger, Pub. Ben Hale Golden, Asst. Pub.	Alfred D. Mynders (eep-e) Norman Bradley (exec. e) James E. Jarvis (me) Ed. Sussdorff (ce)	Eugene Carter (ne) Wirt Gammon (sp) Isabelle Howe (we)	... James M. Adams (bm) Robert J. Sudderth (cm)	Everett Allen (ad-ram)	...

The Chattanooga Times and the Chattanooga News-Free Press are owned by corporations (The Times Printing Co., and the Chattanooga-News-Free Press Co.), which are wholly separate. They are editorially independent and competitive. A third corporation, The Chattanooga Publishing Company, is the agent company in the operation of the business, advertising and circulation departments for the respective accounts of the two newspapers. The officers and personnel of the Chattanooga Publishing Co. are as follows: Arthur Hays Sulzberger, Chairman of the Board; Roy McDonald, President; Charles McD. Puckette, Vice-President; Everett Allen, Secretary; James M. Adams Treasurer; Everett Allen, Advertising Director; Ben Seessel, National Advertising Manager; Robert J. Sudderth and J. W. Hoback, Circulation Managers.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CLARKSVILLE 16,246 18,071-ABC-CZ	Leaf-Chronicle (e) 8,131* *Mar. 31, 1956.	.08	Flat	(D) (AP, UP) (J) (5¢, 30¢w) (Newspapers South, Inc.) (Memphis, New York, Chicago, Atlanta)	Leaf-Chronicle Co. M. S. Foster, Pres. James E. Charlet, Vice Pres.	Stanely Gower (eep-e)	Stanley Gower (ne) Douglas Norman (sp) Mary McClendon (we) Nile Peacher, (ce)	James E. Charlet (gm) Herschel Wilee (cm) Chas. M. Barrett (com)	Robert Sykes (ad-mga-ram) James Weakley (cam)	Herschel Wilee (pm) Frank Buck (ms)
CLEVELAND 12,605	Banner, Tel.: GR 2-5041 (e) 5,417	.08	Flat	(I) (AP) (5¢, 30¢w) (General Advertising Service)	Cleveland Banner, Inc. Syd Gould, Pub.	Hal P. Munck (e) Travis Wolfe (me) Mary Swafford (ce)	Ruth George (ne) Don Albritton (sp) Cynthia Stuart (we)	James Baldree (cm) Marcellus Lamon (com)	Pledger Wattenbarger (ad) Kenneth Tarpley (mga) Mae Regsdale (cam)	Huewar J. Nichols (ms)
COLUMBIA 10,911 16,828-ABC-CZ	Herald (e) 8,362	.08	Flat	(I) (UP) (J) (5¢, 25¢w, $1.10mo) (Wallace Witmer Co.)	Columbia Herald Co., Inc. W. D. Hastings, Sr. Pres.-Pub.	John W. Finney (eep-e-me) Richard H. Hines (ce)	R. H. Hines (ne) Doug Underwood (sp) Mrs. Bryant Williams (we)	W. D. Hastings (gm) W. Bryant Williams (bm) Fred Chappell (cm)	W. D. Hastings (ad) J. W. Finney (mga) Jesse Foreman (ram) Mrs. J. W. Finney (cam)	W. Bryant Williams (pm) Jesse Foreman (apm) Leland H. Blair (ms)
DYERSBURG 10,885	State Gazette, Mill Ave., Tel.: ATwater 5-4091 (e) 4,831	.06	Flat	(I-D) (AP) (J) (5¢, 25¢w, $1mo) Wallace, Witmer Co.)	State Gazette Pub. Co. Russell M. D. Bruce, Pres.	Russell M. D. Bruce (eep-e-me) Charles Yarbro (ce)	Charles Yarbro (ne) Martin Bruce (sp) Patsy Miller (we)	A. Leroy Ward (gm-bm) Martha Sanders (cm)	Ken Mayo (ad-mga-ram) Ethel Walker (cam)	H. Hathaway (ms)
ELIZABETHTON 10,754	Star (e ex Sat.) 5,746 Sunday edition (S) 5,746	.075 .075	Flat Flat	(I) (AP) (5¢, 15¢S, 35¢w, $1.50mo) (General Advertising Service Inc.)	Elizabethton Newspapers, Inc. Frank Robinson, Pres.-Pub.	Frank Robinson (e-me) W. E. Harrington (eep) Betty Sue Cooper (ce)	W. E. Harrington (ne-Su) Bill Luther (sp) Ruby Ford (we)	Frank Robinson (gm) Inez McAnally (bm) J. M. Conrad (cm)	Arthur Petrey (ad) Inez McAnally (mga) Sherman Pritchard (ram) Bobby Carter (cam)	Arthur Petrey (apm) Elmer Bowling (ms)
GREENEVILLE 8,721	Sun (e) 7,890	.08	Flat	(I-D) (AP) (5¢) (Newspapers South, Inc.)	E. O. Susong, Pub.	Q. M. O'Keefe (e) Ken Hood (ce)	Claude Day (sp) Ruth Keller (we)	J. M. Jones (gm) M. A. Tweed (cm)	I. H. Smith (ad-ram) B. Wykle (cam)	Dewey Cannon (ms)
JACKSON 30,354 40,200-ABC-CZ	Sun, 104-106 W. Baltimore, Tel.: 7-3333-4 (e ex Sat.) 14,677 Sunday edition (S) 15,355	.10 .10	Flat Flat	(I) (AP) (5¢, 15¢S, 30¢w, $1.30mo-d &S) (The Branham Co.)	The Sun Pub. Co. Mrs. C. E. Pigford, Pres. Albert A. Stone, Pub.	Harris Brown (eep-e) Robt. P. Mahon, Jr. (me) James Elliott (ce)	Joe Freeland (ne) Jack Hilliard (sp) Mrs. Paul Meadows (we)	A. A. Stone (gm-bm) Wm. E. Diffee (cm)	A. Lacy Price (ad-ram) Mrs. Ethel Hicks (mga) Mrs. Ethelyn Hudgins (cam)	Everett Petty (pm) P. D. Kersh (ms)
JOHNSON CITY 27,864 23,881-ABC-CZ 36,837-ABC Par. 28	Press-Chronicle, 204 W. Main St., Tel.: 2993 (m ex Mon.) 5,204 Press-Chronicle (e ex Sat.) 13,331 Combined daily (me) 18,535 Sunday edition (S) 19,615	.... .13 .14	.... Flat Flat	(I-D) (AP) (5¢, 15¢S 40¢w-d&S $1.75mo) (The John Budd Company)	Press, Inc. Carl A. Jones, Pres.-Pub.	Geo. W. Kelly (eep) Lee Vance (ex. e) Kenneth Morrell (ce)	Kenneth Morrell (ne) S. Lee Vance (Su) James M. Smyth (sp)	T. W. Atkins (gm-bm) Everett E. Sudderth (cm)	Ernest W. Russell (ad) Ruth Holden (mga) Billy Jack Breeden (ram) Wm. E. Kibler (cam) Ruth H. Carey (nam)	A. W. Keller (ms)
KINGSPORT 19,571 41,361-ABC-CZ	News, E. Market, Tel.: CIrcle 6-8121 (m) 5,056 Times (e ex Sat.) 16,676 Combined daily (me) 21,732 Times-News (S) 20,750	.... .15 .15	.... Flat Flat	(I) (AP, INS) (5¢, 15¢S, 40¢w-d&S) (*S) (Shannon & Associates, Inc.)	Kingsport Pub. Co., Inc. C. P. Edwards, Jr., Pres.-Pub. Ben Haden, V.P.	W. J. McAuliffe (eep-T) William Freehoff, Jr. (eep-N) Ellis Binkley (exec. e) Charles Stelling (me-T) Phil Calhoun (me-N)	Frank Creasy (sp) Dorothy Ring (we)	Ben Haden (gm) Bill Irwin (cm)	J. E. Huffaker (ad) Maurice Williams (mga) Leonard Dykes (cam)	C. T. Hamlet and Chas. Houser (ms)
KNOXVILLE 124,769 187,363-ABC-CZ	Journal, 618 S. Gay St., Zone 1, Tel.: 2-4141 (m) 79,509 Sunday edition (S) 89,639	.27 .27	Flat Flat	(R) (AP, INS) (5¢, 15¢ S, 45¢w-d&S, $1.75 mo) (Scolaro, Meeker & Scott and Doyle & Hawley (Pacific Coast).	Roy N. Lotspeich Pub. Co., Inc. Mrs. Roy N. Lotspeich, Pres.-Pub.	Guy L. Smith (e) Steve Humphrey (me) Dick Evans (ce)	Georgia Higman (Su) Ed. Harris (sp) Mrs. Virginia Ragsdale (we)	C. H. Smith, Jr. (gm) Carl M. Smith (cm) F. N. Walters (com)	F. W. Watson (ad) J. R. Golden (mga) W. K. Hunter, Jr. (cam)	...
	News-Sentinel, 208 W. Church, Zone 2, Tel.: 3-3131 (e) 99,706 Sunday edition (S) 105,109	.31 .31	Flat Flat	(I) (UP, BUP, AP, SHNA) (5¢, 15¢S, 45¢w) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Knoxville News-Sentinel Co. M. G. Chambers, Pres.	Loye W. Miller (eep-e) C. W. Orcutt (me) Joseph J. Levitt (ce)	Ralph Millett, Jr. (ne) J. Gunby Rule (Su) Robert L. Wilson (sp) Mrs. Blanche Grace Davis (we)	Frank Powers (bm) Don Cameron (cm) James W. Howe (com)	Roger Daley (ad) Wm. N. Burke (mga) M. T. Creager (ram) Allen J. Ware (cam)	James A. Dorris (ms)
MARYVILLE-ALCOA 7,742 Maryville 6,355 Alcoa 26,024-ABC-CZ	Times, 307 E. Harper, Tel.: Tel.: YUkon 3-0260 (e ex Sat.) 9,059	.08	Flat	(I-R) (AP) (5¢, 25¢w) (General Adv. Service)	Maryville-Alcoa Newspapers, Inc. T. S. Bradford, Pres.-Pub.	Clyde B. Emert (eep) Dean Stone (me) Charles C. Parvin (ce)	Elizabeth Baugh (we)	Tuff Bradford (gm) Jack Wetmore (cm)	Gene Hamilton (ad) Mildred Tipton (mga-cam)	Floyd Hamilton (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MEMPHIS 396,000 425,900-ABC-CZ	Commercial Appeal, 495 Union Ave., Zone 1, Tel.: JAckson 6-8811; JAckson 6-2141 (m) (ABC) 208,264 .64 Flat	(I) (AP, UP, INS, CDN) (J) (5¢, 15¢S, 45¢w-d&S, $1.30mo-d, $1.95mo-d&S) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Memphis Pub. Co. Enoch Brown, Pres.	Frank Ahlgren (eep-e) Gordon Hanna (me) Malcolm Adams (ce)	R. C. Shuptrine (ne) Everett Amis (Su) Walter Stewart (sp)	Enoch Brown (gm) W. Frank Aycock, Jr. (bm) C. W. Bevinger (cm)	H. W. Tushingham (am) W. O. Sturdivant (mga) Walter Fontaine (cam)	George Sisler (pe) R. C. Berkeley (rd-pm) R. J. Richardson (ms)
	Press-Scimitar (e) (ABC) 142,272 .51 Flat Combined daily (me) (ABC) 350,536 .79 Flat Commercial Appeal (S) (ABC) 262,906 .67 Flat	(I) (AP, UP, SHNA) (J) (5¢, 30¢w, $1.30mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Memphis Pub. Co. Enoch Brown, Pres.	Edw. J. Meeman (eep-e) J. Z. Howard (me) Null Adams (ce)	Fred Snodgress and Luther Southworth (ne) George Bugbee (sp)			
MORRISTOWN 13,019 13,019-ABC-CZ	Gazette & Mail, W. Main St., Tel.: 1135-173 (e ex Sat.) (ABC) 4,799 .065 Flat Sunday edition (S) (ABC) 4,874 .065 Flat	(I) (AP) (5¢, 10¢S, 15¢w) (none)	Gazette-Mail Pub. Co. John E. Helms, Jr., Pres.-Pub.	John E. Helms, III (e)		C. O. Helms (gm-cm) W. O. Helms (bm)	Mrs. Hal A. Noe (ad-mga-ram)	Hal A. Noe (ms)
MURFREESBORO 13,052	News Journal (e ex Sat.) .07 Flat Sunday edition (S) .07 Flat	(I) (UP) (J) (5¢, 5¢S, 25¢w-d&S) (Newspapers South, Inc.)	Mid-South Pub. Co., Inc. J. A. McFarland, Jr., Pres.-Pub.	E. B. Blackburn (me)	Charles Cates (ne) Mrs. Mary Nelle Morris (we)	D. J. Dunnaway (cm)	Don Parkinson (mga) Robert McKnight (ram)	R. C. Bell (ms)
NASHVILLE 174,307 301,706-ABC-CZ 342,783-ABC Par. 28	Banner, 1100 Broad St., Zone 1, Tel.: B-Al. 5-5401; T-Alpine 5-1221 (e) (ABC) 93,819 .52 .48	(I) (AP, CDN, UP, INS) (5¢, 30¢w, $1.30mo) (The Branham Co.)	Nashville Banner Pub. Co. James G. Stahlman, Pres.-Pub. E. B. Stahlman, Jr., (Exec. V.P.)	Charles Moss (exec. ed.) A. C. Dunkleberger (e) Ed Clark Ford (me) Bob Battle (ce)	Walter Bogart, Jr. (ne) Fred Russell (sp) Emmie Keeble (we)			
	Tennesean (m) (ABC) 116,256 .53 .49 Combined daily (me) (ABC) 210,075 .57 .53 Tennessean (S) (ABC) 200,558 .55 .51	(D) (AP, UP, INS) (*S) (5¢, 15¢S, 45¢w-d&S, $1.95mo) (The Branham Co.)	Tennessean Newspapers, Inc. Mrs. Lucile McCrea Evans, Pres. Silliman Evans, Jr., Pub. Russell L. Speights (sec.-Treas.)	Coleman A. Harwell (ed.-Exec. ed) John H. Nye (eep) Gail W. Churchill (me) Edward Freeman (ce)	A. V. Goodpasture, Jr. (ne) Henry H. Schulte, Jr. (Su) Raymond Johnson (sp) Mrs. Charles Martin (we)	James H. Armistead (gm) E. P. Charlet (bm) Walter Seigenthaler (cir. dir.) William Roper (asst. cir. dir.) H. B. Crump (com)	Phil Breen (ad) W. G. Edmundson (mga) Maxey Hewitt (ram) Jack Phillips (asst. ad.-mgr. mag. adv.) George B. Morgan (cam)	Charles L. Andrews (apm) William B. Maples (pm-T) Jas. Dwyer (ms)
	The Nashville Tennessean and the Nashville Banner are corporately and editorially separate, but operate otherwise under a joint agreement through a third corporation known as the Newspaper Printing Corporation, the personnel of which follows: Newspaper Printing Corporation, Agent Nashville Banner and The Nashville Tennessean, James G. Stahlman, chairman of the board; Silliman Evans, Jr., president, E. B. Stahlman, Jr., Vice-president and production manager; Amon C. Evans, vice-president; James H. Armistead, vice-president and general manager; Walter Seigenthaler, vice-president and circulation director; E. P. Charlet, secretary-treasurer and business manager; H. B. Crump, comptroller.								
OAK RIDGE 30,229 30,229-ABC-CZ	Oak Ridger, Tyrone Rd., Tel.: 5-7404 (e ex Sat.) (ABC) 8,293 .09 Flat	(I) (AP) (5¢, 25¢w) (Newspapers South, Inc.)	Alfred G. & Julia G. Hill Pub. Co. Don J. McKay, Pub.	Richard D. Smyser (me) Helen Knox (ce)	Jim Ryan (sp) Sally Latham (we)	Dewey Robinson (cm)	Malcolm Jones (ad) Marge Hurst (cam)	Leigh Gerth (ms)
PARIS 8,826 8,826-ABC-CZ	Post-Intelligencer (e) (ABC) 4,188 .06 Flat	(D) (UP) (J) (5¢, 25¢w, $1.08mo) (Wallace Witmer Co.)	Paris Pub. Co. W. P. Williams, Pres.-Pub.	Chas. Ernest Williams (ce)		Corinne Diggs (cm)		
SHELBYVILLE 9,456	Times-Gazette (e ex Sat.) 3,922 .07* Flat	(D) (AP) (J) (5¢, 25¢w) (Newspapers South, Inc., Memphis, Tenn.)	Shelbyville Pub. Co., Inc. Franklin Yates, Pres.-Pub.	Franklin Yates (eep-me)	Mrs. N. Mae Morgan (we)	Franklin Yates (gm-bm) Thos. M. (Tony) Rice (cm)		Franklin Yates (pm) Charles Minor (apm) Lawson Gregory (ms)
	*Rate includes insertion in weekly Bedford County Sun, circulation 3,210.							
UNION CITY 7,665 7,665-ABC-CZ	Messenger, Tel.: 744; 745 (e) 4,626 .065 Flat	(I-D) (AP) (J) (5¢) (Wallace Witmer Co.)	Messenger Pub. Co. E. S. Critchlow, Pub.	Ed. Critchlow (eep-e-me) Glen Davis (ce)	David G. Critchlow (sp) Mrs. David G. Critchlow (we)	Ed. S. Critchlow (gm) Jack Burchard (bm) Dodds Griggs (cm)	W. D. Burdine (ad-mga) Arthur Melton (ram) Jack Burchard (cam)	L. H. Ladd (ms)

TEXAS

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ABILENE 45,570 60,363-ABC-CZ	Reporter-News, N. 2nd & Cypress, Tel.: OR 3-4271 (m) (ABC) 31,171 .... Reporter News (e) (ABC) 18,652 .... Combined daily (me) (ABC) 49,823 .20 Flat Sunday edition (S) (ABC) 41,043 .20 Flat	(D) (AP) (5¢, 10¢S, 40¢w-mS, eS, 60¢w-meS) $2.50mo-meS, $1.50mo-mS, eS) (Texas Harte-Hanks Newspapers)	Reporter Pub. Co. Mrs. Bernard Hanks, Pres. Howard McMahon, Pub.	Frank Grimes (e-eep) Ed. N. Wishcamper (me)	Jack Hogan (ne) Dick Tarpley (ne) Katharyn Duff (we) Don Oliver (sp)	Howard McMahon (gm) Andrew B. Shelton (bm) Francis J. Pruitt (cm)	J. T. LaRoque (ad) G. D. Triplett (ram) Marvin Veal (cam)	A. B. Shelton (pm)
ALICE 16,449	Echo, 405 E. Main St., Tel.: MO 4-6588 (e ex Sat.) 5,993 .07 Flat Sunday edition (S) 5,993 .07 Flat	(D) (AP) (J) (5¢, 10¢S, 25¢w, $1.08mo) (none)	V. D. Ringwald, Pub.	V. D. Ringwald (e-ce)	Robbie Robinson (sp)	V. D. Ringwald (gm-bm) F. E. Bullock (cm)	A. C. McCoy (ad-mga-ram-cam)	A. C. McCoy (apm) Ed. Wollard (ms)
AMARILLO 74,246 83,154-ABC-CZ 113,965-ABC Par. 28	News, 900 Harrison St., Tel.: DR 6-6262 (m) (ABC) 41,916 .... Globe-Times (e ex Sat.) (ABC) 35,215 .... Combined daily (me) (ABC) 77,131 .30 Flat News-Globe (S) (ABC) 64,942 .30 Flat	(I-D) (AP, UP) (5¢, 15¢S) (Texas Daily Press League, Inc.)	Globe-News Pub. Co., Inc. Parker Prouty, Pres. Wesley S. Izzard, Pub. News S. B. Whittenburg, Pub. Globe-Times	Wesley S. Izzard (e-N) Thomas H. Thompson (e-G-T) Fred Post (me) Robert S. Wright (asst. me) Paul Timmons (city editor) Mary Kate Tripp (regional editor)	Don Turner (ne-night) Charles Whippo (ne-day) Harry Gilstrap (sp) Frances Dolfin (we) Fred Post (Sunday editor)	Shelby Kritzer (gm) Grady Camp (bm) Trenton T. Davis (cm)	Lowell Brown (ad) Robert Glenn (mga) E. A. Martin (ram) Garland Martin (cam)	Mason King (pm) Joe Sargent (apm) Palmer Black (ms)
ATHENS 5,194	Review (e) 3,408 .06 Flat	(I-D) (AP) (J) (5¢, 90¢mo) (Texas Daily Press League, Inc.)	Athens Printing Co. R. E. Dwelle, Pres. Pub.	R. E. Dwelle (eep-me) H. M. Kemp (e)	Bill Speake (sp) Mrs. Laura Collins (we)	R. E. Dwelle (gm) E. M. Cumbie (cm)	Charlsie Baker (ad) Mrs. Jack Fite (cam)	Charlsie Baker (apm) W. B. Howell (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AUSTIN 132,459 146,809-ABC-CZ 175,813-ABC Par. 28	American, 308 Guadalupe St., Zone 1, Tel.: GR 6-2661 (m) 34,999	.....	.....	(D) (AP, UP) (5¢, 15¢ S, 40¢w-m&S or e&S, $1.65mo-m&S or e&S) (Burke, Kuipers & Mahoney, Inc.)	Newspapers, Inc. Harlan Fentress, Pres. Louis N. Goldberg, Asso. Pub. & V.P. Sidney Gay, Sec.-Treas.	Chas. E. Green (e) Buck Hood (me) Fred Williams (ce)	Louis Maysel (sp) Nell Fenner (we)	Louis N. Goldberg (gm) P. F. Fincher (cm)	A. P. Jennings (ad-mga) Everett Bushell (ram) A. A. Oxford (cam)	A. P. Jennings (apm) W. F. Thompson (ms)
	Statesman (e) 26,746	.....	.....							
	Combined daily (me) 61,745	.28	Flat							
	American-Statesman (S) 52,082	.28	Flat							
BAY CITY 5,427	Tribune, 2244 Ave. G, Tel.: CI 5-4639 (e ex Sat.) 3,363	.06	Flat	(R) (UP) (J) (5¢, 20¢ w) (Thos. F. Clark Co., Inc.)	Tribune Pub. Co. Carey Smith, Pres.-Pub.	Carey Smith (me)	Russ Parker (ne)	.....	.....	.....
	*.07 in combination with weekly Matagorda County Tribune.									
BAYTOWN 22,183	Sun (e) 10,561	.10	Flat	(UP) (10¢, $1.30mo) (General Advertising Service)	Baytown Sun, Inc. Fred Hartman, Pres.-Pub.	Fred Hartman (e) Preston Pendergrass (me)	Tom Murray (sp) Wanda Orton (we)	Leroy Towler (cm)	Harry E. Boswell (am) Corrie Laughlin (cam)	.....
BEAUMONT 94,014 114,119-ABC-CZ 114,055-ABC Par. 28	Enterprise, 380 Walnut St., Tel.: TErminal 3-3311 (m) 61,899	.....	.....	(I-D) (AP, UP) (5¢, 15¢S, $1.75mo -m or e with S, $2.80mo-m e&S) (The Branham Co.)	The Enterprise Co. O. Eugene Davis, Pres. R. M. Frost, Treas. R. W. Akers, Secy.	R. W. Akers (e-J) R. W. Akers (e-E) T. T. Hunt (me-E) C. C. Aldridge Jr. (me-J) Robert F. Packwood (ce-E) Ed. Van Zandt (ce-J)	Donald Streater (ne-E) Troy T. Griffin (ne-J) Thad Johnson (sp-E) Bill "Tiny" Scurlock (sp-J) T. T. Hunt (Su) Dorothy Roberts (we-E) Martha Frasher (we-J)	R. M. Frost (bm) F. W. Arnold (cm)	L. Clayton Lau, Jr. (mga) Walter J. Brown (cam)	.....
	Journal (e) 26,435	.....	.....							
	Combined daily (me) 88,334	.28	Flat							
	Enterprise (S) 74,559	.28	Flat							
BIG SPRING 17,266 22,360-ABC-CZ 25,007-ABC Par. 28	Herald, 810 Scurry, Tel.: AM 4-4331 (e ex Sat.) 9,633	.08	Flat	(I-D) (AP) (5¢, 10¢S, 35¢w) (Texas Harte-Hanks Newspapers)	Affiliated Newspapers, Inc. R. W. Whipkey, Pres.-Pub.	R. W. Whipkey (e) Joe Pickle (me) Wayland Yates (ce)	R. L. Smith (ne) Tommy Hart (sp) Ann Lefever (we)	R. W. Whipkey (gm) Harold Canning (bm) Jack Kimble (cm)	Oliver Cofer (ram) C. B. Ferrell (cam)	Granville Glenn (ms)
	Sunday edition (S) 9,888	.08	Flat							
BONHAM [illegible]	Favorite (e ex Sat.) 4,632	.06	Flat	(D) (UP) (J) (5¢, 10¢S 25¢w) (Texas Daily Press League, Inc.)	Bonham Daily Favorite, Inc. Paul F. Miller and Aubrey L. McAlester, Co-Pubs.	R. M. Cantrell (e-me-ce)	Mrs. W. G. Forgy (we)	Mrs. R. M. Cantrell (cm)	.....	Ralph Allen (ms)
	Sunday edition (S) 4,632	.06	Flat							
BORGER 20,259 22,164-ABC-CZ 20,516-ABC Par. 28	News-Herald, 209 North Main, Tel.: BR 3-5611 (e ex Sat.) 11,134	.11	Flat	(I-D) (AP, UP) (5¢, 5¢S, 25¢w, $1.10 mo) (Chas. W. Hurley Co.)	Panhandle Pub. Co., Inc. Roy R. Whittenburg, Pres.	J. C. Phillips (eep-e-me) Herb Kirkead (ce)	Herb Kirkead (ne-Su) Earl Golz (sp) Natalie Ward Cory (we)	J. C. Phillips (gm-bm) Sam R. Duke (cm)	Wayne Lanham (ad-mga-ram) John F. Rust (cam)	Wayne Lanham (pm-apm) Harry B. Porter (ms)
	Sunday edition (S) 11,328	.11	Flat							
BRECKENRIDGE 5,610	American (e ex Sat.) 4,553†	.07	Flat	(D) (UP) (J) (5¢, 10¢S, 25¢w, $1.10mo) (Texas Daily Press League, Inc.)	Publishers, Inc. J. S. McBeath, Pres. Elmer Wright, Pub.	Charlie Hall (e-me-ce)	Ann Cowan (we)	Paul Austin (gm-bm) Truett Trammell (cm)	Paul Austin (mga-ram) Truett Trammell (cam)	Jack Womble (ms)
	Sunday edition (S) 4,753†	.07	Flat							
	†Mar. 31, 1956.									
BRENHAM [illegible]	Banner-Press (e ex Sat.) 3,876	.06	Flat	(I-D) (UP) (J) (5¢, 25¢ w) (Texas Daily Press League, Inc.)	Banner-Press, Inc. Tom S. Whitehead, Pres.-Pub.	Tom S. Whitehead, Jr. (e)	T. C. Blake, Jr. (sp)	Tom S. Whitehead (gm)	.....	James E. Byrd (ms)
BROWNSVILLE 36,066 39,438-ABC-CZ	Herald, 13th & Adams, Tel.: LI 2-4331 (e ex Sat.) 12,766	.10*	Flat	(I) (UP) (5¢, 10¢S, 35¢ w) (Texas Daily Press League, Inc.)	Brownsville Herald, Div. of Freedom Newspapers	D. R. Segal (e) W. L. Smith (me) Wm. Smith (ce) M. W. Johnson (sp)	E. C. Osborn (sp. dir.) Mary Forrester (we)	R. M. Juillard (gm) D. R. Segal (bm) Wm. J. Mason (cm)	L. G. Nicolai (mga) Frank Stewart (ram)	L. G. Nicolai (apm) L. L. Irwin (ms)
	Sunday edition (S) 12,694	.10*	Flat							
	*.25 in combination with Harlingen Valley Star and McAllen Monitor in Rio Grande Valley Newspaper group.									
BROWNWOOD 20,181	Bulletin, 114 E. Lee St., Tel.: 2445 (e) 8,930	.08	Flat	(D) (UP) (5¢, 10¢S 30¢w, $1.25mo) (Texas Daily Press League, Inc.)	Brownwood News papers, Inc. C. C. Woodson, Pres.	Mack Boswell (e)	Tom Penn (sp) Margaret Coleman (we)	C. C. Woodson (gm) Alex McBroom (bm) Terry Dunsworth (cm)	Walter McLean (ad) Mrs. Martha Bratcher (mga-cam)	Fred V. Barbee (ms)
	Sunday edition (S) 8,930	.08	Flat							
BRYAN 26,102	Eagle, W. 26th, Tel.: TA 2-1336 (e ex Sat.) 7,550	.08	Flat	(I-D) (AP) (J) (5¢, 25¢ w, $1.00mo) (Texas Daily Press League, Inc.)	Eagle Ptg. Co., Inc. Mills P. Walker, Pres.	Vick Lindley (me-ce)	Charles Carder (sp) Mrs. A. A. Branch (we)	Mills P. Walker (gm) Mark Campbell (asst. gm-bm-cm)	P. A. Tardy (ad) Marshall Massey (ram) Camilla Carrabba (cam)	O. D. Emmons (ms)
	Sunday edition (S) 7,750	.08	Flat							
CHILDRESS 7,819	Index (e ex Sat.) 3,997	.06	Flat	(I) (UP) (J) (5¢, 10¢S, 25¢w, $1.00mo) (Texas Daily Press League, Inc.)	The Childress Index, Inc. Morris Higley, Pres.-Pub.	C. W. Lawrence (eep-e)	Dick Risenhoover (sp) Carol V. Higley (we)	Bob Ray (bm) Arche Collins (cm)	E. J. Huddleston (mga) Jimmie Greer (cam)	Glen Stiner (ms)
	Sunday edition (S) 3,997	.06	Flat							
CLEBURNE 12,905	Times-Review, 108 S. Anglin, Tel.: 5-2441 (e ex Sat.) 6,807	.07	Flat	(I) (UP) (J) (5¢, 10¢S, 25¢w) (Texas Daily Press League, Inc.)	Cleburne Times-Review Wm. Rawland, Owner-Pub.	Jack Proctor (eep-e-me)	Jack Proctor (ne-Su-sp) Beth Bradbury (we)	Peyton Lawson (gm-bm) George Hannah (cm)	Paul I. Griffith (ad-mga-ram) Johnnie Ownbey (mga)	Paul Griffith (pm-apm)
	Sunday edition (S) 6,942	.07	Flat							
COMMERCE 5,889	Journal, Box 1291, Tel.: 19 (e ex Sat.) 1,343	.045	Flat	(I) (AP) (J) (5¢, 5¢S, 75¢mo) (none)	The Journal Pub. Co.	W. R. Latson (eep-e-me)	W. R. Latson (sp)	..... Carl Hyatt (gm-bm-cm)	Carl Hyatt (ad)	.....
CONROE 7,598 12,870 (Loc. Est.)	Courier, 508 W. Davis, Tel.: PL 6-3301 (e ex Sat. and Mon.) 3,094	.06*	Flat	(ID) (AP) (5¢d, 10¢S, 25¢w, $1.00mo) (Texas Daily Press League, Inc.)	Rigby Owen, Pub.	Ed. Watson (e)	Paul Smith (sp)	Bill Bradford (bm) Jesse Powell (cm)	W. G. Stanton (am) Rigby Owen (nam) Don Phillips (ram)	Winston Davison (ms)
	Sunday edition (S) 3,017	.06*	Flat							
	*.08 combined.									

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CORPUS CHRISTI 108,287 126,734-ABC-CZ 163,753-ABC Par. 28	Caller (m) (AB) 57,251 Times (e) (AB) 35,858 Combined daily (me) (AB) 93,109 Caller Times (S) (AB) 69,711	.... .30 .30	.... Flat Flat	(I) (AP, CDN, CT-NYN, NYT, RN) (5¢, 15¢S, 60¢w-me&S, $1.75mo-m or r, $2.65mo-combined) (Texas Harte-Hanks Newspapers)	Caller Times Pub. Co. Conway C. Craig, Pres.-Pub.	Robert M. Jackson (eep-e) Robert B. McCracken (assoc. ed) John L. Stallings (me) Vic Herold (ce-T) John Anderson (ce-C)	Brandt Ridgway (ne-C-T) Louis Anderson (sp-CT) Joe Scherrer (sp-T) Ann Dodson (we)	Conway C. Craig (gm) Gilbert F. Vetters (bm) Clayton Grant (cm)	Gilbert F. Vetters (ad) James J. Abernathy (mga) W. G. Thomas (ram) Leland G. Barnes (cam)	A. T. Blease (ms) Edward Harte (pm)
CORSICANA 25,262 (Special '55 City Census)	Sun (e) 9,210	.08*	Flat	(D) (AP, INS) (5¢, 30¢w) (Texas Daily Press League, Inc.)	Sun-Light Pub. Co. Wortham & Martin, Co-Partnership Lowry Martin, Pub.	L. A. Wortham (e-me)	Paul Moore (sp) Mrs. L. A. Wortham (we)	Lowry Martin (gm) Fred DuBose (cm)	Boyce Martin (ad) Dave Levy (cam)	H. T. Robinson (ms)
	*.13 in combination with semiweekly Morning Light, combined circulation 12,350.									
CUERO 7,498	Record, 119 E. Main, Tel.: 5-3131 (e ex Sat.) 2,998 Sunday edition* (S) 4,034	.05 .06	Flat Flat	(I-D) (UP) (J) (5¢, 5¢S, 25¢w, $1mo) (Texas Daily Press League, Inc.)	Cuero Pub. Co., Inc. Mrs. J. C. Howerton, Pres. Jack Howerton, Pub.	Jack Howerton (e) Kenneth Towery (me) Ben Prause (ce)	Harry Putnam (sp) Jerry Mauer (we)	Jack Howerton (gm) A. E. Hensley (cm)	H. C. Putnam (ad-mga) Milton Binz (ram) Polly Howerton (cam)	M. D. Griffith (ms)
	*Includes Wed. county edition.									
DALHART 5,918	Texan, 408 Denrock, Tel.: 10 & 13 (e) 2,451	.05	Flat	(I-D) (UP) (5¢, 30¢w) (Texas Daily Press League, Inc.)	Dalhart Pub. Co. J. Kenneth Hogue, Pub.	Albert H. Law (e)	Marie H. Gibney (we)	J. Kenneth Hogue (gm) Ariel T. Kemish (cm)	Al Serva (ram) Ariel Kemish (cam)	Bob Wilcoxson (ms)
DALLAS 434,462 496,398-ABC-CZ 609,470-ABC Par. 28	News, Young & Houston Sts., Zone 22, Tel.: RI 7-4611 (m) (AB) 208,067 Sunday edition (S) (AB) 210,221	.53 .55	Flat Flat	(I-D) (AP, UP) (J) (5¢, 15¢S, 40¢w-d&S, $1.70mo) (Cresmer & Woodward, Inc.)	A. H. Belo Corp. E. M. (Ted) Dealey, Pres.-Pub.	William B. Ruggles (eep) Harry C. Withers (exec. ed) Felix R. McKnight (me) John E. King (ce)	Tom Simmons (ne) William T. Rives (sp) Katherine Dillard (we)	Sol Katz (cm) William C. Smellage (com)	Harry D. Guy (ad) Leland H. Renfro (mga) Smith Reed (ram) A. P. Vaughan (cam)	Ted Barrett (pm) Leven Deputy (ms)
	Times-Herald, Herald Square, Zone 2, Tel.: RI 1-4355 (e) (AB) 173,606 Sunday edition (S) (AB) 178,536	.50 .50	Flat Flat	(I-D) (AP, UP, CT-NYN, RN, INS, NYT) (5¢, 15¢S, 35¢w, $1.50mo) (The Branham Co.)	Times-Herald Ptg. Co. John W. Runyon, Pres. D. A. Greenwell, Exec. Vice-Pres. and Treas. Albert N. Jackson, V.P.	B. C. Jefferson (eep-e) Allen Merriam (ed in chief) Mason Walsh (me) Bert Holmes (ne) Charles Dameron (ce)	Hal Lewis (asst. me-ne) Jere R. Hayes (sp-dir) Louis Cox (sp) Gail Pitts (we)	James F. Chambers, Jr. V.P.-gm) James V. Lovell (asst. to gm) Robert J. Blake (asst. to gm) George S. Johnson (cm)	Don L. Schneider (ad) Roy McKinney (ram) R. E. Lake (cam)	Lloyd Price (pm)
	Wall Street Journal (2) Southwest edition (m ex Sat.) (AB) 39,385	.52	.42	(I) (AP, RN, DJ, UP) (10C, $20 yr.) (own office)	Dow Jones & Co., Inc. Bernard Kilgore, Pres. Robt. M. Feemster, Chm. Ex. Com.	Wm. H. Grimes (e)		Buren H. McCormack (bm) T. F. Mowle (com)	Frank McGowan (ad.-mgr.)	Richard D. Blum (prod.-m)
DEL RIO 14,211	News-Herald, 321 South Main, Tel.: 5-3531 (e ex Sat.) 4,096 Sunday edition (S) 4,096	.06 .06	Flat Flat	(I) (AP, UP) (5¢, 10¢S, 30¢w, $1.25mo) (Texas Daily Press League, Inc.)	Del Rio Newspapers, Inc. C. C. Woodson, Pres. Chas. T. Pingenot, Pub.	Ima Jo Fleetwood (eep-e-me-ce)	Ima Jo Fleetwood (ne-Su-we)	Chas. T. Pingenot (gm-cm)	Chas. T. Pingenot (mga)	John Faribault (ms)
DENISON 17,504 23,246-ABC-CZ 25,150-ABC Par. 28	Herald, 331 W. Woodard, Tel.: HO 5-7171 (e ex Sat.) (AB) 11,337 Sunday edition (S) (AB) 11,543	.09 .09	Flat Flat	(I-D) (AP) (5¢, 10¢S, 30¢w-d&S) (Texas Harte-Hanks Newspapers)	The Denison Herald Inc. Fred Conn, Pres.-Pub.	C. Easterly (e)	Wilburn Grisham (sp-ne) Betty Ashcraft (we)	Paul Ague (cm)	Fred Conn (mga) Jack Fredrick (cam)	Carl Harrison (ms)
DENTON 21,372 24,332-ABC-CZ 26,108-ABC Par. 28	Record-Chronicle, 314 East Hickory, Tel.: CEntral 2551 (e ex. Sat.) (AB) 8,648 Sunday edition (S) (AB) 8,734	.09 .09	Flat Flat	(I) (AP) (*S) (5¢, 10¢S, 35¢W, $1.50mo) (Chas. W. Hurley Co.)	Denton Pub. Co. Riley Cross, Pres.-Pub.	Allen Bogan (eep-me-ce) Riley Cross (e)	Dub Brown (sp) Patsy Cross (we)	Roy Appleton, Jr. (gm-bm) Jack Stephens (cm)	Roy Appleton, Jr. (mga) Henry Bradford (ram) Mildred Gantt (cam)	George Avery (ms)
EDINBURG 12,383	Review, 310 S. Closner, Tel.: DUdley 3-2705 (e ex Sat.) 4,568 Sunday edition (S) 4,568	.06 .06	Flat Flat	(I) (AP) (5¢, 5¢S, 30¢w) (Chas. W. Hurley Co.)	Valley Review Pub. Co. Allan Engleman, Pres.-Pub.	Allan Engleman (e) Harry Quin (eep-me)	Herbert Humphries (ne) Terry Young (sp) Betty Harwell (we)	Allan Engleman (gm) Harry Quin (bm) Quince Mitchell (cm) Ellie Higgins (com)	Georgia Vandever (ad) Sue Solomon (cam)	Tim Duarte (ms)
EL PASO 130,485 172,623-ABC-CZ	Times, 401 Mills St., Tel.: PR 2-1661 (m) (AB) 52,538 Herald-Post (e) (AB) 39,794	.30 .30	Flat Flat	(I-D) (AP, UP, INS) (5¢, 15¢S, 45¢w-d&S) (Texas Daily Press League, Inc.)	El Paso Times, Inc. Dorrance D. Roderick, Pres.-Pub.	Wm. J. Hooten (eep-e) Wm. Latham (me) Edwin Engledow (ce)	James Halloran (Su) Chuck Whitlock (sp) Ruby Burns (we)	Dorrance D. Roderick, Jr. (gm-T) E. T. Lewis (bm) F. Judd Brennand (cm)	Mayo C. Seamon (ad) Jack Hall (mga) Wm. S. Cooke (ram) Harry Kahlert (cam)	
	Combined edition (me) (AB) 92,332 Sunday Times (S) (AB) 71,433 Evening and Sunday (eS) (AB) 111,227	.33 .33 .39	Flat Flat Flat	(I) (AP, UP, INS, SHNA) (5¢, 30¢w) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Herald-Post Pub. Co. E. M. Pooley, Pres.	E. M. Pooley (eep-e) Chester L. Chope (me) H. A. Michael (ce)	Robt. Ingram (sp) Eloise D. Branton (we)			

NOTE: The El Paso Herald-Post and The El Paso Times are corporately and editorially separate, but have merged the business, circulation and mechanical departments of both papers and created an agency company, to conduct publication of both papers, known as the Newspaper Printing Corporation, the personnel of which follows: Newspaper Printing Corporation, agent; Dorrance D. Roderick, general manager; E. T. Lewis, business manager; Judd Brennand, circulation manager; Mayo C. Seamon, advertising director; Jack Hall, manager general advertising; Harry Kahlert, classified advertising manager.

DALLAS COUNTY

The Golden BONUS *Market*

57.9% OF ALL THE FAMILIES IN THE DALLAS 20-COUNTY RTZ LIVE HERE ...AND HAVE 68.8% OF THE TOTAL BUYING POWER.

Source: Sales Management Magazine, 1956

HERE

THE DALLAS TIMES HERALD

has 25,441 MORE DAILY CIRCULATION

(29,344 MORE SUNDAY)

THAN THE SECOND DALLAS NEWSPAPER

Circulations from ABC Publishers' Statements dated September 30, 1956, and latest published ABC Audits

Booming Dallas County, the Golden Bonus Market, dominates its retail trading zone more and more in terms of income and discretionary purchasing power. Industry and wealth concentrate in Dallas County, where The Dallas Times Herald leads the second Dallas newspaper in daily circulation by 19%.

With an average of $6,196 to spend every year, the 243,000 families who live in Dallas County are your primary sales target in the Dallas Retail Trading Zone. Reach more of them through The Dallas Times Herald, P.M. home-delivered.

TIMES HERALD

TOTAL DALLAS COUNTY CIRCULATION:
156,695 DAILY — 156,519 SUNDAY

TOTAL CIRCULATION:
173,606 DAILY — 178,536 SUNDAY

That's why

The Dallas Times Herald Has Carried More Advertising Than Any Dallas Newspaper for the Past 30 Consecutive Years!

YOUR ADVERTISING REACHES MORE PEOPLE WITH MORE MONEY TO SPEND IN...

THE DALLAS TIMES HERALD

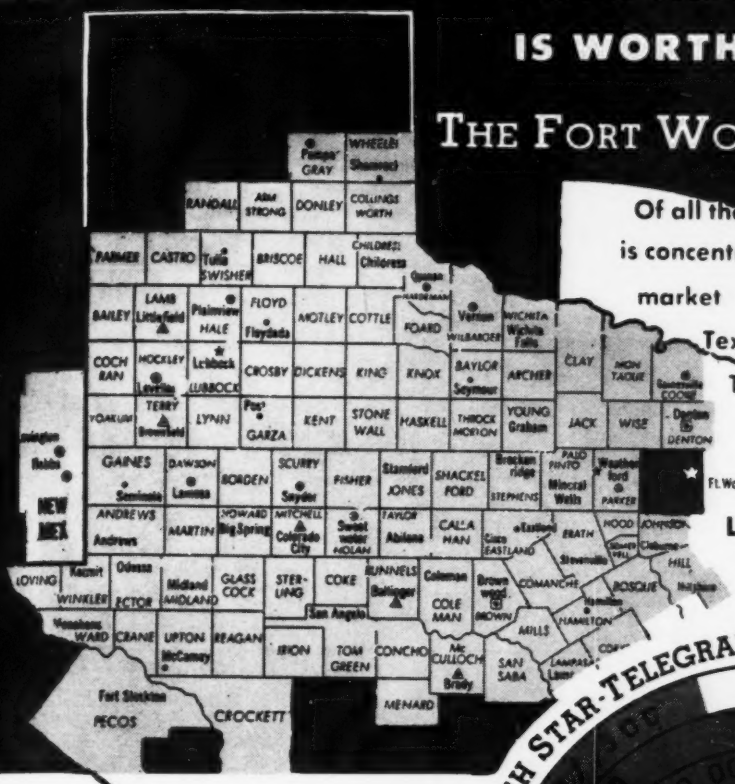
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ENNIS 7,815	News, Zone 1 (e) 3,985†	.05	Flat	(I) (UP) (J) (5¢, 25¢w, $1.mo) (Ralph H. Mulligan)	United Pub. Co., Inc. Mrs. Helen Nowlin, Pres.	Daniel W. Bus (e) Elizabeth Parsons (ce)	Elizabeth Parsons (ne-we) Bryan Adams (e)	Chas. E. Gentry (gm-bm) Emma Jean Sims (com)	Chas. E. Gentry (ad-mga-ram)	Chas. E. Gentry (apm)
	†March, 1956.									
FORT WORTH 278,778 324,275-ABC-CZ	Press, 5th & Jones, Zone 1, Tel.: EO 2-5151 (e) (AC) 52,871 Sunday edition (S) 50,863	.26 .26	Flat Flat	(I) (SHNA, UP) (5¢, 25¢w, $1.10mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Fort Worth Press Co. Walter R. Humphrey, Pres.	Walter R. Humphrey (eep-e) C. L. Douglas (assoc. e) W. D. Hall (me) Delbert Willis (ce)	Sam Hunter (ne) W. F. Sherrod (sp) Latryl Layton (we)	Leslie E. Yates (bm) Emil Roth (cm) W. L. Robertson (com)	George Main (mga) Wm. Acers (ram) Bob Eterdam (cam)	.....
	Star-Telegram, Zone 1 (m) (AC) 115,253 Evening edition (e) (AC) 135,967 Combined daily (me) (AC) 251,220 Sunday edition (S) (AC) 227,179 Morning & Sunday (mS) (AC) 342,432 Evening & Sunday (eS) (AC) 363,146	.... .60 Flat .60 Flat .83 Flat .83 Flat		(I-D) (AP, CDN, CT-NYN, INS, RN, NANA, NYT) (5¢, 15¢S, 35¢ w-m or e&S, 60¢w-m or e&S, $2.50 mo-m or e&S) (none)	Carter Publications, Inc. Amon G. Carter, Jr. Pres.	John Ellis (e) Phil. R. North (exec. e) James R. Record (assoc. e) John Ellis (me-E) Herbert Schulz (me-M) Charles Boatner (ce-pm) F. J. Curran (ce-am)	Bert Griffith (ne-pm) Jack Butler (ne-am) Cullum Green (Su) Flem Hall (sp-pm) Loren McMullen (sp-am) Mary Sears (we)	Bert N. Honea (gm &V.-P.) Harold Hough (cir. dir.) Fain Reynolds (cm)	Amon G. Carter, Jr. (ad) Ray Lee (am) Tommy Terrill (cam)	Ralph D. Ray (pm-apm) George Woodman (ms)
FREEPORT-CLUTE-LAKE JACKSON-VELASCO	Facts-Review (e ex Sat.) 5,912	.09	Flat	(I) (UP) (J) (5¢, 20¢w, 75¢mo) (General Advertising Service)	Review Pub. Inc. George Gaston, Pub.	Glenn Heath (eep) Roberta Dansby (e-me-ce)	Glenn Heath (ne) Bill McMurray (sp) Roberta Dansby (we)	George Gaston (gm) E. E. Hendrix (cm)	George Beacom (ad-cam)	George Gaston (pm-apm) Melvin Martin (ms)
GAINESVILLE 11,246 15,700 (Loc. Est.)	Register (e) 5,448	.07	Flat	(I) (AP, UP) (5¢) (none)	Register Pub. Co., Inc. C. H. Leonard, Pres.	A. Morton Smith (me)	Jack Joyce (ne) Bill King (sp) Eula West (we)	C. H. Leonard (gm-bm) Warren Flowers (cm)	Bob Hughes (ram) Elizabeth Graham (cam)	Nick Mosman (ms)
GALVESTON 66,568 66,568-ABC-CZ	News, 2109 Mechanic, Zone 1, Tel.: 3-4311 (m) (AC) 18,512 Tribune (e) (AC) 11,379 Combined daily (me) (AC) 29,891 News (S) (AC) 23,805	.... .17 Flat .17 Flat		(I) (AP, UP) (5¢, 10¢S, T-$1.10mo, News $1.65mo, N-T-$2.75 mo) (Chas. W. Hurley Co.)	The News Pub. Co., Inc. Mrs. Mary Moody Northen, Pres. David C. Leavell, Pub.	C. E. McClelland (eep-me) O. D. Wilson (ce-N) Dwight Leveritt (ce-T)	A. C. Becker, Jr. (sp-N) Corlis Holt (sp) Estelle Hamilton (we-T) Marion Bach (we-N)	David C. Leavell (gm) A. C. Becker (bm) August Weber (cm) Richard Becker (com)	W. R. Roberts (ad)	Harold Durel (pm) H. A. Orrell (ms)
GARLAND 10,571	News, 613 State St., Tel.: 6-1155 (e ex Mon. and Sat.) 4,796 Sunday edition (S) 4,796	.07 .07	Flat Flat	(I-D) (UP) (J) (5¢d, 5¢S) (Texas Daily Press League, Inc.)	Garland Daily News W. H. Bradfield, Sr. Pres.-Pub.	W. H. Bradfield, Jr. (eep-e-me-ce)	W. H. Bradfield, Jr. (ne-Su) Jim Reapsome (sp) Mrs. W. H. Bradfield, Sr. (we)	W. H. Bradfield, Sr. (gm-bm) J. S. Erickson (cm)	Scott Dorsey (ad-mga-ram-cam)	W. H. Bradfield, Sr. (pm-ms) Scott Dorsey (apm)
GLADEWATER 5,305	Mirror, Dean & Glade, Tel.: 2235 (e ex Mon. and Sat.) 4,208 Sunday edition (S) 4,208	.06 .06	Flat Flat	(I) (INS) (J) (5¢, 10¢S, 20¢w, 80¢mo) (Texas Daily Press League, Inc.)	Gladewater Daily Mirror Harry Kates, Pub.	Neal Clark (me)	Frank Luksa, Jr. (ne-sp)	.....	Neal Clark (ad) Mrs. Marie Jones (cam)	Jack Elrod (ms)
GONZALES 5,659	Inquirer, 620 St. Paul, Tel.: 23 & 223 (e) 2,668	.05	Flat	(I) (UP) (J) (5¢, 30¢w, $1mo)	Mrs. Henry Reese, & Son, Pubs. Mrs. Henry Reese, & Son, Pub.	Tom Gordon (eep-e-ce) Edward Reese (me)	Mrs. Jo. B. Farmer (we)	Edward Reese (gm) Mrs. Leola Marek (cm)	Edward Reese (ad) Bernice Knesek (ram-cam)	Emil Bros (ms)
GREENVILLE 14,727	Herald-Banner (e ex Sat.) (AC) 6,078 Sunday edition (S) (AC) 6,184	.09 .09	Flat Flat	(I) (AP) (5¢, 10¢S, 25¢w) (Texas Harte Hanks Newspapers)	Banner Pub. Co. Max S. Lale, Pub.	Matt Sheley (e)	Matt Sheley (ne) Ollie Coon (we) Tommy Guion (sp)	Max S. Lale (bm) Frank Hutchinson (cm)	Max S. Lale (mga) Warren Smith (ram) Warren Hope (cam)	.....
	Banner Publishing Company purchased and merged Herald (m&S) Nov. 19, 1956. Above circulation for Banner only as of Sept. 30, 1956.									
HARLINGEN 23,229 24,692-ABC-CZ 26,847-ABC Par. 28	Valley Morning Star, 2nd at Harrison, Tel.: GArfield 3-5511 (m) (AC) 16,795 Sunday edition (S) (AC) 15,339	.11* .11*	Flat Flat	(I) (UP) (5¢, 10¢S, 40¢w-d&S) (Texas Daily Press League, Inc.)	Valley Morn. Star Div. of Freedom Newspapers.	D. R. Segal (eep) Frank Ragsdale (me) Wm. Mayes (ce)	Chas. Schwanitz (ne) E. C. (Doc) Osborn (sp. Dir.) Fred Walker (sp) Angela McGregor (we)	R. M. Juillard (gm-bm) A. T. Lawson (cm)	L. G. Nicolai (mga) F. W. Power (ram) Sue Ainsworth (cam)	L. G. Nicolai (apm) Wm. Nichols (ms)
	*25 in combination with Brownsville Herald and McAllen Monitor in Rio Grande Valley Newspaper Group.									
HENDERSON 6,833	News, 102 Fordail St., Tel.: 2501 (e ex Sat.) 6,350 Sunday edition (S) 6,350	.07 .07	Flat Flat	(D) (UP) (5¢, 10¢S, $1.20mo-d&S) (Texas Daily Press Inc.)	News Pub. Co.	.....	C. H. Page (ne-Su) Herbert Corder (sp) Mrs. Anita McCarter (we)	T. N. McCarty (gm-bm) Ed Velvin (cm)	Ed Velvin (cam)	T. N. McCarty (pm-apm) E. M. Coolidge (ms)
HILLSBORO 8,363	Mirror, 117-19 S. Waco, Tel.: JU 2-5321 (e ex Sat.) 4,892 Sunday edition (S) 4,892	.07* .07*	Flat Flat	(I-D) (AP) (J) (5¢, 5¢ S, 25¢w, 90¢mo) (Texas Daily Press League, Inc.)	Texas Novelty Adv. Co. M. M. Donosky, Pres. Don Brown, V. P.-Pub.	.....	Jim Carmichall (e)	.....	Don Brown (ad)	.....
	*.11 in combination with Weekly Mirror, combined circulation 5,395.									

In Texas YOUR ADVERTISING DOLLAR IS WORTH FAR MORE IN...

THE FORT WORTH STAR-TELEGRAM



Of all the consumer income in Texas, 25.5% is concentrated in the 100-county Fort Worth market and 25.1% of all retail sales in Texas are produced in this market area. The Fort Worth market also accounts for 23.7% of Texas' population

Source SRDS 7/1/56 estimates of consumer markets

LARGEST MARKET AREA IN TEXAS

LARGEST CIRCULATION IN TEXAS

THE 100-COUNTY FORT WORTH MARKET IS ONE OF THE NATION'S GREATEST INCOME AREAS

. . . and the strongest selling force in this market is the Fort Worth Star-Telegram . . Daily or Sunday!

20% or greater coverage (ABC) in 49 counties Daily
20% or greater coverage (ABC) in 55 counties Sunday

A far greater number of 20% family coverage counties than any other Texas Newspaper!

Map: Courtesy Standard Rate and Data Service

Circulation

253,312 DAILY (m&e comb.)
229,038 SUNDAY

ABC Audit Report, March 31, 1956

FORT WORTH STAR-TELEGRAM

AMON G. CARTER, JR., President and National Advertising Director

LARGEST CIRCULATION IN TEXAS
without the use of Contests, Schemes or Premiums — Just a Good Newspaper

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
HOUSTON 596,163 730,465-ABC-CZ 924,318-ABC Par. 28	Chronicle (e ex Sat.) (M) 202,888 Saturday edition (Sat.) (M) 189.117 Sunday edition (S) (M) 226,287	.54 .54 .56	Flat Flat Flat	(I-D) (AP, CDN, INS, NANA, CT-NYN, NYT, RN) (*S) (5¢, 20¢S, 37¢w-d&S, $1.75 mo) (The Branham Co.)	Houston Chronicle Pub. Co. John T. Jones, Pres. Houston Chronicle Pub. Co.-Pub. G. L. Mims, V.P.-Treas.	Harold Pyle (eep) M. E. Walter (e) R. J. Watts (me) Allison Sanders (ce)	Harry McCleary (ne) R. H. Freeman (sp)	J. H. Butler (gm) M. J. Butler (asst. bm) T. E. Lee (cm) G. L. Mims (com)	R. W. McCarthy (ad) M. J. Gibbons (mga) D. H. Dumas (ram) J. L. DuRoss (cam)	M. J. Butler (pm-apm-rd) Don Weber (ma)
	Post, Zone 1 (m) (M) 201,647 Sunday edition (S) (M) 212,289	.54 .56	Flat Flat	(I-D) (AP, NYHT, UP) (J) (5¢, 20¢S, 35¢ w-d only, 45¢w-d&S, $1.50mo-d only, $1.95mo-d&S) (Moloney, Regan & Schmitt, Inc.)	The Houston Post Co. W. P. Hobby, Ch. of the Bd. Mrs. Oveta C. Hobby Pres. & Ed.	Ed. Kilman (eep) Arthur Laro (exec.-e) W. D. Bedell (asst. exec. e) Ralph O'Leary (ce)	Ted Welty (ne) Clark Nealon (sp) Bobbe Lentz (we)	W. Howard Baldwin (gm) R. H. McCoy (cm city) Jack E. Calvin (cm country) C. H. Draper (com)	Eugene J. Lemcoe (ad) Robert Barron (mga) H. W. Mossberger (ram) E. R. Kendrick (cam)	Marc Fore (pm) S. E. Buttrill (ma)
	Press (e ex Sat.) (M) 119,625 Saturday edition (Sat.) (M) 106,383	.39 .39	Flat Flat	(I) (UP, DJ, SHNA) (5¢, 30¢w, $1.30 mo) (Scripps-Howard Newspapers, Gen. Adv. Dept.)	Houston Press Co. Scripps-Howard Newspaper Ray L. Powers, Pres.	George Carmack (eep-e) James H. Wagner (me) Richard Boyce (ce)	Ted Hutchison (ne) Bob Rule (sp) Betty Ewing (we)	Ray L. Powers (gm-bm) Earl C. Buell (cm)	Frank Moore (ad) Harry A. Dollahite (mga) Carl J. Barrea (ram) Wm. Bauerkemper (cam)	Jim Mastooth (pm) Ralph Johnson (ma)
JACKSONVILLE 8,607	Progress, 300 S. Main, Tel.: 2236 (e ex Sat.) 5,270 Sunday edition (S) 5,270	.06 .06	Flat Flat	(D) (UP) (J) (5¢, 10¢S, 25¢w, $1.00mo) (Texas Daily Press League, Inc.)	Progress Pub. Co. B. H. Broiles, Pres.	B. H. Broiles (eep-e) Harold E. Whittington (me)	Mrs. Louise Broiles (we)	R. E. Sears (bm-cm)	B. H. Broiles (mga) Jewel Hill (cam)	E. G. Beu, Jr. (ram) Harmon Davis (ma)
KERRVILLE 7,691	Times, 325-27 Earl Garrett St., Tel.: CLearwater 7-6029 or 7-5504 (e ex Sat. and Mon.) 3,545 Sunday edition (S) 3,545	.06 .06	Flat Flat	(D (AP) (J) (5¢, 5¢S, 25¢w-d&S 75mo) (Texas Daily Press League, Inc.)	The Kerrville Times G. Rankin Starkey, Pub.	Bob Bennett (me) Tex McCord (ce)	Mrs. G. Rankin Starkey (we)	G. Rankin Starkey (gm) Alex McRae (cm)	.....	.....
KILGORE 9,638	News-Herald, 610 E. Main St., Tel.: 2593 (e ex Sat.) 6,283 Sunday edition (S) 6,283	.07 .07	Flat Flat	(I-D) (AP) (J) (5¢, 10¢ S, 30¢w) (none)	Charles K. Devall, Owner-Pub.	Winston Gardner (e)	Winston Gardner (ne-Su) Ted R. Allen, Jr. (sp) Mary Meador (we)	Chas. K. Devall (gm) John Paul Jones (Auditor) John R. Eckstadt (cm)	Tom W. Graham (ad-ram) John Paul Jones (mga)	Chas. K. Devall (pm) Tom W. Graham (apm)
KILLEEN 7,100	Herald, 110 W. Ave. D, Tel.: ME 4-2125 (e ex Sat.) 3,067	.06	Flat	(I) (INS) (5¢, 85¢ mo) (none)	Killeen Pub. Co. J. Chambliss Gresham Pres.-Pub.	G. D. Skidmore (eep-me-ce)	Jack Sand (sp)	Jim Ayers (cm)	Wm. O'Neil Shaw (ad) Mary Rigg (cam)	Joe Langston (rd) Paul Cypert (ma)
LAMESA 10,704	Reporter, 523 N. First, Tel.: 2177 (e ex Sat.) 4,020 Sunday edition (S) 4,020	.06 .06	Flat Flat	(D) (UP) (5¢, 5¢S, 25¢w-d&S, $1.10 mo) (Texas Daily Press League, Inc.)	Southwestern Dailies Inc. C. C. Woodson, Pres. Fred V. Barbee, Jr., Pub.	James J. O'Brien (e)	Mrs. Vivian Lee (we)	Fred V. Barbee (bm) Leslie C. Pratt (cm)	Mrs. J. P. Lowrey (cam)	N. Porterfield (pm)

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

PENNIES OR DOLLARS

...which are you shooting for?

MAP SHOWS DOMINANCE OF HARRIS COUNTY...

WITH

70% OF THE POPULATION

78% OF THE INCOME

74% OF THE SALES

of the *Entire* **RETAIL TRADING ZONE...**

WHERE THE

CHRONICLE DOMINATES

with...

18,880 DAILY EXCESS CITY ZONE HOME-DELIVERED CIRCULATION OVER THE POST!

59,773 DAILY EXCESS CITY ZONE HOME-DELIVERED CIRCULATION OVER THE PRESS!

29,105 SUNDAY EXCESS TOTAL CITY ZONE CIRCULATION OVER THE POST!

SOURCES:
See ABC Publisher's Statements, Sept. 1956
SRDS

KEY: P—POPULATION
C—CONSUMER SPENDABLE INCOME
S—RETAIL SALES

THE HOUSTON CHRONICLE

JOHN T. JONES, JR., President
R. W. McCARTHY, Advertising Director
M. J. GIBBONS, General Advertising Mgr.
THE BRANHAM COMPANY—National Representative

HOUSTON IS FIRST
in city zone population standings of daily newspaper cities-500,000 to 1,000,000
as listed in Standard Rate & Data Service
Current population estimate for Houston A.B.C. city zone is now 924,318!* Almost 200,000 more people than in 1950. With this 26.5% population increase in the Houston city zone, one shining truth becomes apparent – YOU CAN'T COVER HOUSTON WITHOUT THE POST.
The Houston Post has done the best job of keeping apace with Houston's rapid population growth. It has the largest circulation gain, 1950-56.
Get the new facts on Houston, where the trend to The Post grows and grows. See your Post salesman or your Moloney, Regan & Schmitt representative.
THE HOUSTON POST
*Based on information obtained from city officials, city zone increase to 924,318 as of February 1, 1956. A.B.C. Publisher's statement for six months ending September 30, 1956.
YOU NEED THE HOUSTON POST TO COVER THE HOUSTON MARKET
REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics	Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
LAREDO 51,910	Times (e ex Sat.) 15,397 Sunday edition (S) 15,397	.14 .14	Flat Flat	(I) (UP) (8¢, 10¢S, 35¢w, $1.50mo) (Texas Daily Press League, Inc.)	Laredo Daily Times, Inc. Wm. Prescott Allen, Pres.-Pub.	Wm. Prescott Allen (eep-e) Wm. C. Ford (me) Hugh Robinson (ce)	Star Castillo (ne) Wm. C. Ford (Su) Raymond Garces (sp) Mrs. Mabel C. Wall (we)	Allen K. Tish (gm-bm) Homero A. Villarreal (cm)	C. E. Sparman (ad-mga-ram-cam)	Allen K. Tish (pm) J. G. Watt (ms)
LEVELLAND 8,264	Sun News (e) 3,129 Sunday edition (S) 3,129	.06 .06	Flat Flat	(I) (AP) (5¢d, 10¢S, 25¢w, $1.00mo)	Forrest Weimhold, Pub.	Orlin Brewer (e)	Maurine Elkins (so)	J. C. Howell (gm) Charles Crain (cm)	J. C. Howell (am)	Leroy Flinn (ms)
LONGVIEW 24,502	Journal (mexMon) 12,620 News (e ex Sat.) 8,389 Combined daily (me) 21,009 News-Journal (S) 20,060	.... .13 .13	.... Flat Flat	(I-D) (AP, INS, UP) (J) (5¢, 10¢S, 35¢ w-d&S, $1.50mo-d&S) (Texas Daily Press League, Inc.)	Longview News Co. Inc. S. A. Parker, Pres. Carl L. Estes, Pub.	Carl L. Estes (eep) Ellie Hopkins (e) Ed. Leach (me)	Ellie Hopkins (ne-Su) Buster Hale (sp) Julia Acker (we)	Geo. Howell (gm) Mrs. E. L. Lee (bm)	Geo. Howell (ad-mga-ram) Marie Rice (cam)	S. A. Parker (pm-apm) John Holland (mf) Harry Parker (ms)
LUBBOCK 71,747 91,019-ABC-CZ 118,396-ABC Par. 28	Avalanche (m) 37,328 Journal (e ex Sat.) 20,308 Combined daily (me) 57,636 Avalanche-Journal (S) 52,643	.... .26 .26	.... Flat Flat	(I-D) (AP, INS, UP) (5¢, 15¢S, 35¢w-m, 32¢w-e, $1.50 mo-m, $1.35 mo-e) (Texas Daily Press League, Inc.)	Avalanche-Journal Pub. Co. Parker F. Prouty, Pres. Chas. A. Guy, Pub.	J. Walter Greep (eep) Chas. A. Guy (e) C. W. Ratliff (assoc. ed.) Jay Harris (me-A) Chas. C. Watson (me-J) R. C. Hankins (ce)	Fred Harrell (ne-J) W. H. Hams (ne-A) H. R. McKee (Su) Joe Kelly (sp) Margaret Turner (we)	James D. Shaw (bm) J. D. (Pete) Bynum (cm)	Wayne Healy (ad) Lester M. Horner (mga) Dick Cook (ram) Howard E. Hunt (cam)	Wayne Henly (apm) Anthony L. Sorbo (ms)
LUFKIN 15,135 16,226-ABC-CZ	News, 114-116 E. Lufkin, Tel.: 3-4488 (e ex Sat.) 7,545 Sunday edition (S) 7,628	.07 .07	Flat Flat	(I) (UP) (5¢, 10¢S, 30¢w, $1.30mo) (Burke, Kuipers & Mahoney, Inc.)	Lufkin Pub. Co. J. H. Kurth, Jr., Pres. W. H. Beaumier, Pub.	W. R. Beaumier (eep-e) William Bogart (me-ce)	William Bogart (ne) Rick Pezdirtz (sp) Betty Arnold (we)	W. R. Beaumier (gm-bm) W. C. Allen, Sr. (cm)	Ken Barfield (ad) Marie Leatherwood (mga) Laverne Christie (cm)	Joe Ed. Murray (ms)
McALLEN 20,067 22,002-ABC-CZ 25,404-ABC Par. 28	Valley Evening Monitor, 21 S. 12th, Tel.: MU 6-4343 (e ex Sat.) 13,045 Sunday edition (S) 13,471	.10* .10*	Flat Flat	(I) (UP) (5¢, 10¢S, 35¢w) (Texas Daily Press League, Inc.)	Valley Eve. Monitor, Division of Freedom Newspapers	D. R. Segal (eep) T. N. Gaines (me) Harvey Jewett (ce)	E. C. Osborn (sp. dir.) J. W. Horner (sp) Helen Taylor (we)	R. M. Juillard (gm) John R. Kinard (bm) Lee Broussard (cm)	L. G. Nicolai (mga) Wm. A. Hill (ram) Clydene Dunham (cam)	L. G. Nicolai (apm)
	*.25 in combination with Brownsville Herald and Harlingen Valley Star, in Rio Grande Valley Newspaper Group.										
McKINNEY 10,560	Courier-Gazette (e) 3,230	.05	Flat	(I) (UP) (J) (5¢) (none)	Perkins & Wilson Mrs. Tom W. Perkins, Sr., Owner	L. L. Perkins (me)	.....	.....	Tom W. Perkins, Jr. (ad)	.....
MARLIN 7,099	Democrat, 337 Coleman St., Tel.: WE 6-2011 (e) 1,342	.03*	Flat	(D) (AP) (J) (5¢, 60¢mo) (none)	Marlin Democrat Pub. Co. Geo. S. Buchanan, Pub.	Geo. S. Buchanan (e-me)	Henry Church (ne) W. H. Byrd (sp)	Mrs. Geo. S. Buchanan (cm)	Geo. S. Buchanan (mga)	.....
	*.045 in combination with semi-weekly Democrat (Tue.-Fri.), combined circulation 3,036.										
MARSHALL 23,327 25,377-ABC-CZ 27,927-ABC Par. 28	News-Messenger (e ex Sat.) 11,814 Sunday edition (S) 12,087	.09 .09	Flat Flat	(I) (AP) (5¢, 10¢S, 30¢w, $1.30mo) (Texas Harte-Hanks Newspapers, Inc.)	Marshall Pub. Co. Millard Cope, Pres.-Pub.	Millard Cope (e-eep) Spencer Jones (me)	Spencer Jones (ne) Clyde Foster (sp) Pat Foster (we)	Millard Cope (gm) George Pruitt (cm)	Don Harper & Charles J. Adams (ram) Mellezena Jones (mga) Leonard Dumas (cam)	Millard Cope (pm) Jack Taylor (ms)
MART 2,269	Herald, Tel.: 545 (e ex Sat.) 1,120	.03	Flat	(I-D) (J) (5¢, 75¢mo) (none)	Yancey & Hartley Chas. R. Yancey Pres.-Pub.	Louis Hartley (eep) Chas. R. Yancey (e)	Chas. R. Yancey (ne) Louis Hartley (sp) Mrs. Erie Dunn (we)	Chas. R. Yancey (gm-bm)	Chas. R. Yancey (ad-mga-ram-cam)	.....
MEXIA 6,627	News (e ex Sat.) 2,951 Sunday edition (S) 2,951	.05 .05	Flat Flat	(I) (UP) (J) (5¢, 5¢S, 25¢w, 85¢ mo) (Texas Daily Press League, Inc.)	News Pub. Co. Blake Smith, Jr., Pres.	John Moss (eep-e)	John Moss (sp) Dorothy Johnston (we)	Hope Truelove (bm) Henry Atkinson (cm)	Charles Measels (ad-mga-ram) Henry Atkinson (cam)	Charles Measels (apm) Sterling Baldree (ms)
MIDLAND 21,713 36,573-ABC-CZ 43,205-ABC Par. 28	Reporter-Telegram, 221 N. Main, Tel.: MUtual 2-5311 (e ex Sat.) 14,829 Sunday edition (S) 14,839	.12 .12	Flat Flat	(I) (AP) (5¢, 10¢S, $1.10mo) (Texas Daily Press League, Inc.)	Reporter-Telegram Pub. Co. James N. Allison, Pres.-Pub.	W. H. (Bill) Collyns (eep-e) James Lindsey (me)	J. M. Ratcliff (ne) Ted Battles (sp) Tess Martin (we)	James N. Allison (gm) Jack Ellington (cm)	R. S. Brashears (ad-mga-ram) Frank Hutchison (cam)	R. S. Brashears (apm) A. C. Robertson (ms)
MINERAL WELLS 7,801	Index, 207 N.W. First Ave., Tel.: 67-68 (e ex Sat.) 3,238 Sunday edition (S) 3,238	.06 .06	Flat Flat	(I) (UP) (J) (5¢, 5¢S, 30¢w, $1.25mo) (Texas Daily Press League, Inc.)	Index Printing Co. Walter Murray, Pub. Bob J. Hickey, Asst. Pub.	Ruth W. Ducker (e)	Faye Beasley (we)	Wm. P. Cameron (bm) Dubart Clarke (cm)	Bob J. Hickey (ram) Berneece Clark (cam)	Bill Houghton (ms)
MOUNT PLEASANT 6,342	Times (e ex Sat.)	.07	.065	(I) (AP) (5¢, 5¢S, 15¢ w-d) (none)	Times Pub. Co. H. W. Cross, Pres.-Pub.	G. W. Cross (eep) Hugh C. Cross (e-ce)	G. W. Cross (ne) Ray Chapman (sp) Mrs. E. M. Porter (we)	W. E. Porter (cm)	H. C. Cross (ad-mga-ram-cam)	James Baird (ms)
NACOGDOCHES 12,327	Sentinel (e ex Sat.) 4,100	.06	Flat	(ID) (UP) (J) (5¢, 25¢ w, $1mo) (Texas Daily Press League Inc.)	Herald Pub. Co. Victor B. Fain, Pres.-Pub.	Victor B. Fain (eep-e) Howard Page (me) Lajuana Turner (ce)	Lucille Fain (ne) Howard Page (sp) Wanda Williams (we)	Victor B. Fain (gm) June H. Lewis (bm) H. L. Fain (cm)	Fred Thomas (ad) Jeri Talbot (mga) F. C. Hundley, Jr. (ram) Billie J. Corley (cam)	Woodrow Baker (pm) Joe Clifton (apm) Weaver Blacksher (ms)
ODESSA 29,495 51,588-ABC-CZ 52,657-ABC Par. 28	American (e ex Sat.) 26,588 Sunday edition (S) 27,224	.18 .18	Flat Flat	(I) (AP, UP) (5¢, 10¢S, 30¢w) (Texas Daily Press League, Inc.)	Odessa Amer. Pub. Co. V. L. DeBolt, Pub.	Brad Carlisle (me) Olin Ashley (ce)	Sue Coleman (ne) Harold Gammon (sp) Rita Darden (we)	V. L. DeBolt (gm) R. M. Cole (bm) J. D. Hapenney (cm)	Frank White (mga) Bill Calvert (ram) J. F. Crooks (cam)	Jack Heisler (ms)
ORANGE 21,174	Leader, 503 A Front St., Tel.: TU 3-3571 (e ex Sat.) 6,671 Sunday edition (S) 6,671	.08 .08	Flat Flat	(D) (AP) (5¢, 10¢S, $1.25mo) (Chas. W. Hurley Co.)	Orange Leader Pub. Co. James B. Quigley, Pres.-Pub.	J. Cullen Browning (e) Joe Parsley (me) Robt. W. Axelson (ce)	L. R. "Bob" McHugh (sp) Mrs. Herbie Dees (we)	James B. Quigley (gm) Sam Davis (cm)	Ernest Krietsch (ad-mga-ram) Mrs. M. M. Brock (cam)	O. Puckett (ms)
PALESTINE 12,503	Herald-Press, 404 Ave. A., Tel.: 2244 (e ex Sat.) 7,475 Herald-Press (S) 7,475	.08 .08	Flat Flat	(I) (AP) (5¢, 10¢S, $1.20mo) (Texas Daily Press League, Inc.)	W. M. Hamilton & Sons W. L. Hamilton, Pub.	Joe Calvit (e) Lester Hamilton (me)	Walter Murray (sp) Mary Sloan (we)	W. L. Hamilton (gm) Jack Mullican (cm)	Hal C. Hiller (ad) A. P. Dougan (ram) Mary Calloway (cam)	.....
PAMPA 16,583 17,583-ABC-CZ	News, Box 901, Tel.: 4-2525 (e ex Sat.) 8,157 Sunday edition (S) 8,493	.09 .09	Flat Flat	(I) (UP) (J) (5¢, 10¢S, 30¢w-d&S) (Texas Daily Press League, Inc.)	Pampa Daily News E. Roy Smith, Pub.	Joel Combs (me)	Barry Littmann (sp) Jane Kadingo (we)	Homer Deck (gm) Louis Caudill (cm)	Homer Deck (ad) Jessye Stroup (cam)	Kendell Green (ms)
PARIS 21,643 22,870-ABC-CZ 25,018-ABC Par. 28	News, 122 Lamar Ave., Tel.: SU 4-4323 (e ex Sat.) 11,116 Sunday edition (S) 11,416	.09 .09	Flat Flat	(D) (AP) (5¢, 10¢S, 35¢w-d&S) (Texas Harte-Hanks Newspapers.	W. W. Bassano, Pub.	Ray Sissel (me)	Bill Thompson (sp) Kathryne Crook (we)	Robert Cox (cm)	E. W. Ellis (ad) Joe King (cam)	E. W. Ellis (apm) Frank Ellis (ms)
PLAINVIEW 14,044	Herald, 801 Broadway, Tel.: CApital 4-4343 (e ex Sat.) 6,863 Sunday edition (S) 6,863	.07 .07	Flat Flat	(I) (AP) (J) (5¢, 10¢S, 25¢w, $1mo) (Texas Daily Press League, Inc.)	Herald-News Pub. Co., Inc. H. S. Hilburn, Pres.-Pub. E. Q. Perry, Pub.	H. S. Hilburn (eep-e) J. P. Woodward (me) L. D. Brown (ce)	J. P. Woodward (ne) H. S. Hilburn (Su) Bob Carroll (sp) Dora H. Scott (we)	E. Q. Perry (bm) Tom Walker (cm)	J. B. Oswald (ad) Wendell Toole (mga) Mrs. Bill Lees (cam)	Cecil R. Cope (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
PORT ARTHUR 7,530 4,725-ABC-CZ 1,469-ABC-CZ Par. 28	News, 449 Fourth, Tel.: YU 5-5541 (e) 23,421 Sunday edition (S) 23,592	.15 .15	Flat Flat	(I) (AP, UP) (5¢, 10¢ S, $1.65mo) (Burke, Kuipers & Mahoney, Inc.)	Newspapers, Inc. H. M. Fentress, Pres.-Pub. J. R. Sadler (Associate Publisher)	John F. Ayres (e) Mayo Wells (me) Arthur H. Barr (ce)	Richard Oliver (sp) Grace Foote (we)	J. R. Sadler (gm) H. Nogle (cm)	A. D. Trahan (mga) Jack Scott (dir. retail & classified) Jim Merrill (ram) Dave Beeman (cam)	....
SAN ANGELO 2,093 2,093-ABC-CZ 0,785-ABC Par. 28	Standard-Times (m) 33,239 Standard (e ex Sat.) 10,682 Combined daily (me) 43,921 Standard-Times (S) 36,843	.... .20 .20	.... Flat Flat	(I-D) (AP) (5¢, 10¢S, 60¢w-me&S, $2.50 mo) (Texas Harte-Hanks Newspapers)	San Angelo Standard, Inc. Houston Harte, Pub. Houston Harte, Jr., Pres.	Dean Chenoweth (e) Edwin D. Hunter (me) Jack Allard (ce-S) H. T. Crozier (ce-ST)	Norman F. White (ne) Al Sledge (Su) Bob Milburn (sp) Ann Bryan (we)	William M. Woody (bm) Harold C. Zschach (cm) Earl Utt (asst. cm)	Harry Arnold (ad-mga) Frank A. Fecher (ram) Alan K. Clark (cam)	Grady Hill (rd) Frank A. Fecher (apm) Ben F. Roster (ms)
SAN ANTONIO 408,442 461,609-ABC-CZ	Express, Ave. E. & 3rd St., Zone 6, Tel.: CA 5-7411 (m ex Sat.) 68,479 Saturday edition (Sat.) 63,913 News (e ex Sat.) 80,194 Saturday edition (Sat.) 65,594 Combined daily (me) 148,673 Express (S) 113,879 Morning and Sunday (mS) 182,358 Evening and Sunday (eS) 194,073	.26 .26 .26 .26 .44 .32 .52 .52	Flat Flat Flat Flat Flat Flat Flat Flat	(I) (AP, CDN, CT-NYN, NYT, RN, UP) (5¢m, 5¢e, 15¢S, $1.35 e&S, $1.90 m&S, $2.65 meS) (The Branham Co.)	Express Pub. Co. Frank G. Huntress, Jr., Pres.	Ed Ray, Exec. Ed. (e-N) Bill Reddell (eep-E) T. C. Call (eep-N) Charles Kilpatrick (me-N) Clarence J. LaRoche (me-E) Bert Wise (ce-E) Bill Wagner (ce-N)	Louis G. Bailly (ne-Exp) John Newell (ne-News) Tom McGowan (Su) Frank Klein (Exec. sp) Dick Peebles (sp-Exp) Johnny Janes (sp-N) Myrtle Oefinger (we-E & N) Eve Bartlett (we-N) Alice Bonnett (we-E)	Frank G. Huntress, Jr. (gm) J. B. McDaniel, Jr. (bm) Rodney Brothers (cm)	Roy Jacobs (ad) Bob Payne (mga) T. S. Fletcher (ram) Walter Lehman (cam)	William B. Bellamy (Adm. Asst. Mktg.)
	Light, Broadway & 5th St., P. O. Box 161, Zone 6, Tel.: CA 6-2441 (e ex Sat.) 106,194 Saturday edition (Sat.) 95,299 Sunday edition (S) 134,721	.31 .31 .36	Flat Flat Flat	(I) (AP, INS) (5¢, 15¢ S, 40¢w-d&S, $1 65 mo) (Hearst Advertising Service)	Hearst Consol. Pub. Inc., S. A. Light Div. B. J. Horner, Pub. W. R. Hearst, Jr., Pres. A. G. Nicholas, Asst. Pub.	B. J. Horner (e) N. D. Allison (me) James Williamson (ce)	H. C. Burkhalter (ne) Lewis Fay (Su) Harold Scherwitz (sp) Miriam McGary (we)	B. J. Horner (gm) E. J. Redlinger (bm) C. S. Tilson (cm)	T. D. Gish (ad) E. A. Henckel (mga) Frank Hastings (cam)	W. W. Curd (circ. prom.)
SHERMAN 20,150 21,552-ABC-CZ 28,112-ABC Par. 28	Democrat, 201 S. Travis, Tel.: 3400 (e ex Sat.) 13,833 Sunday edition (S) 13,898	.11 .11	Flat Flat	(I-D) (AP, UP) (5¢, 10¢S, 35¢w-d&S) (Texas Daily Press League, Inc.)	Red River Valley Pub. Co. Frank W. Mayborn, Pres. Ward C. Mayborn, Pub. & V. P.	Albert Nibling (e-eep) Dana A. Blocker (me) Matt Conklin (ce)	Jack King (ne) Pat O. Riley (sp) Mrs. Maurine Graham (we)	Albert Nibling (gm) Wayne C. Sellers (bm) Charles Harrell (cm)	Elliott L. Higgins (ad) Sherwood Cooley (cam)	....
SNYDER 12,010	News (e ex Sat.) 6,042 Sunday edition (S) 6,042	.06 .06	Flat Flat	(I-D) (AP) (5¢, 10¢S, 30¢w) (Texas Harte-Hanks Newspapers)	Snyder Daily News Herbert Feather, Pres. Pub.	Wacil McNair (e) Dale Walton (ce)	Marvin Murphy (ne) Buck Francis (sp) Kay Pope (se)	Herbert Feather (gm) Dillard Pope (bm) Roland Chadwell (cm)	Winston Gregg (ad-mga) Glen Cavitt (cam)	....
STEPHENVILLE 7,155	Empire (e ex Mon. and Sat.) 5,263 Sunday edition (S) 5,263	.06 .06	Flat Flat	(D) (INS) (5¢, 10¢S, 25¢R w) (Texas Daily Press League, Inc.)	F. Higgs, Pub.-Owner	R. F. Higgs (e) Elyson Taylor (me) R. F. Higgs, Jr. (ce)	Elyson Taylor (ne) Mary Alice Conley (sp) Miss Carolyn Holford (we)	W. J. Moseley (cm)	Geo H. Lee (ad)	L. Riggins (ms)
SULPHUR SPRINGS 8,991	News-Telegram, 228 Main, Tel.: TU 5-3141 (e ex Sat.) 3,266 Sunday edition (S) 3,266	.05 .05	Flat Flat	(I) (AP) (J) (5¢, 5¢S, 75¢mo) (Texas Daily Press League, Inc.)	Echo Pub. Co. K. H. Kraft, Pres. F. W. Frailey, Pub.	K. H. Kraft (asso. ed) F. W. Frailey (e) Joe Woosley (me-ce)	Ray Swindell (sp) Mrs. Fred Moelk (we)	F. W. Frailey (gm) Billy Williamson (cm)	W. E. Highfield (ad-ram) F. W. Frailey (mga)	Guy Felton, Jr. (ms)
SWEETWATER 13,619	Reporter, 112 W. Third, Tel.: 4677-4678 (e ex Sat.) 7,223 Sunday edition (S) 7,223	.09* .09*	Flat Flat	(I) (AP) (5¢, 10¢S, 30¢w-d&S, $1.10 mo) (Texas Daily Press League, Inc.)	Sweetwater Reporter, Inc. J. S. McBeath, Pres. Elmer Wright, Pub.	Roy Scudday (e-me) Allen Baker (ce)	Roy Scudday (ne) Jewel Marsh (we)	Elmer Wright (gm) Homer Baxter (bm-cm)	Bill Gause (ad) Syl McBeath (mga) Ralph Sorrells (cam)	Elmer Wright (pm) Bill Gause (apm) Bob Rasor (ms)
	*Rate includes insertion in the Nolan County News, on Thursdays, circulation 1,785.									
TAYLOR 9,071 11,963 (Est. '56)	Press, 110 E. Third, Tel.: ELmwood 2-3621 & 2-3622 (e ex Sat.) 6,640 Sunday edition (S) 6,640	.07 .07	Flat Flat	(I) (AP) (5¢, 10¢S, 25¢w, $1.10mo) (Texas Daily Press League, Inc.)	Taylor Press Pub. Co. Mrs. Geo. B. Peeler, Pub.	Mrs. Geo. B. Peeler (eep-e) Lin Mills (ce)	Lin Mills (ne-Su) E. S. Peeler (we)	Mrs. Geo. B. Peeler (gm) E. S. Peeler (bm) Charles Walker (cm)	H. E. Harkins (ad-mga) Bill Kennedy (ram) Geneva Jacobson (cam)	Bill Kennedy (apm) J. R. Dunman (ms)
TEMPLE 25,467 32,995-ABC-CZ 40,013-ABC Par. 28	Telegram (m) 17,674 Sunday edition (S) 18,282	.14 .14	Flat Flat	(I-D) (AP, UP) (J) (5¢, 10¢S, 38¢w, $1.65 mo) (Texas Daily Press League, Inc.)	Bell Pub. Co. Frank W. Mayborn, Pres.-Pub.	Frank W. Mayborn (e) Harry O. Blanding (exec. ed.) George B. Dolan (me) Allen David (ce)	Jack H. Bowan (sp)	C. A. Schulz (gm-bm) J. K. Childress (cir. dir.)	Wm. S. Moore (am) Bruce Royal (mga) James R. White (cam)	C. A. Schulz (pm) Wm. S. Moore (apm)
TERRELL 11,544	Tribune, 116 N. Adelaide, Tel.: JOrdan 3-4476 (e) 3,935 Sunday edition (S) 3,935	.06 .06	Flat Flat	(I) (UP) (J) (5¢, 5¢S, 25¢w) (none)	Tribune Pub. Co. Fred Massengill, Jr. Pres.-Pub.	Fred Massengill, Jr. (e) Dick Reavis (me) E. H. Lawhon, Jr. (ce)	Dick Reavis (ne) Mose Martin (sp) Bennie Boon (we)	Fred Massengill, Jr. (gm) Dick Reavis (bm) Mac Squires (cm)	Dick Reavis (ad) Pollard Runnels, Jr. (ram) N. Easterly (cam)	Joe Galbraith (ms)
TEXARKANA 15,875 (Ark.) 24,753 (Tex.) 51,169-ABC-CZ	Gazette, 313-17 Pine St., Tel.: 3-3151 (m) 21,046* News (e ex Sat.) 6,104 Combined daily (me) 27,150 Gazette (S) 23,963* *Mar. 31, 1956.	.... .16 .16	.... Flat Flat	(I) (AP, UP; INS) (5¢d, 15¢, 35¢w, $1.40mo) (Arkansas Dailies, Inc. and Texas Daily Press League, Inc.)	Texarkana Newspapers, Inc. C. E. Palmer, Pres.-Pub.	J. Q. Mahaffey (e) Paul Lowry (me)	Bob Mundella (me) Wick Temple (sp) Kay Stafford (we-G) Mrs. Annie May Turner (we-N)	Paul T. Morgan (bm) H. Murry (cm)	E. H. Richter (ad-mga-ram-cam)	E. H. Richter (apm)
TEXAS CITY 16,620	Sun (e ex Sat.) 6,248 Sunday edition (S) 6,248	.08 .08	Flat Flat	(I) (UP) (5¢, 5¢S, $1mo) (Chas. W. Hurley Co.)	Mainland Pub. Co. (Corporation) David C. Leavell, Pres.-Pub.	Clyde B. Ragsdale (eep-e) Ray Lee (me)	Danny Grant (sp) Mabel McClure (we)	David C. Leavell (gm-bm) Frank Hyde (cm)	C. F. Caldwell (ad-mga-ram) Lola Hilton (cam)	C. F. Caldwell (pm-apm) Vestal Fisher (ms)
TYLER 38,964 44,181-ABC-CZ 54,982-ABC Par. 28	Telegraph, 410 W. Erwin, Tel.: 2-1621 (m) 17,579 Courier-Times (e ex Sat.) 9,633 Combined daily (me) 27,212 Courier-Times-Telegraph (S) 24,699	.... .15 .15	.... Flat Flat	(D) (AP, INS, UP) (J) (5¢, 10¢S, 35¢w, $1.40mo) (Chas. W. Hurley Co.)	T. B. Butler Pub. Co. Mrs. Sarah Butler, Pub.	Wm. E. Dozier, Jr. (e) Everett Taylor (me)	Gordon Riley (ne) Jim Honeywell (sp) Mrs. Marguerite Hercules (we)	Calvin Clyde, Jr. (gm) Mrs. J. R. Long (Treas.) Bob Holden (cm)	John W. Hudson (ad) Tom J. Martin (cam) Ann Benton (mga)	W. McCullough (comp. Rm. Supt) Ray Getchell (Press-St. Supt)
VERNON 12,651	Record, 1531 Cumberland, Tel.: 2-5454 (e ex Sat.) 5,821 Sunday edition (S) 5,821	.07 .07	Flat Flat	(I) (AP) (J) (5¢, 30¢w-d&S) (Texas Daily Press League, Inc.)	The Vernon Record, Inc. R. H. Nichols, Pres. Pub.	R. H. Nichols (eep-e) John Riddle (me-ce)	....	R. H. Nichols (gm) T. B. Quillin (bm) Ben Parham (cm)	T. B. Quillin (mga-ram)	....

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
VICTORIA	Advocate, 311 E. Constitution, Tel.: HI 5-1451								
16,126 23,659-ABC-CZ 31,082-ABC Par. 28	(m) (AE) 11,769 Sunday edition (S) (AE) 11,933	.10 Flat .10 Flat	(I) (AP) (J) (5¢, 10¢S, 33¢w, $1.40mo) (Charles W. Hurley Co.)	Victoria Advocate Pub. Co. Morris Roberts Pres. Pub.	Wm. E. McIntosh (e) Sam Braswell, Jr. (Assoc. Ed.) David W. Hoster (me)	John Lyons (sp) Marilyn Waida (we)	Morris Roberts (gm-bm) S. G. Hall (cm)	Bill C. Campbell (ad) John H. Alkek, Jr. (cam)	.....
WACO	News-Tribune, 900 Franklin Ave., Tel.: 3-1511								
84,706 93,563-ABC-CZ 111,636-ABC Par. 28	(m) (AE) 23,582 Times-Herald (e) (AE) 26,328 Combined daily (me) (AE) 49,910 Tribune-Herald (S) (AE) 44,734	.... .27 Flat .27 Flat	(I) (AP, UP) (5¢, 15¢S, 40¢w-mS or eS, $1.75mo; me&S, $2.75mo) (Burke, Kuipers & Mahoney, Inc.)	Newspapers, Inc. H. M. Fentress, Pres.-Pub. Pat Taggart, asst. pub.	Harry Provence (eep-e) Murray Neal (ce)	Gerald Frazier (ne) Dave Campbell (sp) Helen Baldwin (we)	S. D. Jones (gm) Pat Taggart (bm) Melvin Carlisle (cm) George Senior (cm City)	L. D. Armstrong (ad) Joe Kendrick (mga) L. D. Armstrong (ram) A. D. George (cam)	Joe Kendrick (pm)
WAXAHACHIE	Light								
11,204	(e ex Sat.) 5,308 Sunday edition (S) 5,308	.05 Flat .05 Flat	(D) (UP) (5¢, 20¢w) (Texas Daily Press League, Inc.)	Enterprise Pub. Co. C. C. Woodson, Pres. Wm. P. Davis, Pub.	Florence McGee (me) Ken Flagler (ce)	Irene Emerson (we)	Ruth B. Davis (bm) Gene Appleton (cm)	Ruth Davis (ad-mga-ram)	Ray Hendrickson (ms)
WEATHERFORD	Herald								
8,093	(e) 2,400	.0357 Flat	(I-D) (AP) (none)	Herald Pub. Co. A. C. MacNelly, Pres.-Pub.	A. A. Patrick (e)	.....	A. C. MacNelly (gm)	A. C. MacNelly (ad)	.....
WICHITA FALLS	Record-News, 701 Scott, P. O. Box 120, Tel.: 2-5241								
68,042 100,163-ABC-CZ 107,121-ABC Par. 28	(m) (AE) 28,969† Times (e) (AE) 21,380† Combined daily (me) (AE) 50,349† Times (S) (AE) 46,009† †Mar. 31, 1956.	.... .27 Flat .27 Flat	(D) (AP) (5¢, 15¢S, $2.50mo-combined) (The Katz Agency, Inc.)	Times Pub. Co. Rhea Howard, Pres. Pub.	Rhea Howard (eep) A. L. Parker (me-T) Curtis Cook (me-e-RN) L. T. Hamlett (ce-T) Cliff Clines (ce-RN)	Wm. L. Donnell (ne) A. L. Parker (Su) Bob Herdien (sp) Lucille Burns (we)	Rhea Howard (gm) James B. Barnett (bm) Burris Hughes (cm)	R. E. Tushingham (lam) Jas. B. Barnett (mga) V. N. Armstrong (ram) Leslie Howard (cam) Truett Trammel (cam-rn)	Ben Blanton (pm)

UTAH

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
LOGAN	Herald-Journal, 75 W. Center, Tel.: 50								
16,832 17,300-ABC-CZ	(e ex Sat.) (AE) 6,611 Sunday edition (S) (AE) 6,593	.08 Flat .08 Flat	(I) (INS, UP) (J) (5¢, 10¢S) (Gilman, Nicoll & Ruthman)	Cache Valley Newspaper Co. Philip E. Swift, Pub. (Scripps League)	Ray Nelson (eep-e-me)	Paul Olson (sp) Edith Morgan (we)	Philip E. Swift (gm) Don Russel (cm) Cyril Garr (com)	Howard Makin (ad) Reid Hansen (ram) Claude J. Turner (cam)	A. H. John (ms)
OGDEN	Standard-Examiner, 24th St. at Kiesel Ave., Tel.: 7711								
57,112 66,716-ABC-CZ	(e) (AE) 27,989 Sunday edition (S) (AE) 27,828	.16 Flat .16 Flat	(I) (AP, INS, UP) (5¢, 10¢S, $1.60mo) (Reynolds-Fitzgerald, Inc.)	Standard-Examiner Pub. Co. A. L. Glasmann, Pub. Wilda Gene Hatch, Pres.	D. J. Greenwell (eep) Roger D. Budrow (me) Charles Carver (ce)	G. W. Perrins (ne) Al Warden (sp) Alice West (we)	Joseph F. Breeze (gm) Leonard A. Garner (cm)	Frank Ellis (mga) Mark Darney (ram) Phyllis Glasmann (cam)	Wm. Glassmann, Jr. (ms)
PROVO	Herald, Tel.: FR 3-5050								
28,937 51,445-ABC-CZ	(e ex Sat.) (AE) 13,870 Sunday edition (S) (AE) 14,250	.12 Flat .12 Flat	(I) (UP) (5¢, 10¢S, $1.50mo) (Gilman, Nicoll & Ruthman)	Herald Corp. L. B. Tackett, Pub. (Scripps League)	N. L. Christensen (e) E. R. Rasmuson (eep) Theron Luke (ce)	Ray Schwartz (sp) Phyllis Phillips (we)	Richard Tilton (bm) Fred F. Forbes (cm) Bailey Lindstrom (com)	Irene Mower (mga) Frampton Collins (ram) John Lee (cam)	.....
SALT LAKE CITY	Tribune, 143 S. Main St., Empire 3-1525								
182,121 261,779-ABC-CZ	(m) (AE) 97,938 Sunday edition (S) (AE) 179,074	.42 Flat .56 Flat	(I) (AP, UP, INS, Dow Jones, CT-NYN, RN, NYT, CDN) (5¢, 15¢S, $1.85mo) (Moloney, Regan & Schmitt, Inc.)	Kearns-Tribune Corp. J. F. Fitzpatrick, Pres.-Pub.	Arthur C. Deck (exec. ed.-me) Hays Gorey (ce)	James England (ne) Roy Hudson (Su) John Mooney (sp) Mary Pappasideris (we)	A. F. Peterson (bm) James W. Cargile (cm) Ott R. Seidel (asst. cm) George F. Egan (com)	D. E. Lambourne (ad) Ralph Davison (asst. ad-ram) K. M. Carpenter (mga) L. H. Egbert (cam)	Robert E. Cutler (pm) Milton A. Brown (prod. mgr.) Harold Grayston (ms)
	Deseret News & Salt Lake Telegram (e) (AE) 87,321 Combined daily (me) (AE) 185,259	.42 Flat .56 Flat	(I) (UP, INS, NYHT) (J) (5¢, $1.50mo-d, $1.75mo-d&S) (Moloney, Regan & Schmitt, Inc.)	Deseret News Pub. Co. Mark E. Petersen Pres.-Pub. O. Preston Robinson, Gen. Man.	Wm. B. Smart (eep) O. Preston Robinson (e) Theron C. Liddle (me) King Durkee (ce)	George W. Ford (ne) Harold G. Miller (sp) Evelyn Sims Mazuran (we)			

NOTE: Completely independent and competitive newspapers are published by separate corporations, Kearns-Tribune Corporation and Deseret News Publishing Company. Newspaper Agency Corporation, as agent for both publishing companies, operates advertising, circulation, accounting and mechanical departments, the personnel of which follows: J. F. Fitzpatrick, president; Mark E. Petersen, vice-president, J. W. Gallivan, treasurer, and O. Preston Robinson, secretary.

VERMONT

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mach. Supt.
BARRE	Times, 34 N. Main St., Tel.: GRanite 6-4181 or 4182								
10,922 10,922-ABC-CZ	(e) (AE) 8,218	.08 Flat	(R) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Barre Daily Times, Inc Dean H. Perry, Pres.-Pub.	S. E. Billings (asst ed-eep) Dean H. Perry (e-me) P. G. Angwin (ce)	.....	A. C. Walker (bm)	A. C. Walker (ad) Geo. J. Gladding (ram)	A. C. Walker (pm) S. F. Harrington (ms)
BENNINGTON	Banner, 425 Main St., Tel.: 6300 or 2800								
8,002	(e) 4,988	.07 Flat	(I-R) (AP) (5¢, 30¢w, $1.20mo) (Julius Mathews Special Agency, Inc.)	Bennington Banner, Inc. Frank E. Howe, II, Pub.	W. Arthur Grant (eep-e-me) Agnes Rockwood (ce)	Leonard U. Wilson (ne) Ed. Bowmaker (sp) Agnes Rockwood (we)	Frank E. Howe, II (gm) Alice Harwood (bm)	George E. Hadwen (ad-mga-ram) Margaret DeGeorge (cam)	G. E. Hadwen (apm) Laurence H. Barker (ms)
BRATTLEBORO	Reformer, Tel.: ALpine 4-2311								
11,522 (Town)	(e) 7,201	.08 Flat	(R) (AP) (5¢, 30¢w, $1.50mo) (Gilman, Nicoll & Ruthman)	Brattleboro Pub. Co. H. C. Rice, Pres.-Pub.	John S. Hooper (eep-e) Robt. L. Dubuque (me-ce)	Robt. Dubuque (ne) Victor Harrison (sp) Evelyn Frost (we)	Harold C. Allen (bm)	Harold C. Allen (ad) Leslie E. Snow (ram)	Joseph Dellamano (ms)
BURLINGTON	Free Press, 187 College St., Tel.: 3-3441								
33,155 42,844-ABC-CZ 45,992-ABC Par. 28	(m) (AE) 29,196	.17 Flat	(I-R) (AP) (7¢, 40¢w, $1.50mo) (Johnson, Kent, Gavin & Sinding, Inc.)	Free Press Ass'n George E. Little, Pres. David W. Howe, Pub.	Edward F. Crane (eep) Robt. E. Beaupre (ce)	Walt Hickey (sp)	J. Warren McClure (bm) Frank J. Heinrich (cm) Urban L. Bergeron (com)	Kenneth Martin (ad) George R. Cruze, Jr. (am-ram) David W. Howe (mga) H. Moore Payette (cam)	.....
	News (e ex Sat.) (AE) 5,231 Sunday edition (S) (AE) 12,130	.09 Flat .11 Flat	(I) (UP) (5¢, 15¢S, 40¢w, $1.75mo) (Story, Brooks & Finley, Inc.)	Burlington Pub. Co., Inc. Wm. Loeb, Pres.-Pub.	Harry Holden, Sr. (eep) Thomas J. McCormick (me) Robert E. Cronin (ce)	John Cunavelis (sp) Irene Allen (we)	A. W. Maiorana (gm) Richard P. Barker (bm) William E. Momeyer (cm)	Kenneth F. Martin (ad)	Richard E. Campbell (ms) Aurelien N. Beaudoin (ms)
MONTPELIER	Argus, 112 State, Tel.: CA 5-3191								
8,599	(e) 4,992	.06 Flat	(R) (AP) (6¢, 30¢w) (Julius Mathews Special Agency, Inc.)	B. E. Atkins, Pub.	B. E. Atkins (e-me) Stanley L. MacPherson (ee)	Stanley L. MacPherson (ne) Henry Jurras (sp)	B. E. Atkins (gm-bm-cm)	Mrs. A. Charles Fernandez (ad-mga-ram-cam)	.....
NEWPORT	Express, 9 Central, Tel.: 707								
5,217 5,217-ABC-CZ	(e) (AE) 4,232	.05 Flat	(I-R) (AP) (J) (5¢, 30¢w) (Ralph R. Mulligan)	Gilpin, Hunt & Co., Inc. Wallace H. Gilpin, Pres.	Wallace H. Gilpin (eep) Franz A. Hunt (me) R. T. Albee (ce)	K. H. Hunt (ne) Aldemand Rousseau (sp) Gertrude Albee (we)	Franz A. Hunt (gm) Robert C. Hunt (bm) Beverly Leavens (cm)	Eugene Joyal (mga-ram)	R. C. Hunt (apm) Roger Gilpin (ms)
RUTLAND	Herald, 27 Wales St., Tel.: PR 5-5511								
17,659 17,659-ABC-CZ	(m) (AE) 20,150	.14 Flat	(I-R) (AP) (7¢, 42¢w) (Gilman, Nicoll, & Ruthman)	Herald Association, Inc. Robert W. Mitchell, Pres.-Pub.	Robert W. Mitchell (e) Edward Schrifftgiesser (ce)	H. Hall Mattison (ne) Clarence Bishop (sp)	Leroy B. Noble (bm) Earle B. Fuller (cm)	L. B. Noble (mga) William J. Murphy (ram) James Slattery (cam)	.....

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ST. ALBANS 8,582 8,582-ABC-CZ	Messenger (e) 3,199 .05 Flat	(I) (UP) (7¢, 15¢S, 45¢w, $1.75mo) (Story, Brooks & Finley, Inc.)	St. Albans Pub. Co. Wm. Loeb, Pres.-Pub.	Paul Rizon (e) Stanley Beauregard (ce)	Robt. Kelder (sp)	Wm. J. Clack (gm) Leonard P. Ledoux (cm)	James Lawyer (mga) Wm. J. Clack (ram)	Leo Gadouas (ms)
ST. JOHNSBURY 7,370 7,370-ABC-CZ	Caledonian-Record, 25 Federal St., Tel.: PI 8-2367 (e) 5,210 .07 Flat	(I-R) (AP) (5¢, 30¢w) (Julius Mathews Special Agency, Inc.)	Caledonian-Record Pub. Co., Inc. Herbert A. Smith, Pres.-Pub.	Lowell Smith (me)	Jack Dunne (sp)	Gordon Smith (bm)	William B. Roberts (ram)	

VIRGINIA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALEXANDRIA 61,787 61,063-ABC-CZ 51,388-ABC Par. 28	Gazette, 317 King St., Tel.: KI 9-0004 (e) 12,430	(I-D) (AP, INS) (5¢, 30¢w, $1.30mo) (Shannon & Associates, Inc.)	Alexandria Gazette Corp. C. C. Carlin, Jr., Pres.-Pub.	Chas. C. Carlin, Jr. (e) John Barton Phillips (eep) Ray Hatcher (me) Dave Harris (ce)	Medora M. Wolfe (ne) Eddie Crane (sp) Mary Youry (we)	Lewis A. Stearman (gm-bm) L. R. Bridgsforth (cm)	J. L. Reenstierna (ad) Robt. Jordan (mga-ram) Mrs. Helen Young (cam)	R. O. Stryke (ms)
ARLINGTON COUNTY* 135,449 135,449-ABC-CZ	Daily Sun, 1224 N. Hartford St., Zone 1, Arlington, Va., Tel.: JA 7-7140 (e) 9,130 .... Combined daily (e) 21,560 .20 Flat	(I-D) (AP, INS) (5¢, $1.10mo) (Shannon & Associates, Inc.)	Daily Sun C. C. Carlin, Jr., Pub.	C. C. Carlin, Jr. (eep-e) Rupert D. Sparks (me) Wm. De Muth (ce)	Lynn Mitchell (ne) James Tucker (sp) Helen Fredland (we)	Rupert D. Sparks (gm-bm) Wiley D. Bly (cm)	R. F. Kidney (ad) Charles Lawrence (mga) S. L. Helston (cam) Blackwell Hawthorne (ram)	R. O. Stryke (ms)
*Classified as urban under special rule.									
BRISTOL 10,771 In Tenn. 15,354 In Va. 27,592-ABC-CZ 43,056-ABC Par. 28	Herald Courier, 23 Moore St., Tel.: North 4640 (m) 19,444	(I) (AP)	Bristol, H. C. Pub. Corp. Eugene Worrell, Pres.-Pub. Herman Giles, Vice-Pres.	James Baxley (e) Woody Vance (me)	Gene Thompson (sp) Lillian Childress (we)				
	Virginia-Tennessean (e) 6,914 .... Combined daily (me) 26,358 .16 Flat Herald Courier (S) 24,687 .16 Flat	(I) (INS, UP) (5¢, 15¢S, 40¢w-dS, $1.50mo-d, $1.75mo) (General Advertising Service, Inc. and Moran & Hedekin, Inc.)	Bristol Independent Pub. Corp. Nat H. Copenhaver, Pres. T. Eugene Worrell, Pub. Herman Giles, Vice-Pres.	Roy Elkins (me) Jim Dalton (ce)		John C. Conrad (cm)	Robert Miller (ad) George McClellan (mga) William C. Wood (ram) Robert Miller (cam)	Robert Miller (pm) L. H. Solomon (ms)
	The Bristol Herald Courier and the Bristol Virginia-Tennessean are owned by separate corporations (The Bristol Herald Courier Publishing Corp. and The Bristol Independent Publishing Corp.) The papers are editorially independent and competitive. A third corporation, The Bristol Newspaper Printing Corp., is the agent corporation for the operation of the mechanical and business departments for the respective accounts of the two newspapers. The officers and personnel of The Bristol Newspaper Printing Corp. are as follows: Carmage Walls, Chairman of the Board; T. Eugene Worrell, President; Herman Giles, Vice-President; Leonard Hall, Secretary; Joe Beach, Assistant Secretary and Treasurer.								
CHARLOTTESVILLE 29,969 29,969-ABC-CZ	Progress, 409 E. Market St., Tel.: 2-9111 (e) 13,626 .10 Flat	(I-D) (AP) (5¢, 30¢w) (Gallagher-DeLisser, Inc.)	Partnership, C. E. Lindsay, N. L. Faville and E. L. Paxson C. E. Lindsay, Pub.	C. R. Babcock (eep-me) Lindsay Mount (ce)	Chris Cramer (sp) Anita B. Black (we)	J. W. Gentry (gm) J. D. Holland (cm)	W. R. Noud (ad) C. E. Lindsay (mga)	John D. Dudley (ms)
CLIFTON FORGE 5,795	Review, 419 E. Ridgeway, Tel.: CF 2139 (e) 2,565 .05 Flat	(I) (UP) (J) (5¢, 30¢w)	Clifton Forge Review, Inc. Jack B. Thompson, Pres.-Pub.	Jack B. Thompson (e)	Bob Deaton (sp) Mrs. H. R. Topping (e)	Jack B. Thompson	Buck Bayne (ad)	Clarence W. Pursley (ms)
COVINGTON 5,860 12,684-ABC-CZ	Virginian, 311 Bridge St., Tel.: 2-2121 (e) 6,816 .06 Flat	(I) (AP) (5¢, 30¢w) (Gallagher-De-Lisser, Inc.)	Covington Virginian, Inc. Mrs. C. P. Beirne, Pres.	J. Marshall Doswell, Jr. (e) R. F. Beirne, III (me)	Douglas Smith (ne-sp) Mrs. Alice Persinger (we)	Richard F. Beirne, Jr. (gm-bm) W. I. Smith (cm)	Gay Arritt (ad) J. M. Watts (ram) Miss Mary Lamb (cam)	William Pendleton (ms)
DANVILLE 35,066 47,502-ABC-CZ	Register (m ex Mon.) 11,002 .. .. Bee (e) 14,877 .... Combined daily (me) 25,879 .16 Flat Register (S) 19,765 .... Evening & Sunday (eS) 34,642 .17 Flat	(D) (AP) (5¢, 10¢S, 25¢w, $1.10mo) (Geo. A. McDevitt Co., Inc.)	Register Pub. Co., Inc. Mrs E. Stuart James Grant, Pres. Walter L. Grant, Pub	W. Marion Saunders (e-R) G. Tetley (e-B) W. E. Christianson (me-B) James Betts (me-R) Arlon Johnson (ce-B) W. N. Vernon (ce-R)	W. N. Vernon (ne-R) Julian Adams (ne-B) Nick Andrews (sp) Mary Prillaman (we)	A. A. Farley (gm-bm) R. W. Douglas (cm)	J. R. Browder (ad-mga-ram) E. H. Carter (cam)	V. E. Wilkerson (ms)
FREDERICKSBURG 12,158 17,788-ABC-CZ	Free Lance-Star, 303 William St., Tel.: ES 3-5000 (e) 9,956 .08 Flat	(I) (AP) (5¢, 25¢w) (De Lisser, Inc.)	Free Lance-Star Pub. Co. Charles S. Rowe, Pres.-Pub. Josiah P. Rowe, III Co.-Pub.	Charles S. Rowe (e-me) James P. McKnight (ce)	Earle M. Copp, Jr. (sp) Mrs. Marilyn T. Muse (we)	Josiah P. Rowe, III (gm) Lewis L. Duckwall (cm)	Perry A. Thompson (ad) Evelyn S. Burton (cam)	Josiah P. Rowe, III (ms)
HARRISONBURG 10,810 10,810-ABC-CZ	News-Record, 231 S. Liberty, Zone 1, Tel.: 4-7346 (m) 14,214 .09 Flat	(I) (AP) (5¢, 25¢w, 90¢ mo) (Gallagher-De-Lisser, Inc.)	Rockingham Pub. Co. H. F. Byrd, Jr., Pres.-Pub.	D. Lathan Mims (eep) W. S. Reilly (me)	Vincent Reilly (sp) Ethel M. Lucas (we)	D. Lathan Mims (gm) Alice Kline (cm)	Weldon Showalter (ram) Ruth Stultz (cam)	Harry Slaven (ms)
LYNCHBURG 47,727 55,287-ABC-CZ 60,257-ABC Par. 28	News, 857-63 Church St., Tel.: 3-1323 (m) 15,790 .... Advance (e) 16,378 .... Combined daily (me) 32,168 .16 Flat News (S) 24,493 .... Evening & Sunday (eS) 40,871 .18 Flat	(I-D) (AP) (5¢, 15¢S, 30¢w-e, 35¢w-mS) Ward-Griffith Co., Inc.)	Carter Glass & Sons, Pubs. (partnership)	Robert C. Glass (e-N) Philip L. Scruggs (e-A) Peyton B. Winfree, Jr., (me) A. T. Gunn (ce-N) David W. Wright (ce-A)	Ted Thompson (ne-N) H. L. Johnson (ne-A) Ray Lovenbury (sp-N) Milton Apperson (sp-A) Mrs. Martha Adams (we-N) Mrs. Elizabeth Young (we-A)	Carter Glass, III (gm) Thomas R. Glass (asst. gm) Clyde L. White (bm) W. E. Messick (cm)	J. R. McCraw (mga) A. L. Adams (ram) L. A. Crickenberger (cam)	M. P. Tanner (ms)
MARTINSVILLE 17,251 17,980-ABC-CZ	Bulletin, 204 Broad St., Tel.: 2133 (e ex Sat.) 10,353 .10 Flat Sunday edition (S) 9,670 .10 Flat	(I-D) (AP) (5¢, 10¢S, 35¢w, $1.55mo) (Gallagher-De-Lisser, Inc.)	Martinsville Bulletin, Inc. R. H. Haskell, Jr., Pres.-Pub.	K. L. Thompson (e) K. R. Noble (me)	R. D. Hudson (sp) Helen Black (we)	W. R. Martin (gm) Marvin Goins (cm)	J. Newton Poindexter (ram) Al. Krupski (cam)	E. H. Baldwin (ms)
NEWPORT NEWS-HAMPTON-WARWICK 143,227 143,227-ABC-CZ	Press, 215 - 25 St., Tel.: 7-1231 (m ex Sat.) 31,031 .... Sat. Morning 28,150 .... Times-Herald (e ex Sat.) 31,807 .... Sat. Evening 30,596 .... Combined daily (me) 62,838 .28 Flat Press (S) 48,812 .21 Flat Evening & Sunday (eS) 80,619 .32 Flat Morning & Sunday (mS) 79,843 .32 Flat	(I-D) (AP) (5¢, 15¢S, 30¢w-e, 40¢w-,mS S, $1.75 mo-m&S, $1.30 mo-e, 65¢ mo-S) (Sawyer-Ferguson-Walker Co.)	Daily Press, Inc. William R. Van Buren, Pres. Mrs. Dorothy R. Bottom, V. P.	Fred N. Naff (eep-DP) Wm. M. Harrison (eep-e-TH) Mrs. Dorothy R. Bottom (e-DP) Howard E. Lee (me-DP) C. G. Marshall (exec. ed.) Matthew T. Fulgham (ce-DP) Louis F. Bain (ce-TH)	W. R. Van Buren (ne) Howard E. Lee (Su) Chas E. Karmosky (sp-DP) G. Edward Travis (sp-TH) Mrs. Margaret P. Flanagan (we)	Mrs. Dorothy R. Bottom (bm) Robt. B. Smith (asst. bm) O. W. H. Moody (cm) A. A. Brown (comp.)	A. F. Colonna (ad-ram) James D. Cherry (mga) Frank Thieme (cam)	Ramon Judkins (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone, Circulation — General Adv. Rates (Max. Min.)	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
NORFOLK-PORTSMOUTH-SOUTH NORFOLK *252,605 (N) 80,039 (P) 10,434 (SN) 385,111-ABC-CZ 468,326-ABC-Par. 28	Virginian-Pilot, 150 W. Brambleton Ave., Norfolk, Zone 1, Tel.: MA 5-1431 (m) 107,305 .... Ledger-Dispatch & Star (e) 92,693 .... Combined daily (me) 199,998 .60 Flat Virginian-Pilot & Star (S) 141,058 .... Evening & Sunday (eS) 233,751 .65 Flat *includes Territory Annexed Jan. 1, 1955.	(I) (AP, INS, NANA) (ROP-3) (5¢, 15¢S, 25¢w-d, 40¢w-d&S) (The John Budd Co.	Norfolk Newspapers, Inc. P. S. Huber, Jr. Pres. Frank Batten, Pub.	Lenoir Chambers (e) Joseph Leslie (e-LD) Ralph K. T. Larson (me-VP) Thos. A. Hanes (me-LD) Jos. Bobbitt (ce-VP) Chas. Reilly (ce-LD)	Sidney L. Griffin (ne-VP) J. E. Shank (ne-LD) Wm. N. Cox (sp-VP) William Diehl (sp-LD) Richard Cobb (we-VP) Mrs. Marion Dodson (we-LD)	T. E. Roberts (cm) .... H. E. Eisenbeiss (com)	Ellis L. Loveless (ad).. Stanley Leonard (mga) James E. Simmons (ram) W. S. Davis (cam)	John W. Diederich (rd) Walker Young (prod. mgr.)
	Portsmouth Times (e) 11,901† .12 Flat Sunday edition (S) 11,901† .12 Flat †Sworn Oct. 20, 1956.	(I) (AP, INS) (5¢, 15¢S, $1.75mo)	Portsmouth Newspapers, Inc. A. A. Bangel, Pres. John W. Bloomer, Pub.	Robert R. Barber (e) Dave P. Glazer (me)	Bill Leffler (sp).......... Katheryne Hilliard (we)	M. H. Glazer (gm)......... J. C. Irwin (bm) L. M. Palmer (cm)	Thomas F. Bie (ad)..... Elsie V. Carpenter (mga) Elwood R. Major (ram) Jewel R. Flynn (cam)	T. F. Bie (pm) M. D. Brownley (ms)
PETERSBURG.......... 35,054 63,324-ABC-CZ 73,728-ABC Par. 28	Progress-Index, Tel.: Regent 2-3456 (e) 17,455 .11* Flat Sunday edition (S) 17,641 .11* Flat Evening & Sunday (eS) 35,096 .... Progress-Index and Hopewell News (e ex Sat.) 21,646 .14 Flat (eS) 21,832 .14 Flat *National advertising sold separate in Petersburg Progress Index only @ .11, or in combination with Hopewell News @ .14.	(I-D) (AP, INS) (5¢, 10¢S, 35¢w, $1.50 mo) (Johnson, Kent, Gavin & Sinding, Inc.)	Petersburg Newspaper Corp. Geo. H. Lewis, Jr., Pres. Geo. H. Lewis, Jr., Pub.	Edw. A. Wyatt (e)...... J. Curtis Lyons (me) W. Howard Eanes (ce)	Jack Fulp (ne) Herbert G. Turner (Su) Hubert C. Tillery (sp) Virginia Wells (we)	George H. Lewis, Jr. ..... (gm) J. Edw. Inge (cm)	Henry T. Blankenship (ad) Robert E. Baxter (mga) L. N. Shelley (ram) Geo. N. Clarke (cam)	Robert E. Baxter (pm) Henry T. Blankenship (apm) John B. Casey (ms)
HOPEWELL............. 10,219 63,324-ABC-CZ 73,728-ABC Par. 28	News (e ex Sat.) 4,191 .14* Flat *National advertising sold only in combination with the Petersburg Progress-Index, rate. 14 flat. See Petersburg listing.	(I) (UP) (J) (5¢, 25¢w) (Johnson, Kent, Gavin & Sinding, Inc.)	A. Robbins, Jr., Pub...	A. Robbins, Jr. (eep-e) Cordelia Robbins (me-ce)	A. E. Roeder, Jr. (sp).. Mrs. Ruth Shuey (we)	Ross G. Miller (bm)....... Fred Roscher (cm)	O. O. Rollins (ad-mga) W. E. Alderson (ram) John Shevlin (cam)	Ross G. Miller (pm) H. H. Riddle (ms)
PORTSMOUTH..........	See Norfolk-Portsmouth-South Norfolk.							
PULASKI................. 9,202 9,202-ABC-CZ	Southwest Times, N. Washington Ave., Tel.: 2-1161 (e ex Sat.) 4,688 .07 Flat Sunday edition (S) 4,787 .07 Flat	(I) (AP) (5¢, 10¢S, 30¢ w-d&S) (General Adv. Service, Inc.)	Southwest Times, Inc. Thomas A. Phillips, Jr., Pub.-V.P.	Thomas A. Phillips, Jr., (e) Billy B. Flint (me)	Mrs. Tom Combitts (we)	C. A. Shufflebarger (bm) Mrs. Earle C. Shufflebarger (cm)	F. VanAntwerp (ad)..... Thomas A. Phillips, Jr. (mga) Miss Charles Wainwright (cam)	I. Bert Johnson (ms)
RADFORD............... 9,026	News Journal (e) 3,643 .065 Flat	(I) (AP) (5¢, 30¢w)	Radford Pub. Co. .... Paul L. Mixter, Pres.-Pub.	Dan J. Rooker (eep-e-me)	Martha Singo (ne)........ Charlotte Giesen (we)	Dan J. Rooker (gm)........ Robert Elliott (cm)	Charles Hurst (ram).... Frances Scott (cam)	Lindsay Brookman (ms)
RICHMOND............. 230,310 287,660-ABC-CZ	Times-Dispatch, 110 N. 4th St., Zone 13, Tel.: 7-1851 (m) 130,105 .48 Flat News-Leader (e) 102,010 .47 Flat Times-Dispatch (S) 181,359 .50 Flat Combined daily (me) 232,115 .60 Flat Evening & Sunday (eS) 283,369 .70 Flat Morning & Sunday (mS) 311,464 .71 Flat Combined (meS) 413,474 .90 Flat	(I) (AP, CDN) (I) (AP) (5¢, 15¢S, 30¢w-d, 40¢w-d &S) (Sawyer-Ferguson-Walker Co.)	Richmond Newspapers, Inc. D. Tennant Bryan, Pres.-Pub. Alan S. Donnahoe, V.P.-Asst. to Pub. John Dana Wise, Exec. V.P. James L. Stott, V.P.	Virginius Dabney (eep-TD) J. J. Kilpatrick (eep-NL) John H. Colburn (me-TD) Chas. H. Hamilton (me-NL) F. J. McDermott (ce-TD) John E. Leard (ce-NL)	Clarke Bustard (Su-TD) Chauncey Durden (sp-TD) Laurence Leonard (sp-NL) Mrs. Ernest Edinger (we-TD) Sylvia Costen (we-NL)	John Dana Wise (gm)...... James L. Stott (bm) I. Newman Leadbetter (cm)	Richard S. Stephenson (ad) Forest G. Bogan (mga) Harry E. Judges (ram) H. W. Richardson (cam)	A. S. Donnahoe (rd)
ROANOKE................ 91,921 125,109-ABC-CZ	Times, 201 W. Campbell Ave., Zone 10, Tel.: 4-3211 (m) 46,672 .... World-News (e) 41,878 .... Combined daily (me) 88,550 .33 Flat Times (S) 84,179 .30 Flat	(I) (AP) (5¢, 15¢S, 40¢ w-m&S, $1.75mo) (Sawyer-Ferguson-Walker Co.)	Times-World Corp. .... M. W. Armistead, III (Pres.-Pub.)	J. M. Orndorff (eep-T) M. Carl Andrews (eep-WN) Barton W. Morris, Jr. (exec-e) Wm. Atkinson (me-T) Horace Hood, III (asst. me-T) W. C. Stouffer (me-WN) A. G. Smith (ce-WN)	C. B. Thornton (ne-WN) Norwood C. Middletown (ne-T) C. R. Hughes (sp-WN) Harold Wimmer (sp-T) Mary Bland Armistead (we-WN) Phyllis Moir (we-T)	Shields Johnson (gm)...... E. C. Lugar (cm) R. H. Wills (Treas)	A. L. Wimmer (mga).... G. A. Smith, Jr. (ram) R. F. Turner (cam)	Thorton M. Tice (pm)
STAUNTON............. 19,927 20,378-ABC-CZ	News-Leader, 11-13 N. Central Ave., Tel.: 5-2363 (m ex Mon.) 7,120 .... Leader (e) 5,810 .... Combined daily (me) 12,930 .09 Flat News Leader (S) 8,396 .09* Flat Evening & Sunday (eS) 14,206 .09* Flat *Sunday rate includes insertions in Saturday or Monday evening editions.	(I-D) (AP) (5¢S, 25¢w, $1mo) (Gallagher-DeLisser, Inc.)	Staunton Leader Pub. Co., Inc. E. Walton Opie, Pub.	E. Walton Opie (eep-NL) E. Lewis Knowles (e-me-L) Robert M. Weintraub (ce-L) Harry C. Blank (ce-NL)	....	H. L. Opie, Jr. (gm)....... John M. Riddle (cm)	Rowland Threlkeld (ad) Mrs. Chas. K. Brown (mga)	....
STRASBURG............. 2,022 2,249-Sp. Cen. '52 14,801 (Warren Co.)	Northern Virginia Daily, Tel.: 4 or 202 (m) 8,053 .08 Flat	(I) (AP) (J) (5¢, 25¢w) (Inland Newspaper Representatives, Inc.)	Shenandoah Publishing House, Inc. E. E. Keister, Pres.-Pub.	John M. Hamilton (eep-e-me) Ray Heishman (ce)	Ray Heishman (ne) ...... Mrs. Mary Townes (we)	Jas. J. Crawford (gm-bm) Mrs. Estelle Johnson (cm)	Louis J. Pike (ad-mga-ram) Estelle Johnson (cam)	C. S. McCarty (ms)
SUFFOLK................. 12,339 18,340-ABC-CZ	News-Herald, Tel.: 3437 (e ex Sat.) 6,715 .07 Flat Sunday edition (S) 6,721 .07 Flat	(I) (AP) (5¢, 10¢S, 35¢ w) (De Lisser, Inc.)	Suffolk News Co., Inc. W. J. Missett, Pres.-Pub.	W. J. Missett (e) .... Ira E. Moore (me-ce)	Ira E. Moore (ne) .... Miss Barbara Wygal (we)	W. J. Missett (gm-bm) A. L. Grant (cm)	Robert T. Naylor (ad-mga-ram) Mrs. Margaretta Smith (cam)	W. J. Missett (pm) R. T. Piland (ms)
WAYNESBORO.......... 12,357 12,357-ABC-CZ 16,000 Loc. Est.	News Virginian, P.O. Box 520, Tel.: 2-8215 (e) 7,541 .075 Flat	(I-D) (AP) (5¢, 25¢w)	Waynesboro Pub. Corp. Louis Spilman, Pres.	Louis Spilman (e)...... Edw. P. Berlin, Jr. (me)	John Hannen (sp)......... Thelma L. Smith (we)	Louis Spilman (gm)........ Carroll F. Knicely (bm) J. R. Trent (cm)	W. C. Loomis, Jr. (ad) Mrs. R. F. Ergenbright (cam)	W. B. Spilman (prod. mgr.)
WINCHESTER........... 13,841 13,841-ABC-CZ	Star (e) 8,913 .07 Flat	(D) (AP) (5¢, 20¢w, 80¢mo) (DeLisser, Inc.)	Star Pub. Co. .... H. F. Byrd, Jr., Pres.-Pub.	H. F. Byrd, Jr. (eep-e) Eugene P. Miller (me) Douglas O'Connel (ce)	Charles Tait (sp)......... Miss Bobbie Conrad (we)	R. S. Fansler (bm)......... G. S. Miller (cm)	H. D. Koontz (ad-mga)	George Lutz (ms)

WASHINGTON

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone, Circulation — General Adv. Rates (Max. Min.)	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ABERDEEN............. 19,653	World, 201 E. Market St., Tel.: 4000 (e) 17,016 .10 Flat	(R) (AP, UP) (J) (5¢, 30¢w, $1.25mo) (West-Holliday Co., Inc.)	Grays Harbor Pub. Co. W. A. Rupp, Pres.-Pub.	W. A. Rupp (eep-e) E. Van Sycle (exec.e) Edward Stanley (me) Adrian Fredericksen (ce)	Edward Stanley (ne) Robert A. Torseth (sp) Primrose Rupp Foelkner (we)	W. A. Rupp (gm)............ P. P. Foelkner (bm) Earl R. Thygeson (cm)	Webster M. Ruble (ad-ram) Peter Foelkner (mga) C. Bonebrake (cam)	Webster M. Ruble (pm-apm) Emil Yuni (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ANACORTES 6,018	American Bulletin, 6th & Q Sts., Tel.: CY 3-2600 (e ex Thur. and Sat.) 2,992	.065	Flat	(I) (AP) (J) (5¢, 90¢ mo) (none)	Anacortes American Wallie Funk & John Webber, Co-Pubs.	Wallie Funk (eep-e) George Geasey (me) Patricia Baxter (ce)	Wallie Funk (sp) Faith Paddock (we)	John Webber and Wallie V. Funk (gm) John Webber (bm)	John Webber (ad-mga) Art Olsen (ram) Charlene Robinson (cam)	Robert Fader (ms)
BELLINGHAM 34,112 36,108-ABC-CZ	Herald, Tel.: 3900 (e ex Sat.) 19,171	.12	Flat	(R) (AP, UP) (5¢, 5¢S, $1.50mo) (West Holliday Co., Inc.)	Bellingham Pub. Co. Byron D. Scott, Pres. Member Perkins Press	W. C. Carver (eep-e-me) B. H. Sefrit (ee-ce)	Wallie Lindsley (sp) Mrs. Sam Rugg (we)	C. L. Sefrit (gm) Frank Tack (cm)	H. H. Brosious (am-mga) William Wetherell (ad) Dick McKinney (cam)	.....
	Sunday edition (S) 19,540	.12	Flat							
BREMERTON 21,678 43,275-ABC-CZ	Sun & News Searchlight, 545 Fifth St., Tel.: ESsex 7-3711 (e) 21,142	.12	Flat	(I) (AP, UP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Bremerton Sun Pub. Co.	Julius Gius (e) Robert Sutton (ce)	James T. Crowe (ne) Fred Delkin (sp) Julia Macdonald (we)	Alex F. Ottevaere (bm) Stanley L. Morris (cm)	Jack M. Banks (ad-ram) H. James Preston (mga) Gerald Clark (cam)	Robert E. Hedman (ms)
CENTRALIA-CHEHALIS 8,657 Centralia 5,639 Chehalis 27,003-ABC-CZ	Chronicle, Pearl & Maple, Centralia, Tel.: PErshing 6-3311; 964 Pacific Ave., Chehalis, Tel.: SHerwood 8-3311 (e) 10,107	.08	Flat	(R) (AP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Centralia Ptg. Co., Inc.	John B. Edinger (eep-e) E. J. Olson (ce)	E. J. Olsen & V. B. Noel (ne) Robert Ray (sp) Betty Rowe (we)	John B. Edinger (gm-bm) Joe Van Der Hoeff (cm)	E. G. Judson (ad-mga-ram) Paul Schiller (cam)	E. G. Judson (pm-apm) L. H. Sutherland (ms)
ELLENSBURG 4,430 9,378-ABC-CZ	Record, 401 N. Main, Tel.: 2-1414 (e) 4,224	.065	Flat	(I-R) (AP) (J) (5¢ 25¢w, $1mo) (West-Holliday Co., Inc.)	The Record Press Inc. J. Clifford Kaynor, Pres. & Pub.	J. Clifford Kaynor (eep) Virgil Cunningham (me-ce)	Virg Cummingham (sp) Pearl Howard (we)	Howard Kaynor (gm-bm) Martell Belnap (cm) Lois Taylor (com)	Frank Taylor (ad) George Gross (ram) E. Baker (cam)	George Gross (pm) Duane Kolmodin (ms)
EPHRATA 4,589	Grant County Journal, 116 Division, Tel.: SK 4-4636 (e) 3,960	.07	Flat	(I-D) (J) (UP) (5¢, $1.00mo) (none)	John J. & James H. Simpson, Pubs.	Les Parr (eep-e) James Simpson (me)	Robert Ross (ne) K. N. Simpson (we)	James Simpson (gm) Selma Therriault (bm) Harry Reiflin (cm)	John Simpson (ad) Jack Yearout (mga-ram)	John Simpson (pm) James Simpson (ms)
EVERETT 33,949 43,745-ABC-CZ 60,477-ABC Par. 28	Herald, Tel.: BAyview 4171 (e) 26,713	.12	Flat	(I) (AP, UP) (5¢, $1.25 mo) (West-Holliday Co., Inc.)	Daily Herald Co. Robert D. Best, Pres.-Pub.	Robert D. Best (e) A. M. Glassberg (me) Lloyd Spence (ce)	Brian Corcoran (sp)	Robert D. Best (gm) Ray C. Scheldt (bm) Fred B. Baker (cm)	L. L. Austin (ram) Mrs. Danielle Howell (cam)	Robert D. Best (pm) L. L. Austin (apm)
LONGVIEW-KELSO 20,339 Longview 7,345 Kelso 34,757-ABC-CZ	News, Broadway & 12th, Tel.: HAmilton 5-1600 (e) 17,526	.11	Flat	(I-R) (AP, UP) (J) (5¢, $1.25mo) (West-Holliday Co., Inc.)	Longview Pub. Co. J. M. McClelland, Pres.-Pub.	J. M. McClelland, Jr. (eep-e)	J. Carlton Moore (exec. ne) Dan McDonough (ne) Hugh Davies (sp) Ruth Sweeney (we)	R. M. Anderson (bm) Dale Drake (cm)	R. M. Anderson (ad) Robert R. Clark (ram) Stanley Fagerstrom (cam)	L. W. Walstead (ms)
MOSES LAKE 2,979 10,794 (State Cen. '56)	Columbia Basin Herlad, 801-805 W. Third Ave., Tel.: ROckwell 5-4561 (e ex Sat.) 5,849	.07	Flat	(I) (AP) (5¢, $1mo.) (West-Holliday Inc.)	Columbia Basin Herald, Inc. Ned Thomas, Pres. Ned Thomas & Gilbert Kaynor, Co-Pubs.	Ned Thomas (e-eep)	Al Smith (ne) Paul George (sp) Bonnie Slaughter (we)	Gilbert Kaynor (bm) Oscar DeSoto (cm)	Gilbert Kaynor (mga) Lee Oakes (ram) Ray Trask (cam)	Harold Schemp (ms)
MOUNT VERNON 5,230	Skagit Valley Herald, Tel.: EDgewater 6-3181 (e ex Sat.) 5,893	.07	Flat	(UP) (5¢, $1.25mo) (West-Holliday Co., Inc.)	M. D. Glover, Pub.	M. D. Glover (eep-e) Don Keown (me)	Don Keown (sp) Beverly Ringhouse (we)	M. D. Glover (gm) Leonard Parker (cm)	Wallace Donker (ad-mga-ram) Doris Richards (cam)	W. G. Donker (apm) Norman Andrew (ms)
OLYMPIA 15,819 32,470-ABC-CZ	Olympia, P. O. Box 307, State Ave. At Capitol Way, Tel.: FL 7-3331 (e ex Sat.) 11,652	.10	Flat	(I) (AP, UP) (J) (5¢, 10¢S, $1.25mo-d&S) (West-Holliday Co., Inc.)	Daily Olympian Inc. Member Perkins Press Stuart C. Frazier, Pres.	Marshall Hunt (eep-e-me)	Richard Lawrence (ne) Michael Contris (sp) Louise Manning (we)	J. M. Britten (bm) Fred Gilman (cm)	Floyd Townsend (mga-ram) Jacob Emry (cam)	.....
	Sunday edition (S) 11,861	.10	Flat							
PASCO-KENNEWICK-RICHLAND 11,228—Pasco 10,106—Kennewick 21,809—Richland 48,133-ABC-CZ 56,217-ABC Par. 28	Columbia Basin News, 307 W. Columbia, Pasco, Tel.: LIberty 7-7576 (m) 11,883	.11*	Flat	(I) (UP) (J) (5¢, $1.25 mo) (Gilman, Nicoll & Ruthman)	Columbia Basin Pub., Inc. Howard W. Parish, Pres.	Paul Busselle (eep) Melvin B. Voorhees (e) Patrick J. Owens (ce)	Gil Lyons (ne) Charles Van Sickel (sp) Geneva Newell (we)	Paul E. Lee (gm)	Alex G. Adams (mga) J. M. Osburn (ad) Bruce MacGaffey (cam)	Lloyd Mylerberg (ms)
	*Any advts. in regular issue of the News may be repeated in News Shopper (Thurs.); extra per line .05; circulation 21,891.									
	Tri-City Herald, P. O. Box 692, Pasco, Tel.: JUstice 2-5151 (Kennewick) (e ex Sat.) 13,425	.11	Flat	(I) (AP) (J) (5¢, 10¢S, $1.65mo-d&S) (none)	Scott Pub. Co., Inc. R. F. Philip, Pres. Glenn C. Lee, Pub.	Donald A. Pugnetti (e-me)	Bill Bequette (ne) Erwin (Gil) Gilmore (sp) Ursula Williams (we)	R. C. Galbraith (bm) Eldon Smith (cir. dir.)	Jack W. Gillis (ad-mga-ram) Gordon Moen (cam)	R. C. Galbraith (rd-pm) Larry Benjamin (ms)
	Sunday edition (S) 14,304	.11	Flat							
PORT ANGELES 11,233 11,233-ABC-CZ	News, 120 S. Lincoln, Tel.: 3322 (e) 6,419	.08	Flat	(I) (AP) (J) (5¢, $1.25 mo) (F. A. Bartlett)	Port Angeles Evening News (Inc.) C. N. Webster, Pres.-Pub.	C. N. Webster (e)	.....	George Buck (bm) Allan Matthews (cm)	John Schweitzer (ad)	J. Lawrence Steven (ms)
SEATTLE 467,591 675,099-ABC-CZ 721,000-ABC Par. 28	Journal of Commerce and Construction Record (m) 5,249	.14	Flat	(I) (UP) (J) (10¢, $2.87 mo) (none)	Daily Journal of Commerce, Inc. L. J. Brown, Pres.-Pub. M. E. Brown, Co-Pub.	M. W. Bean (eep-me) Leslie J. Brown (e) Boyd Burehard (ce	John Impola (ne)	M. E. Brown (gm-bm) Grace McBride (cm)	N. J. Curran (ad-mga-ram)	Norman Sanderson (ms)
	Post-Intelligencer, 6th at Wall St., Zone 11, Tel.: MAin 2000 (m) 190,789	.57	Flat	(I) (INS, AP) (5¢, 15¢S, $1.85mo d&S) (Hearst Advertising Service)	Hearst Pub. Co. C. B. Lindeman, Pub. W. R. Hearst, Jr., Pres.	N. Jones (eep) Ed. Stone (me) B. Jacobsen (ce)	H. H. Page (ne) Ray Colvin (Su) Royal Brougham (sp) Marion Stixrood (we)	O. W. Merritt (bm) H. W. Hailey (cm)	A. L. Brock (ad) Lang Goodwin (mga) Dan Starr (ram) J. Thomas (cam)	N. T. MacNeil (pm) Marion Gauntlett (ms)
	Sunday edition (S) 258,780	.63	Flat							
	Times, Fairview Ave. N. & John St., Zone 11, Tel.: Main 0300 (e ex Sat.) 208,224	.59	Flat	(I) (AP, CDN, NANA, UP, CT-NYN, NYT, RN) (*S) (5¢, 15¢S, $1.25mo-d, $1.75 mo-d&S) (O'Mara & Ormsbee, Inc.)	Seattle Times Co. Elmer E. Todd, Chairman of Board F. A. Blethen, Pres. J. A. Blethen, Vice-Pres. W. K. Blethen, Pub.	Ross Cunningham (eep) R. L. McGrath (me) Henry MacLeod (ce)	Leo Sullivan (ne) Chester Gibbon (Su) Georg N. Meyers (sp) Dorothy Brazier (we)	H. H. Cahil (gm) J. A. Grant (cm) W. J. Pennington (com)	R. W. Young (ad. mgr.) W. B. Stuht (asst. ad. mgr) A. O. Windell (mga) John Sciarrino (ram) L. P. Jenkins (cam)	Harold R. Barr (r mgr)
	Saturday edition (Sat.) 195,707	.59	Flat							
	Sunday edition (S) 240,100	.60	Flat							
SPOKANE 181,721 152,647-ABC-CZ 225,127-ABC Par. 28	Chronicle, Zone 3, Madison 4-3321 or 4-1121 (e) 76,755	.....	.....	(I) (AP, UP) (7¢, 35¢w)	Spokane Chronicle Co. W. H. Cowles, Pres.	H. C. Cleavinger (me) Gordon H. Coe (ce)	H. I. Ashlock (sp)	Harold E. Cassill (gm) E. E. Clark (circ. dir.)	G. P. Swanson (ad) L. A. Batchelor (asst. ad) N. P. Scott (mga) W. A. Jaehn (cam) R. E. West (ram)	V. H. Davey (pm-apm) Donald G. Scott (ms)
	Spokesman-Review (m) 91,575	.....	.....							
	Chronicle and Spokesman-Review (me) 168,330	.58	Flat	(I-R) (AP, CT-NYN) (7¢, 15¢S, 35¢w, 45¢ w-m&S) (Paul Noble (Seattle), David M. Russell (Portland) and Cresmer & Woodward, Inc.)	Cowles Pub. Co. W. H. Cowles, Pres.-Pub.	James L. Bracken (me) Seabury M. Blair (ce)	Bill Boni (sp)			
	Spokesman-Review (S) 144,298	.54	Flat							
	Evening and Sunday (eS) 221,053	.66	Flat							
TACOMA 143,673 180,797-ABC-CZ	News-Tribune, Zone 1, Tel.: Broadway 2121 (e) 82,809	.29	Flat	(I) (AP, NANA, ONA) (5¢, 15¢S, $1.75mo) (Sawyer-Ferguson-Walker Co.)	Tribune Pub. Co. Frank S. Baker, Pres.-Pub.	J. Ernest Knight (e) Frank M. Lockerby (exec. e)	Dan Walton (sp) Marcia Shannon (we)	Geo. F. Russell (bm)	Harry J. Lynch (ad) Norris E. Inveen (mga) Virgil Langdon (ram) Ralph M. Rosenberg (cam)	Robert Lyte (pm) Chas. E. Purdy (ms)
	Ledger (S) 75,264	.29	Flat							
	Evening and Sunday (eS) 158,073	.47	Flat							

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
VANCOUVER 41,664 58,272-ABC-CZ 60,541-ABC Par. 28	Columbian, 701 W. 8th, Tel.: Oxford 4-3391 (e ex Sat.) 17,814	.11	Flat	(I) (AP) UP) (5¢, $1.25 mo) (Ward-Griffith Co., Inc.)	Vancouver Evening Columbian, Inc. Ann Boyd Campbell, Pres. Ray Bachman, Pub.	Ray Bachman (eep-e) Jack Campbell (exec. e) E. O. Rieger (me)	Ralph Fisher (sp) Jessie Rody (we)	Don Campbell (gm) George Coover (cm)	Delbert Jackson (ad) Robert McCain (mga) Robert Neal (ram) Elizabeth Purviance (cam)	E. C. Newton (ms)
WALLA WALLA 24,102 34,274-ABC-CZ	Union-Bulletin, First & Poplar Sts., Tel.: 3300 (m ex Mon.) 5,786 Union-Bulletin (e) 10,973 Combined daily (me) 16,759 Sunday edition (S) 16,220	.12 .12	Flat Flat	(I) (AP) (J) (5¢, 10¢S, $1.50mo) (West-Holliday Co., Inc.)	Walla Walla Union-Bulletin, Inc. Donald Sherwood, Pres. Roland Miller, Ed. & Pub.	H. Sherman Mitchell (me) Claude Gray (ce)	H. Sherman Mitchell (ne-Su) Iris Myers (we) Sherman R. Mitchell (sp)	F. G. Mitchell (gm-bm) Harold Flaherty (cm)	F. G. Mitchell (mga) C. Richard Baxter (ad-ram) Frank Newell (cam)	F. G. Mitchell (pm) Dale Dixon (apm) Clinton Jobe (ms)
WENATCHEE 13,072 18,570-ABC-CZ 20,432-ABC Par. 28	World, 111 N. Mission St., Tel.: NOrmandy 3-5161 (e ex Sat.) 17,338 Sunday edition (S) 17,381	.11 .11	Flat Flat	(I) (AP) (J) (5¢, $1.50 mo) (West-Holliday Co., Inc.)	World Pub. Co. Wilfred Woods, Pres.-Pub.	Wilfred Woods (e) Hu Blonk (me) Robert Woods (exec. ed.)	Dick Pieper (sp) Lona Courtney (we)	Wilfred Woods (bm) Ralph Kelso (cm)	R. E. Bell (ad-mga-ram-cam)	Harlan Honeysett (ms)
YAKIMA 38,486 64,085-ABC-CZ	Herald, Tel.: GL 3-7151 (m ex Mon.) 15,898 Republic (e) 17,185 Combined daily (me) 33,083 Herald (S) 31,460 Evening & Sunday (eS) 48,645	.21 .20 .25	Flat Flat Flat	(I-R) (AP, UP) (10¢, 15¢S, $1.50mo) (West-Holliday Co., Inc.)	Republic Pub. Co. Helen R. Crum, Pres. (Inactive) W. H. (Ted) Robertson, Pub.	Charles F. Carson (e) Ray Ruppert (me-R) Ulla E. Bauers (me-H) Click Relander (ce-R) Martin Smith (ce-H)	George Redmond (sp-R) Dennis D. Shattuck (sp-H) Maurine Eastus (we)	W. H. (Ted) Robertson (gm) James M. Fox (bm) Murray Clark (cm)	Charles L. Nicholson (ad) Wm. E. Toy (mga) Robert D. Ames (ram) Robert H. Fountain (cam)	Loren Rieman (pm) Harold Roberts (ms)

WEST VIRGINIA

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BECKLEY 19,397 30,822-ABC-CZ	Post-Herald (m ex Sat.) 18,880 Saturday edition (m) 28,840 Raleigh Register (e ex Sat.) 11,423 Combined daily (me) 30,303 Sunday edition (S) 29,316	.16 .16	Flat Flat	(R) (D) (AP) (J) (5¢, 15¢S, $ 35¢w-e&S, 40¢w-m &S) (Story, Brooks & Finley, Inc.)	Beckley Newspapers Corp. Charles Hodel, Pres. Pub.	Eugene L. Scott (eep-e-me-PH) C. J. McQuade (eep-e-me-RR) Audrey Wood (ce-RR) Bernard Palansky (ce-PH)	C. J. McQuade (Su) Geo Springer (sp-PH) Wm. R. Wills (sp-RR) Lina MacFarland (we)	Geo. Warren Hodel (gm-bm) Jas. H. Cline (cm) Fred W. Roschi (com)	Joseph M. Ressa (ad-mga-ram) Thelma Joseph (cam)	Martha V. Wriston (apm) Wm. A. Chrisley (ms)
BLUEFIELD 21,506 In W. Va. 4,212 In Va. 33,381-ABC-CZ	Telegraph, 412 Bland St., Tel.: Davenport 7-6171 (m) 27,736 Sunset News (e) 8,386 Combined daily (me) 36,122 Telegraph (S) 36,363 Evening and Sunday (eS) 44,749	.22 .22	Flat Flat	(R) (D) (AP, NANA) (5¢, 15¢S, 40¢w, $1.75 mo) (The Katz Agency, Inc.)	Daily Telegraph Ptg. Co.	A. S. Barksdale, Jr. (e-SN) H. I. Shott, Jr. (me)	Jerry McDevitt (ne-T) Wesley Scott (ne-SN) V. L. Currence (sp-T) O. E. Elliott, Jr. (sp-SN) V. L. Currence (Su-T)	H. I. Shott, Jr. (gm) Ned Shott (bm) L. M. Kerley (cm)	Ned Shott (mga) C. A. Henderson (ram) Jim Strupp (cam)	J. R. Tilson (ms)
CHARLESTON 73,501 149,610-ABC-CZ	Gazette, Zone 30, Tel.: 2-6161 (m) 80,871 Sunday edition (S) 87,866	.26 .26	Flat Flat	(I-D) (AP, CT-NYN, INS) (5¢, 15¢S, 40¢ w, $1.75mo) (Johnson, Kent, Gavin & Sinding, Inc.)	Daily Gazette Co. Robert L. Smith, Pres.	Thomas F. Stafford (eep) Harry G. Hoffman (e) Dallas Higbee (exec. me) L. T. Anderson (ce)	Harold Gadd (Su) A. L. Hardman (sp) Lois Amick (we)	Robert L. Smith (gm-bm) A. H. Pruett, Jr. (cm)	Wm. E. Grose (mga) Thomas D. Mays (ram) W. W. Shank (cam)	James F. Dent (pm) Wm. E. Grose (apm) G. S. Cochrane (ms)
	Mail, 1001-03 Virginia St., Zone 30, Tel.: 22-141 (e) 57,996 Sunday edition (S) 60,146	.22 .22	Flat Flat	(I-R) (AP, UP) (5¢, 15¢S, 40¢w) (Ward-Griffith Co., Inc.)	Charleston Mail Ass'n F. M. Staunton, Board Chairman-Pub. Lyell B. Clay, Pres.	J. D. Maurice (eep-e) Vint Jennings (me) J. Rex Woodford (ce)	Arnold Knapp (ne) Vint Jennings (Su) Dick Hudson (sp) Mrs. Wilma Higginbotham (we)	F. M. Staunton (gm-bm) Dallas Cleland (cm) C. H. Jenkins (com)	J. B. Martin (ad) Robert Sayre (mga) H. D. Thurman (ram)	Frank E. Shaffer (pm) L. H. Hickman (ms)
CLARKSBURG 32,014 48,668-ABC-CZ	Exponent, 324-326 Hewes Ave., Tel.: MAin 4-6411 (m ex Mon.) 13,093 Telegram (e) 23,282 Combined daily (me) 36,375 Exponent-Telegram (S) 38,496	.21 .21	Flat Flat	(D) (R) (AP) (J) (5¢, 15¢S, 35¢w-d&S, $1.55 mo-d&S) (Story, Brooks & Finley, Inc.) (I)	Clarksburg Pub. Co. Cecil B. Highland, Pres.	Randal L. Strother (e-E) John H. Martin (e-T)	John H. Martin (acting e) Randal Strother (Su)	Cecil B. Highland (gm) W. W. Powell (bm) William F. King (cm)	Charles M. Holden (ad) Margaret A. Wilson (mga) Cecil Lowther (cam)	

NOTE: The Exponent and the Telegram, published and operated in one building by the Clarksburg Publishing Company, maintains separate editorial and news staffs with all other departments under the single management and control of the Clarksburg Publishing Company.

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ELKINS 9,121 9,121-ABC-CZ	Inter-Mountain, Davis Ave., Tel.: 121 (e) 5,131	.05	Flat	(R) (UP) (5¢, 30¢w) (Geo. A. McDevitt Co.)	Inter-Mountain Co., Inc.	R. G. Bush (eep-e-me) Hallie Martin (ce)	R. G. Bush (ne) Mike Wilverding (sp) Miss Hallie Martin (we)	Jas. A. Wilverding (gm-bm) Voyle M. Kendall (cm)	Jas. A. Wilverding (ad-mga-ram) Catherine Heckel (cm)	Paul A. Kittle (ms)
FAIRMONT 29,346 32,046-ABC-CZ	Times (m) 13,586 West Virginian (e ex Sat.) 6,978 Combined daily (me) 20,564 Times-West Virginian (S) 19,040	.12 .12	Flat Flat	(D) (R) (UP) (5¢, 10¢S, 35¢w-e&S, 40¢w-m&S) (Geo. A. McDevitt Co.) (I)	Fairmont Newspaper Pub. Co. Mrs. F. O. Stubblefield, Pres.	C. E. Smith (eep-e-T) Richard Parrish (eep-e-me-WV) Wm. D. Evans, Jr. (me-T) Marion Rick (ce-T) Haven Thompson (ce-WV)	Richard Parrish (Su) Allen Ludwick (sp-T) Helen Bickel (sp-WV) Anna R. Murphy (we-T) Joanne LeMasters (we-WV)	Walter J. Mason (gm) Wm. A. Owen (cm)	Robert J. Hickman (ad)	S. S. Howes (ms)
GRAFTON 7,365	Sentinel, 102 Latrobe St., Tel.: 514, 515, 33 (e) 4,940	.06	Flat	(I-R) (UP) (J) (5¢, 30¢ w, $1.30mo)	Sentinel Publications M. F. Bourjaily, Pub.	M. F. Bourjaily (e) Lee Roberts (me) Chas. Jones (ce)	Leota Griffith (we)	M. F. Bourjaily (gm) C. W. T. Lockard (bm) Sam Ayres (cm)	William Cockrell, Jr. (ram)	Richard Robinson (ms)
HINTON 5,780	News (e) 3,991	.05	Flat	(I-D) (UP) (5¢, 30¢w) (Bottinelli-Kimball, Inc.)	The Hinton Daily News, Inc. J. E. Faulconer, Pres.-Pub.	J. E. Faulconer (e-eep)	Miss Elizabeth Morriss (we)	T. C. Faulconer (bm) Thelda Weeks (cm)	T. C. Faulconer (mga)	C. E. Henne (ms)
HUNTINGTON 86,353 115,692-ABC-CZ 122,613-ABC Par. 28	Herald Dispatch, Zone 1, Tel.: JA 5-5151 (m) 41,561 Advertiser (e) 22,125 Combined daily (me) 63,686 Herald-Advertiser (S) 52,015 Morning & Sunday (mS) 93,576 Evening & Sunday (eS) 74,140	.28 .26 .44 .36	Flat Flat Flat Flat	(R) (D) (AP, INS) (5¢, 15¢S, 25¢w-d, 40¢ w-m&S or e&S, 65¢m, e&S) (The Katz Agency, Inc.) (I)	Huntington Pub. Co. J. H. Long, Pres.-Pub., Advertiser W. D. Birke, Pub. Herald-Dispatch Walker Long, Pub. Herald-Adv.	Raymond Brewster (eep-e-HD) W. S. Reynolds (eep-A) H. R. Pinckard (eep-e-HA) George H. Clark (me-A) Wm. Gibson (me-HD) Estelle Belanger (me-ce-HA) E. R. Oliver (ce-HD) John Brown (ce-A)	Norman T. Rogers (asst. ne-HA) Fred Burns (sp-HD & HA) Nancy Williams (we-A) Ruth Napier (we-HD) Margaret Neff (we-HA) Ernie Salvatore (sp-A)	Walker Long (gm-bm) William T. Bess (cm)	C. P. Wilson (ad-ram) F. Randy Marrs (mga) R. E. Scott (cam)	Paul W. Long, Jr. (pm) Craven Baumgardner (ms)

NOTE: The Herald Dispatch, The Advertiser and the Herald-Advertiser are editorially separate; business, circulation advertising and mechanical operation are under the single ownership and direction of the Huntington Publishing Company.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
KEYSER 6,347	News-Tribune, P.O. Box 670, Tel.: 7861 (e ex Sat.) 3,565*	.04	Flat	(D) (UP) (J) (4¢, 20¢w, 80¢mo) (Inland Newspaper Representatives, Inc.)	News Tribune John W. Barger, Pub.	John W. Barger (eep-e)	John W. Barger (ne) Thomas Conlon (sp) Louise J. Arnold (we)	Louise J. Arnold (bm-cm)	Louise J. Arnold (ad-mga-ram-cam)	Howard Barrick (ms)
	*Mar. 31, 1956.									
LOGAN 3,079 3,070-ABC-CZ	Banner, 435-447 Stratton St., Tel.: 3200 PBX (e) ⓒ 8,815	.06	Flat	(R) (AP) (J) (5¢, 30¢w) (none)	Logan Banner Clarence H. Frey Pub.	Charles D. Hylton, Jr. (me)	Don Pritchard (sp)	James Thomas (cm)		
MARTINSBURG 11,821 11,621-ABC-CZ	Journal, Tel.: 3383 (e) ⓒ 10,277	.07	Flat	(I-R) (UP) (5¢, 30¢w, $1.30mo) (Geo. A. McDevitt Co.)	Evening Journal Pub. Co. Mrs. M. O. Nutting, Pres.	G. C. McKown (eep-e-me) Wm. M. Thompson (ce)	Wm. M. Thompson (ne) Miss Ruth Willey (we) Robert Scrivener (sp)	Otto K. Reuter (gm)	Otto K. Reuter (mga) Thurman Butler (ram)	E. S. Arnott (comp. room Supt.) G. D. Walker (Press room Supt.)
MORGANTOWN 29,526 31,062-ABC-CZ	Dominion News, Court and Elk Sts., Tel.: 3451 (m) ⓒ 9,425			(D)	W. Va. Newspaper Pub. Co. Mrs. H. C. Greer, Pres.-Pub.	Walter L. Hart (eep & e-DN) Brooks Cottle (eep & e-P) Alvin S. Volker (ce-P) Con Hardman (me-DN)	M. Furfari (sp-DN) Tony Constantine (sp-P) Maude Patterson (we-P) Kathie Loufakis (we-DN)	M. L. Bruggeman (gm-bm) T. J. Imbach (cm)	R. F. Sowers (ad-mga-ram-cam)	R. F. Sowers (pm-apm)
	Post (e) ⓒ 9,819			(R) (AP, UP) (5¢, 30¢w, m-or-e, $1.30mo) (Story, Brooks & Finley)						
	Combined daily (me) ⓒ 19,244	.15	Flat							
MOUNDSVILLE 14,772	Echo, 715 Lafayette Ave., Tel;: Tilden 5-2660 (e) 3,004	.04	Flat	(I-D) (AP) (J) (4¢, 20¢w) (De Lisser, Inc.)	Craig Shaw, Pub.	Craig Shaw (e) Howard F. Voitle (ce)	Gertrude Shaw (we)	Samuel C. Shaw (gm)	Gertrude Shaw (mga)	Samuel Shaw (ms)
PARKERSBURG 29,884 31,445-ABC-CZ	News, 519 Juliana St. (m) ⓒ 14,374			(R)	Parkersburg Sentinel Co.	James H. Young (e-N) H. Sutton Sharp (e-S) Francis Hile (me-N) Charles Butler (ce-N)		W. E. Ingersoll (gm-bm) Wade W. Trout (cm) Mrs. Patsy J. Hose (cm)	G. H Keenan (ad-mga)	
	Sentinel (e) ⓒ 18,828			(D) (UP) (5¢, 12¢S, 30¢w-e, 40¢w-m&S) (Geo. A. McDevitt Co.)						
	Combined daily (me) ⓒ 33,202	.17	Flat							
	News (S) ⓒ 24,677	.13	Flat							
POINT PLEASANT 4,596 6,015-ABC-CZ	Register, 200 Main St., Tel.: 400 (e) ⓒ 2,919	.05	Flat	(R) (UP) (5¢, 25¢w, $1.10mo) (Geo. A. McDevitt Co.)	Point Pleasant Register Co. Mrs. D. W. Stubblefield, Pres.	A. V. Wood (eep) J. Knox Dye (e) V. Lockhart (ce)	Jack Rogers (sp) N. Smith (we)	J. Knox Dye (gm-bm) Lowell Jewell (cm)	J. Knox Dye (ad) A. G. Middleton (cam)	R. Bragg (ms)
WEIRTON 24,005 25,191-ABC-CZ	Times, Lee Ave., Tel.: Weirton 185 (e) ⓒ 6,034	.05	Flat	(I-R) (UP) (5¢, 30¢w) (Geo. A. McDevitt Co.)	Weirton Ptg. &Pub. Co. Mrs. Frances O. Nutting, Pres.	Earle V. Wittpenn (e-ce)	Earle V. Wittpenn (sp) Anna Curry (we)	C. J. Denne (gm) Wilbur M. Waller (cm)	C. J. Denne (ad-mga) Edw. Zierold (ram)	Wm. Zierold (ms)
WELCH 6,603 7,103-ABC-CZ	News, 125 Wyoming St., Tel.: 443; 444; 445 (e) ⓒ 12,272	.08	Flat	(I-R) (UP) (5¢, 30¢w) (Geo A McDevitt Co.)	Welch Pub. Co. Mrs. Margaret Ogden Nutting, Pres	W. R. Keyser (eep) C. H. Hardison (me-ce)	Tony Casali (sp) Mrs. R. C. Farris (we)	W. R. Keyser (gm) Ellis Landreth (cm)	R. C. Farris (ad-mga) Vance Hayes (cam)	E. W. Lucas (ms)
WELLSBURG 2,787	Herald, 605-611 Main St., Tel.: RE 7-3421 (e) 2,907	.04	Flat	(I-R) (UP) (4¢, 20¢w) (Bottinell-Kimball, Inc.)	Daily Herald Co., Inc. L. H. McCamic, Pres.	F. N. McCamic (me)		L. H. McCamic (gm)	L. H. McCamic (ad)	
WHEELING 56,691 64,808 W. Va. ABC-CZ 23,381 Ohio ABC-CZ 122,889-ABC-CZ	Intelligencer, Tel.: 5480 (m ex Sat.) ⓒ 21,940			(R)	News Pub. Co. Frances Ogden Stubblefield, Pres.	Thomas O'Brien Flynn (eep-I) Austin V. Wood (e-I) Harry Hamm (e-NR) Arnold Lazarus (ce-NR) Harry Turton (me-I) Hazlett Cochran (ce-I)	Paul Burig (ne-NR) Robert Koon (ne-I) Cliff McWilliams (sp-NR) Bill Bibb (sp-I) Alma Mayer (we-NR) Gene Ephlin (we-I)	Austin V. Wood (gm) J. R. Williams (asst. gm) L. F. Committe (bm) V. B. Kendall (cm)	C. E. Dronsfield (mga) A. E. Hennen, Jr. (ram) William A. Bell (cam)	F. L. Arnold (ms)
	Saturday Morning ⓒ 44,518	.26	Flat							
	News-Register (e ex Sat.) ⓒ 31,042									
	Combined daily (me) ⓒ 52,982	.26	Flat							
	News-Register (S) ⓒ 50,701	.26	Flat							
WILLIAMSON 8,624 8,768-ABC-CZ	News, 25 E. 3rd Ave., Tel.: 960 (e) ⓒ 11,614	.08	Flat	(I-D) (UP) (5¢, 30¢w, $1.30mo) (Geo. A. McDevitt Co.)	Williamson Daily News Co. Mrs. Francis Stubblefield, Pres.	Wm. Tolbert (e)	James Van Zant (sp) Isabel Easley (we)	Louis P. Harvath (gm) John Burris (cm)	James Sanders (ram)	Walter Sparks (ms)

WISCONSIN

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ANTIGO 8,802	Journal (e) 5,106	.065	Flat	(I) (AP) (5¢, 30¢w) (none)	Berner Bros. Pub. Co. Artemas & Henry Berner, Pubs.	Artemas F. Berner (e) Earle S. Holman (me)	G. Legro (sp)	Artemas F. Berner (gm)	Ray Dobrinska (ad)	
APPLETON-NEENAH-MENASHA 34,010 44,074-ABC-CZ 108,670-ABC Par. 28	Post-Crescent, 306 W. Washington St., Tel.: REgent 3-4411 (e) ⓒ 34,385	.16	Flat	(I) (AP) (6¢, 35¢w, $1.25mo) (none)	Post Pub. Co. A. B. Turnbull, Pres.	V. I. Minahan, Jr. (e) Gordon McIntyre (me) E. Les. Biselx (ce)	John Paustian (sp) Donna Callahan (we)	John R. Riedl (gm) Erben Krueger (cm)	Glenn H. Arthur (ad) Henry Starck (ram) Robert Kruckeberg (cam) K. E. Davis (mga)	David A. Lindsey (pm) Edw. Sternard (ms) M. E. Cartier (prod. mgr.)
ASHLAND 10,640	Press (e) 3,143	.06	Flat	(I) (UP) (.07, 35¢w) (Northwest Daily Press Association)	Superior Eve. Telegram Co. Morgan Murphy, Pres.-Pub.	John B. Chapple (me)				
BARABOO 7,204	News-Republic, 408 Oak, Tel.: 62 & 63 (e) 5,597	.06	Flat	(UP) (6¢, 25¢w) (none)	Baraboo News Pub. Co. H. K. Page &Sons, Pubs.	M. C. Page (e) Irene Underkofler (ce)		H. K. Page (gm)	Harlan Page (ad) Pearl Kilmer (cam)	Charles Lange (ms)
BEAVER DAM 11,987	Citizen (e) 6,202	.07	Flat	(I) (UP) (5¢, 25¢w, $1mo) (Dougan & Bolle)	Citizen Pub. Co. H. H. Parker, Pres.	J. E. Helfert (eep-e) T. J. Parker (ce)	W. Connors (sp) D. Parker (we)	K. J. Parker (bm)	A. J. Gocker (mga-ram)	
BELOIT 20,900 30,322-ABC-CZ 42,855-ABC Par. 28	News (e) ⓒ 20,050	.13	Flat	(I-R) (AP, ONA) (5¢, 30¢w, $1.20mo) (De Lisser, Inc.) (Wisconsin Newspaper Markets)	Daily News Pub. Co. P. J. E. Wood, Pres. W. A. Strong, Pub. Laurence Raymer, Asst. Pub.	R. T. Edwards (e-me) W. A. Strong (e) George Clark (ce) Laurence Raymer (assoc. e)	Robert Williams (sp) Harriet C. Dawson (we)	W. A. Strong (gm) W. G. Scott (cm)	A. C. Nequette (ad) C. E. Johnston (bm) P. T. Brewer (mga) L. A. Pierson (cam)	J. M. Vesper (ms)
	NOTE: See Janesville listing for optional combination advertising. (Comb. rate .25 Flat)									
CHIPPEWA FALLS 11,088 12,313-ABC-CZ 13,972-ABC Par. 28	Herald Telegram, 20-22 W. Central St., Tel.: PA 3-5515 (e) ⓒ 8,276	.08	Flat	(I) (AP) (5¢, 35¢w) (Burke, Kuipers & Mahoney, Inc. and Northwest Daily Press Association)	Herald Telegram Pub. Co. Morgan Murphy, Pres. Milo Nickel, Pub.	Milo Nickel (eep-me-e) Howard Meier (ce)	Howard Meier (ne) John Harmon (sp) Elizabeth Rasmus (we)	Milo Nickel (gm) Charles Bennett (bm) Richard Friedman (cm)	J. W. Gunderson (mga-ram) Josephine Grant (cam)	

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
EAU CLAIRE 36,058 41,873-ABC-CZ 44,902-ABC-Par. 28	Leader, 405 S. Barstow, Tel.: TEmple 5-3121 (m ex Mon.) 13,436 .... Telegram (e) 10,743 .... Combined daily (me) 24,169 .15 Flat Leader (S) 13,501 .15* Flat Evening and Sunday (eS) 24,244 .15* Flat		(I) (AP,UP) (6¢, 35¢w-d&S)$1.50mo) (Shannon & Associates, Inc. and Northwest Daily Press Association)	Eau Claire Press Co. M. B. Atkinson, Pres.	M. B. Atkinson (eep-e) D. E. Whelan (eep-me) R. W. Anderson (ce)	Clell Buzzell (sp) Dian Page (we)	Bruce J. Nelson (bm) ..... Willard Tomashek (cm)	Freeman von Schrader (ad-mga-ram) Lorraine Sleeter (cam)	Freeman Von Schrader (pm) M. F. Riblett (ms)
	*Sunday rate includes Saturday or Monday evening.								
FOND DU LAC 29,936 32,227-ABC-CZ 35,164-ABC Par. 28	Commonwealth Reporter, 16-24 W. First St., Tel.: 631 (e) 17,275 .12 Flat		(I) (AP, INS) (6¢, 35¢w) (E. A. Faulkner & Assoc.)	Reporter Ptg. Co. ..... A. H. Lange, Pres.	C. F. Coffman (eep-e-me) William Draves (ce)	Carl H. Keyser (ne) ..... Stanley Gores (sp) Mrs. T. E. Sulivan (we)	A. H. Lange (gm-bm)..... Emery Martin (cm)	A. H. Schroeder (ad-ram-cam) R. A. Martin (mga) LeRoy Franke (cam)	A. H. Schroeder (pm-apm) W. E. Waltzer (ms)
	*.15 in combination with monthly Shopper Section, circulation 11,622.								
FT. ATKINSON 6,280	Jefferson County Union, Tel.: JO 3-5552 (e ex Sat.) 3,956 .06 Flat		(UP) (5¢, 20¢w) (none)	W. D. Hoard & Sons .... W. D. Hoard, Jr., Pub.	Robert Angus (e).....	.....	.....	Don L. Stanfield (ad)....	.....
GREEN BAY 73,525 76,907-ABC-CZ	Press-Gazette, Walnut and Madison Sts., Tel.: HEmlock 5-4411 (e) 38,248 .16 Flat		(I) (AP, UP) (6¢, 35¢w) (none)	Green Bay Newspaper Co. A. B. Turnbull, Pres.-Pub. Joseph Horner, Jr., Vice-Pres.	Leo V. Gannon (eep-e) John B. Torinus (me) Dave Yuenger (ce)	Donald A. Hickok (ne) Art Daley (sp) Joan Schaupp (we)	Joseph Horner, Jr. (gm) Theo. R. Dost (cm) David L. Nelson (com)	E. J. Robinson (ad) Philip McCloskey (mga) Daniel C. Beisel (ram) H. O. Goodchild (cam)	John W. Yuenger (pm) E. C. Putney (ms)
JANESVILLE 24,899 32,627 (Loc. Est.) 27,233-ABC-CZ 30,061-ABC Par. 28	Gazette, 200 E. Milwaukee, Tel.: PL 4-3311 (e) 22,693 .14 Flat		(I-R) (AP) (6¢, 35¢w) (Wisconsin Newspaper Markets)	Gazette Ptg. Co. ..... Sidney H. Bliss, Pres. Sidney H. & Robert W. Bliss, Co.-Pubs.	Robert W. Bliss (eep-e) George Kalvelage (me) Roland Kuehn (Assoc. e)	George Raubacher (sp) Peg O'Brien (we-Su)	Sidney H. Bliss (gm)..... George W. Gressman (bm) Carl H. Hoffman (cm) Ralph O. Hausner (com)	Geo. W. Gressman (ad) David L. Lindsey (mga) James B. Warner (ram) John Kircher (cam)	George W. Gressman (pm) Frank Heise (ms)
	NOTE: See Beloit listing for optional combination advertising. (Comb. rate .25 Flat.)								
KENOSHA 54,368 54,368-ABC-CZ	News, 713-717 Fifty Eighth St., Tel.: OL 7-5121 (e) 22,043 .14 .13		(I-R) (AP, UP) (5¢, 30¢w) (Jann & Kelley, Inc.)	Kenosha News Pub. Co. R. S. Kingsley, Pres.-Pub.	Lee Hancock (eep-me) R. S. Kingsley (e)	Lee Hancock (ne)..... Jerry Pfarr (sp) Elaine Edwards (we)	W. H. Schulte (gm)..... A. J. Peters (com)	C. E. Head (mga)..... Charles Dilday (ram) W. R. Cropley (cam)	Charles Dilday (pm) C. E. Head (ms)
LA CROSSE 47,535 53,861-ABC-CZ	Tribune (e) 33,534 .17 Flat Sunday edition (S) 33,585 .17 Flat		(I-R) (AP) (5¢, 10¢S, 40¢w) (Jann & Kelley Inc. and Northwest Daily Press Association)	La Crosse Tribune Co. L. P. Loomis, Pres. W. T. Burgess, Pub.	R. L. Bangsberg (me) Al Rice (ce)	J. E. Lienlokken (ne).... Ken Blanchard (sp) Susan McCabe (we)	W. T. Burgess (bm)..... Ed Keefe (cm) Fred Ristow (com)	Mrs. Maxine Kahler (mga) H. Colvin (ram) L. R. Wilkins (cam)	E. L. Burgess (ms)
MADISON 96,056 110,111-ABC-CZ 129,840-ABC Par. 28	Capital Times, 115 S. Carroll St., Zone 1, Tel.: (SJ) AL 6-5511; (CT) AL 5-1611 (e) 43,163		(I) (AP, UP) (5¢, 35¢w, $1.55mo) (Jann & Kelley, Inc.)	Madison Nsprs., Inc. William T. Evjue, Pres. Pub.	Geo. R. Stephenson (exec. ed.) William T. Evjue (e) Dewey D. Dunn (me) Cedric Parker (ce)	Harry Golden (sp) Mary Branded Hopkins (we)	E. G. Lockwood (gm) .... John M. Canny (cm)	W. H. Scrivner (am) .... Karl Eisele, Jr. (mga) Gordon C. Johnson (ram) E. R. Garter (cam)	.....
	Wisconsin State Journal (m) 46,746 .... Combined edition (me) 89,909 .33 Flat Wisconsin State Journal (S) 79,509 .33 Flat		(I) (I) (AP, UP, ONA) (5¢, 20¢S, 40¢w, $1.75 mo) (Jann & Kelley, Inc.)	Madison Nsprs.,Inc..... Lee Loomis, Pres. Don Anderson, Pub.	Roy L. Matson (e)..... Lawrence Fitzpatrick (me)	Henry J. McCormick.... (sp) Mrs. Jo Ann Beier (we)	E. G. Lockwood (gm) ..... Martin Wolman (bm) John M. Canny (cm)		
	NOTE. Madison Newspapers, Inc., is publisher and owner of the Capital Times and Wisconsin State Journal. The editorial and news contents of the respective newspapers are provided under contract by the Capital Times Co., and Wisconsin State Journal Co., and are editorially independent and competitive. Madison Newspapers, Inc., operates the business, circulation, mechanical, distribution, and all other department Officers and personnel of Madison Newspapers, Inc., are Don Anderson, chairman of the board; William T. Evjue, president; E. G. Lockwood, treasurer and general manager; Martin Wolman, business manager and secretary; W. H. Scrivner, advertising manager; John M. Canny, circulation manager, and Howard McCaffrey, assistant circulation manager.								
MANITOWOC-TWO RIVERS 27,598 Manitowoc 10,243 Two Rivers 38,292-ABC-CZ	(Manitowoc) Herald-Times, 902 Franklin, Tel.: MUrray 4-4435 (e) 14,298 .... (Two Rivers) Reporter (e) 3,501 .... Combined (e) 17,799 .12 Flat		(I) (AP) (7¢, 35¢w) (I) (AP) (7¢, 35¢w) (Burke, Kuipers & Mahoney, Inc.)	Manitowoc Newspapers, Inc. Morgan Murphy, Pres. Two Rivers Reporter, Inc. Morgan Murphy, Pres.	Roy Valitchka (eep-e) Frederick Page (ce) Seymour Althen (e)	Roy Valitchka (ne) Larry Belonger (sp) Clarence Bridges (sp) Marjorie Miley (we)	J. M. Barenbaum (gm) ... A. Duveneck (cm) Smiley S. Boyd (bm)	Joseph C. Logan (ram) Wm. F. Ohde, Jr. (mga) Ray Kruck (cam) Smiley S. Boyd (ad)	J. M. Barenbaum (pm) Ernest Kruck (ms)
MARINETTE 14,178 14,178-ABC-CZ	Eagle-Star, 1809-27 Dunlap Ave., Tel.: REdwood 5-6611 (e) 8,261 .09 Flat		(I) (AP) (6¢, 35¢w) (none)	Eagle Ptg. Co. ..... L. I. Noyes, Pres. F. G. Sappington, Pub.	Fred G. Sappington (eep-e) Walter C. Janson (me)	James H. Gleason (sp)..	Fred G. Sappington (gm-bm) Walter R. Schaefer (cm)	Elmer C. Tryon (ad-mga)	Elmer C. Tryon (pm) C. E. Enstrom (ms)
MARSHFIELD 12,394 12,394-ABC-CZ	News-Herald (e) 10,121 .10 Flat		(I) (AP) (7¢, 35¢w) (Scheerer & Co.)	News Pub. Co. ..... Howard A. Quirt, Pres.-Pub.	Howard A. Quirt (e) E. W. Heller (me) Kenneth Olstinski (ce)	Robert Stevenson (sp)... Mrs. Ida Luber (we)	Howard A. Quirt (gm)..... A. Tollefson (cm)	Steve Hopkins (ad-mga) L. Scheibe (cam)	Mike Berg, Jr. (ms)
MERRILL 8,951	Herald, 909 E. Main, Tel.: 1-400 (e) 4,825 .07 Flat		(I-R) (AP) (J) (6¢, 35¢w) (Dougan & Bolle and Northwest Daily Press Association)	Merrill Pub. Co., Inc. W. B. Chilsen, Pres.-Pub.	J. A. Chilsen (me) Val Chilsen (ce)	Dave O'Connor (ne-sp) Doris Paroubek (we)	Joe P. Chilsen (gm-bm).. Pat Chilsen (cm)	Joe P. Chilsen (ad-ram) Carolyn Klimek (mga) Helen Simon (cam)	Joe P. Chilsen (apm) Harold Trantow (ms)
MILWAUKEE 637,392 866,960-ABC-CZ 985,110 (Loc. Est.)	Journal, 333 W. State St., Zone 3, Tel.: BRoadway (e) 348,393 .70 Flat Sunday edition (S) 484,956 .75 Flat		(I) (AP, UP, NYT, NANA) (J) (*S) (5¢, 20¢S, 45¢w-d&S) (O'Mara & Ormsbee, Inc.)	Journal Co. ..... H. J. Grant, Chm. of Board J. D. Ferguson, Pres. Irwin Maier, Pub.	Lindsay Hoben (eep). J. D. Ferguson (e) Wallace Lomoe (me) Harvey Schwandner (ce)	Fred Remick (ne) Dale Wilson (Su) Oliver Kuechle (sp) Aileen Ryan (we)	Donald B. Abert (bm) ..... Elmer H. Schroeder (cm)	Robert K. Drew (ad) .... Norm Saukerson (mga) Harold E. Daniels (ram) Frank Page (cam)	C. R. Conlee (pm) J. E. McMullen (prod. mgr.) Joseph Goll (ms)
	Sentinel, 540 N. Plankinton Ave., Zone 1, Tel.: BR 6-3900 (m) 194,026 .53 Flat Sunday edition (S) 234,932 .65 Flat		(I) (AP, INS) (5¢d, 20¢S, 30¢w, 45¢w-d&S) (Hearst Advertising Service)	Milwaukee Sentinel Div. of Hearst Corp. Richard E. Berlin, Pres. Wallace M. Hughes, V.P.-Pub.	George Tracy (me).... Walter Wegner (ce) Wayne Gaedtke (day ce)	Max T. Nelson (exec. ne) H. Hasselquist (ne) Al Elewitz (Su) Lloyd Larson (sp) Dorothy Parnell (we)	Henry C. Gronkiewiez (bm) Daniel Miles (cm)	Marshall B. Hardy (ad) Howard Wheat (mga) Milton Werner (cam)	Andrew Hertel (pm) Hal Zeve (rd)
MONROE 7,837 7,037-ABC-CZ	Times (e) 4,961 .07 Flat		(R) (I-R) (AP) (J) (5¢, $1.35mo) (Allen-Klapp Co.)	Monroe Evening Times Co. Edmund C. Hamilton Pres.-Pub. Lena M. Conrad, Sec.-Treas.-Co-Pub.	E. C. Hamilton (eep-e-me)	Larry Lindgren (ce).....	Lena M. Conrad (bm) ..... Rose Altmann (cm)	S. H. Haberman (ram).. Katherine F. Friedrich (cam)	Geo. Schuh (ms)
NEENAH-MENASHA 12,437 Neenah 12,385 Menasha	Twin City News-Record (e) 3,821 .07 Flat		(I-R) (UP) (5¢) (Shannon & Associates, Inc.)	Neenah-Menasha Nsprs., Inc. Edward C. Cochrane, Pres.-Pub.	Edward C. Cochrane (eep-e) Kenneth Asmus (me)	Jane Heath Cochrane ... (we)	Edward C. Cochrane (gm-bm)	Don Hruska (ram-Neenah) Bert Rindal (ram-Menasha)	Darrell Buchanan (ms)
NEW LONDON 7,298	Press (e) 2,231 .06 Flat		(R) (J) (5¢, 15¢w) (none)	New London Pub. Co. .. Gordon Culver, Pres.-Pub.	Gordon Culver (e)	Dan Patch (sp) ..... Leone Mech (we)	Gordon Culver (gm)	James Mauel (am)..... James Mauel (cam)	John Forslund (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Mgr. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
OSHKOSH 41,084 45,080-ABC-CZ 52,143-ABC Par. 28	Northwestern, 66-68 State St., Tel.: BLackhawk 8000 (e) 19,229	.13	Flat	(R) (AP, UP) (6¢, 35¢ w) (Johnson, Kent, Gavin & Sinding, Inc.)	Oshkosh Northwestern Co. Doris Hardy Schwalm, Pres. Samuel W. Heaney & A. Thomas Schwalm Co-Pubs.	L. H. Torreyson (eep) Aaron J. Mace (me) Gilbert LaBudde (ce)	Walter Herdina (sp)	C. A. Thomas (bm) Jack Guiney (cm)	Walton Johnson (mga) Walter Ellegard (ram) John F. Skoglind (cam)	
PORTAGE 7,334	Register (e) 5,620	.06	Flat	(R) (UP) (6¢, 30¢w) (Scheerer & Co.)	Comstock Pub. Co. W. T. Comstock, Pres.	W. T. Comstock (eep-e) H. D. Smith (me)	Mrs. Jack Cochrane (we)	Harold Sanstadt (bm) Floyd Bicking (cm)	Philip Melchior (ram)	
RACINE 73,193 88,631-ABC-CZ 101,601-ABC Par. 28	Journal-Times (e) 30,694	.19	Flat	(I-R) (AP, UP) (7¢, 10¢S, 45¢w) (Allen-Klapp Co.)	Journal Times Co. Harry R. LePoidevin and J. D. McMurray, Co-Publishers	W. C. Reynolds (eep) J. D. McMurray (e) Frank Lovell (me) V. Hoffman (ce)	Esther Christsen (Su) Keith Brehm (sp) Lucy Colbert (we)	Harry R. LePoidevin (gm-bm) H. T. Larsen (cm) Norman Albeck (com)	John S. LePoidevin (mga) Atlee Bratley (ram) Geo. Westrich (cam)	E. Kreuger (ms)
	Bulletin (S) 30,185	.19	Flat							
RHINELANDER 8,774	News, 34 W. Rives St., Tel.: FO 2-6397 (e) 4,067	.06	Flat	(I) (AP) (6¢, 35¢w) (Wisconsin-Newspaper Markets and Northwest Daily Press Association)	Rhinelander Pub. Co. Clifford G. Ferris, Pres.-Pub.	Clifford G. Ferris (eep-e) Kris K. Gilbertson (me-ce)	Kris K. Gilbertson (ne) Lisbeth Kretlow (we) Ben R. Lewis (sp)	Clifford G. Ferris (gm-bm) T. A. Huber (cm)	Ralph R. Mischnick (ad) Mildred Loka (mga) T. A. Huber (cam)	Jack L. Johnson (ms) Richard K. Ferris (pm)
SHAWANO 5,094	Leader, 107 E. Green Bay St., Zone 1, Tel.: 666 (e) 6,990	.07	Flat	(I) (UP) (5¢) (None)	Shawano Evening Leader Co. J. P. Donald, Pub.	Frank Meyer (me)		J. P. Donald (gm)	Walter Fellenz (mga)	
SHEBOYGAN 42,365 51,946-ABC-CZ	Press, 632 Center Ave., Tel.: GI 7-7711 (e) 25,971	.14	Flat	(D) (UP, AP) (J) (6¢, 35¢w) (Ward-Griffith Co., Inc.)	Press Pub. Co. A. Matt Werner, Pres. Pub.	A. M. Werner (e) W. J. Pfister (assoc. ed.) Harold R. Maier (me)	Dwight Pelkin (sp) Marion Koch (we)	Michael J. Progar (bm) Otto B. Stielow (cm) Roland Grimmer, (com)	Robert Richter (mga-cam) C. Wondergem (ram)	
STEVENS POINT 16,564	Journal, 114 N. Third St., Tel.: 2000 (e) 8,265	.09	Flat	(I) (AP) (J) (6¢, 35¢w) (Northwest Daily Press Association)	Journal Ptg. Co. Weldon C. Leahy, Pres.-Pub. James E. Cashin, V.P.	James W. Hull (e) Sherman J. Sword (ce)	Matt Otte (sp) Theresabell Leary (we)	Edw. T. Richter (cm)	John H. Martin (mga) Ben C. Glodoske (ram) Helen K. Rothrock (cam)	George W. Butler (ms)
SUPERIOR 35,335 35,974-ABC-CZ 37,490-ABC Par. 28	Telegram (e) 21,390	.14	Flat	(I) (AP) (J) (5¢, 30¢w) (Burke, Kuipers & Mahoney, Inc., Wisconsin Newspaper Markets and Northwest Daily Press Association)	Evening Telegram Co. Morgan Murphy, Pres.-Pub.	William Gollie (ce)	Dick Gerzic (sp) Sybil Weade (we)	Clough Gates (gm) Paul J. Skamser (bm) Orvel Bicking (cm)	Max H. Lavine (ad) Maurice I. Severson (ram) Ethel McLaughlin (cam)	Maurice I. Severson (pm) Sidney Haugen (ms)
TWO RIVERS	See Manitowoc-Two Rivers.									
WATERTOWN 12,417	Times (e) 7,024	.075	Flat	(I) (UP) (6¢, 35¢w)	Times Pub. Co. John D. Clifford, Pub. William B. Clifford, Pres.	John D. Clifford (e-me) Clarence H. Wetter (ce)	Joseph Toman, Jr. (sp) Mary Zielsdorf (we)	John D. Clifford (gm) S. J. Friedman (bm) G. W. Ponath (cm)	S. J. Friedman (ad-mga-ram) William Johnston, Jr. (cam)	C. Schroeder (ms)
WAUKESHA 21,233	Freeman, 200 Park Pl., Tel.: LI 2-2501 (e) 11,883	.08	Flat	(I) (AP) (J) (6¢, 35¢w) (none)	Freeman Ptg. Co. Mrs. Josephine H. Youmans, Pres.-Pub.	Gilbert H. Koenig (eep-e-me) Thomas J. Smith (ce)	Tom Guyant (sp) Vivian Williams (we)	Gilbert Koenig (gm) Henry A. Youmans, Jr. (bm) William Schneeberger (cm)	Hans Hamm (ad) Donald Craemer (cam)	John Hillmer (ms)
WAUSAU 30,424 37,029-ABC-CZ 41,454-ABC Par. 28	Record-Herald (e) 17,532	.13	Flat	(I-R) (AP) (7¢, 35¢w, $1.40mo) (Burke, Kuipers & Mahoney, Inc., and Northwest Daily Press Association)	Record-Herald Co. J. C. Sturtevant, Pres.-Pub.	Philip J. Sanders (me) E. R. Boileau (ce)	David Christenson (sp) Mona B. Walworth (we)	W. F. McCormick (gm) Neal Rothman (bm) M. A. Nelson (cm)	Neal Rothman (mga) Ted Tollefson (ram) Jack Lillge (cam)	E. N. Peterson (ms)
WISCONSIN RAPIDS 18,498 30,122-ABC-CZ 33,229-ABC Par. 28	Tribune, 130 1st Ave. S., Tel.: 10 (e) 8,613	.09	Flat	(I) (AP) (7¢, 35¢w) (Scheerer & Co. and Northwest Daily Press Association	Wisconsin Rapids Tribune Co. Mrs. Louise Huffman, Pres. William Huffman Jr. Pub.	Carl E. Otto (e) Oliver D. Williams (me)	Ed. Hanson (sp) Jane Shea (we)	Henry Silka (cm) Alma E. Peters (com)	Richard A. Davis (ad-mga-cam) Emory Welch (ram)	A. J. Wenslaff (ms)

WYOMING

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Mgr. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
CASPER 23,872 25,788-ABC-CZ	Star, 216 E. 2nd St., Tel.: 2-1515 (m ex Mon.) 6,160			(I) (UP) (5¢, 10¢S) (10S) (none)	Natrona County Tribune Earl E. Hanway, Ch. Bd. Jack W. Perry, Pres.	Jack W. Perry (e-TH) Frank R. Wadell (eep) E. P. Martin (me-TH) Phil Wagner (me-ST) M. W. Downie (ce-TH)	M. W. Downie (ne-TH) Phil Wagner (ne-ST) Phil McAuley (sp-TH) Ray Giffin (sp-ST) Alice Kubo (we-TH) Mary Jean Bryan (we-ST)	Jack W. Perry (gm-TH-ST) Clark F. Perry (bm-TH-ST) Earl P. Hanway (cm-TH-ST)	Al Walker (ram-ST)	
	Tribune Herald (e ex Sat.) 13,448			(I) (AP) (5¢, 10¢S) (none)						
	Combined daily (me) 19,608	.16	Flat							
	Sunday Tribune-Herald & Star 16,109	.16	Flat							
CHEYENNE 31,935 41,129-ABC-CZ	Wyoming Eagle (m ex Mon.) 10,638			(D) (UP) (5¢, 45¢w)	Cheyenne Newspapers Inc. Tracy S. McCraken Pres.-Pub. Robt. McCraken, Assoc. Pub.	Geo. Johnston (eep-e-WE) K. Osborn (me-ST) B. F. Horton (me-WE) S. J. Shuster (ce-ST)	Bernard Horton (ne-WE) Keith Osborn (Su) Kirk Knox (sp-ST) Larry Birleffi (sp-WE) Barbara Bucci (we-WE-ST)	O. B. Koerfer (gm) Warren Hoefer (bm) Ralph Ausman (city cm) Neal Hoffman (state-cm)	Warren W. Hoefer (ad) R. T. Hines (mga) Neil Hoffman (cam)	Robert S. McCraeken (pm) A. W. Harris (ms)
	Wyoming State Tribune (e ex Sat.) 10,731			(R) (UP) (5¢, 5¢S, 60¢w) (West-Holliday Co., Inc.)						
	Combined daily (me) 21,369	.16	Flat							
	Wyoming State Tribune (S) 10,464	.11	Flat							
	Morning and Sunday (mS) 21,102	.16	Flat							

NOTE: The Wyoming Eagle and The Wyoming State Tribune maintain separate editorial and news staffs with all other departments in common. Both papers are owned by Cheyenne Newspapers, Inc.; Tracy S. McCraken, President; O. B. Koerfer, Vice President; Robert S. McCraken, Vice President.

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Woman's Editor	General Manager Bus. Manager Circulation Mgr. Comptroller	Adv. Director Mgr. Gen. Adv. Retail Adv. Mgr. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
LARAMIE 13,561 13,581-ABC-CZ	Bulletin (m ex Mon.) 3,187			(I) (UP) (5¢, 25¢w) (West-Holliday Co., Inc.)	Laramie Newspapers, Inc. Tracy S. McCraken, Pres. R. R. Allbaugh, Pub.	R. R. Allbaugh (eep-e) William M. Logan, Jr. (me-B) James Howard (me RB)	Alice Stevens (ne) James L. Gogerty (sp) Lucille Bird and Susan Helzer (we)	James A. Hull (bm) Wm. H. Metier (cm)	James A. Hull (ad-mga) Charles Bell (cam)	
	Republican-Boomerang (e ex Sat.) 2,602			(R)						
	Combined daily (me) 5,789	.09	Flat							
RAWLINS 7,415 7,415-ABC-CZ	Times, 6th at Buffalo, Tel.: 57 (m ex Mon.) 3,503	.07	Flat	(I) (UP) (J) (5¢, 25¢w, $1.10mo) (West-Holliday Co., Inc.)	Rawlins Newspapers, Inc. Tracy S. McCraken, Pres. Ted O'Melia, Pub.	Ted O'Melia (e) Bruce Henningson (eep-me)	Paul Weick (sp) Pearl Holmquist (we)	Russell Stout (gm) Joe Putnam (cm) R. W. Geddes (com)	Russell Stout (ad) Joe Putnam (cam)	Neil Clark (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1950 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ROCK SPRINGS..... 10,857 11,097-ABC-CZ	Rocket, 215 D St., Tel.: EM 2-3737 (m ex Mon.) 5,770 .08 Sunday Miner (S) 5,853 .08	Flat Flat	(I-D) (UP) (J) (5¢, 10¢ S, 30¢w) (West-Holliday Co., Inc.) (I)	Rock Springs Newspapers, Inc. T. S. McCraken, Pres. D. G. Richardson, Pub.	D. G. Richardson (eep-e)	Wm. G. Hoyt (ne)..... Martha Jensen (we)	R. H. Johnson (gm-bm) Calvin Jacks (cm)	R. H. Johnson (ad) Helen Pulos (cam) Helen Pulos (cam)	R. H. Johnson (pm-apm) Lewis Zaversnik (ms)
SHERIDAN 11,500 13,500-ABC-CZ	Press (e) 7,247 .08	Flat	(R) (AP) (5¢, 30¢w, $1.20mo) (Inland Newspaper Representatives, Inc.)	Sheridan Newspapers Inc. Fred A. Seaton, Pres. Carl A. Rott, Pub.	Carl A. Rott (eep) ..... Robert Johnson (me)	.....	Carl A. Rott (gm) ..... J. K. Oliver (cm)	Neal Bate (mga)	.. Otto Manning (ms)
WORLAND 4,202 4,202-ABC-CZ	Northern Wyoming Daily News, 8th & Robertson, Tel.: 38 or 39 (m ex Mon.) 5,233 .07	Flat	(I) (CT-NYN, UP) (J) (5¢, 25¢w) (West-Holliday Co., Inc.)	Big Horn Basin Newspapers, Inc. Tracy S. McCraken, Pres. Hugh K. Knoefel, Pub.	Hugh K. Knoefel (eep-e-me) Warren Swenson (ce)	Warren Swenson (ne).... Jim Gilmore (sp) Mary Ann Gugenheim (we)	Hugh K. Knoefel (gm-bm) William C. Herring (cm)	Elmer R. Downing (ad-mga-ram) Clara Daniels (cam)	Hugh K. Knoefel (pm) Elmer R. Downing (apm) Wm. A. Woodhams (ms)

DOMINION OF CANADA

City 1951 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ALBERTA									
CALGARY..... 129,060 177,861 ('56 Cen.) 133,061-ABC-CZ	Albertan, 10 Ave. & 8th St.W., Tel.: 6-2001 (m ex Sat.) 37,748 .18 (Sat.) 38,793 .18	.17 .17	(I) (AP, CanP, BUP) (J) (5¢, 10¢Sat.) (W. H. Austin Co. (Can.) (Henry De Clerque (U.S.)	Lethbridge Herald Co, Ltd. G. M. Bell, Pres.-Pub.	C. Mowers (eep) ..... A. M. Raymond (e-me) G. Brimmell (ce)	Frank McCool (sp)..... Eva Reid (we)	Sidney McClelland (cm)..	Gordon A. Donovan (ad-mga-ram-cam)	R. Riches (ms)
	Herald, 7 Ave. & 1 St. W., Tel.: 6-3011 (e) 60,983 .22	Flat	(I) (AP, TS, NYHT, NANA, INS, RN, CanP, SC) (5¢, 10¢ Sat.) (Cresmer & Woodward, Inc. (U.S.), The Southam Newspapers, Adv. Service Dept. (Canada)	Southam Co., Ltd..... Basil Dean, Pub.-V.P.	R. L. Sanburn (eep) ... A. H. Bill (me) A. W. Snaddon (ce)	G. Brawn (ne) ..... Gordon Hunter (sp) Linda Curtis (we)	Fane Polley (com) ..... E. D. Waines (bm) Malcolm McCallum (cm)	G. E. Hall (mga) ..... L. W. Roper (ram) A. J. Hilton (cam)	Geo. Birkett (apm)
EDMONTON ..... 159,631 224,003 ('56 Cen.) 170,929-ABC-CZ	Journal, 10006 - 101 St., Tel.: 2-5171 (e) 95,242 .29	Flat	(I) (AP, RN, CanP, CDN, NANA, ONA, SC) (5¢, 10¢Sat., 30¢w) (Cresmer & Woodward, Inc. (U. S.), The Southam Newspapers, Adv. Service Dept. (Canada)	Southam Ltd. Co. ..... P. S. Fisher, Pres. W. A. MacDonald, Pub.	Fraser M. Gerrie (e) D. MacDougall,(me) George Stout (ce)	Hal Pawson (sp)..... Mrs. Ruth Bowen (we)	W. A. MacDonald (gm).... T. G. Brown (bm) W. H. Campbell (cm)	John S. Ward (ad-mga-ram) K. Thatcher (cam)	.....
LETHBRIDGE..... 22,947 31,120 ('56 Cen.) 22,947-ABC-CZ	Herald (e) 16,109 .11	Flat	(I-L) (AP, BUP, TS, CanP) (J) (5¢, 30¢ w) (Henry De-Clerque, Inc. (U.S.) T. G. Vatcher & Co. Ltd. (Canada)	Lethbridge Herald Co., Ltd. Hugh P. Buchanan, Pres.-Pub.	C. F. Steele (eep-assoc. e) William Hay (assoc. e) H. P. Buchanan (me) Murray Brown (ce)	Wm. Hay (ne)..... Don Pilling (sp) J. E. Huckvale (we)	R. W. Ward (cm) ..... J. M. Manson (com)	H. E. Mahon (ad-mga-ram) Miss Y. Schweitzer (cam)	T. E. Morris (ms)
MEDICINE HAT ..... 16,364 20,621 ('56 Cen.) 16,364-ABC-CZ	News (e) 5,665 .07	Flat	(I-L) (AP, CanP) (5¢, 10¢Sat., 30¢w) (Cresmer & Woodward, Inc.) (U.S.) The Southam Newspapers, Adv. Service Dept. (Canada)	Medicine Hat News, A Division of the Southam Co., Ltd. Philip S. Fisher, Pres. T. R. Osborne, Pub. Fred McGuinness, Pub. Asst.	W. H. Hogle (eep-e)...	Bruce Hogle (ne) ..... Bill Copeman (sp)	S. W. Wilkinson (gm)..... Robert Worth (cm)	Allan Phillips (ad)	.....
BRITISH COLUMBIA									
KAMLOOPS..... 8,000 8,884 ('56 Cen.) 12,210-ABC-CZ	Sentinel (d ex Sat.) 6,142 .09	Flat	(I) (CanP) (Class "A" Newspapers) (336 Bay St., Toronto, Ont., Can.)	Kamloops Sentinel Ltd.	Ron Powell (eep-e)....	Ron Powell (ne).....	Ronald White (gm-bm).... C. T. Fowles (cm)	Harry Francis (ad-mga-ram-cam)	Harry Francis (apm) Romaine Newman (ms)
NANAIMO ..... 7,196 12,570 ('56 Cen.) 14,157-ABC-CZ	Free Press, 225 Commercial St., Tel.: 2620 (e) 6,734 .07	Flat	(I) (RN, CanP, TS) (J)	Nanaimo Free Press... A. Thomson Newspaper W. J. Lupton, Pub.	James B. Curran (me) Max Cody (eep)	James B. Curran (ne)... Geo. Summerfield (sp)	W. J. Lupton (gm)..... J. Wellburn (cm)	G. R. Summerfield (ad-mga-ram-cam)	Geo. Summerfield (pm)
NELSON ..... 6,772 7,117 ('56 Cen.) 9,872-ABC-CZ 10,012-ABC Par. 28	News, 266 Baker St., Tel.: 1-844 (m) 8,684 .09	Flat	(I) (AP, CanP, TS) (J) (6¢, 35¢w) (A. H. Halladay)	News Pub. Co., Ltd..... R. H. Green, Pres. C. W. Ramsden, Pub.	F. B. Pearce (eep-ce) A. W. Gibbon (e)	A. W. Gibbon (ne) ..... J. Short (sp) L. Holmes (we)	C. W. Ramsden (gm) ..... J. Smith (cm)	L. Kennedy (ad-mga) ... F. Bryan (ram)	L. Kennedy (apm) R. Jarrett (ms)
NEW WESTMINSTER . 28,639 31,357 ('56 Cen.) 28,639-ABC-CZ	British Columbian (e) 13,178 .12	Flat	(I) (UP, BUP) (J) (5¢, $1.00mo) (Thos. F. Clark Co. (U.S.), W. H. Austin & Co., Ltd.) (Canada)	Columbian Co., Ltd.....	I. E. Hambly (e)	Al. Forrest (sp).....	M. E. Stevenson	R. W. Ballantyne (co-mgrs.)	W. H. Fulton (ms)
PRINCE RUPERT..... 8,546 10,381 ('56 Cen.) 8,546-ABC-CZ	News, P.O. Box 548, Tel.: 4125 (e) 3,224 .08	Flat	(I) (CanP) (8¢) (T. E. Vatcher & Co., Ltd.) Toronto 1, Ont.	Prince Rupert Daily News, Ltd. John F. Magor, Pres.-Pub.	John F. Magor (eep)..	J. R. Ayres (ne) Harvey Gay (sp) Mrs. Geo. Brown (we)	G. P. Woodside (cm)	G. P. Woodside (mga)	Michael D Montesano (ms)
TRAIL ..... 11,430 11,319 ('56 Cen.) 13,949-ABC-CZ	Times, 1163 Cedar Ave., Tel.: 2151 (e) 5,253 .08	Flat	(I) (CanP) (J) (5¢, 25¢w) (none)	Trail Times Ltd..... R. H. Green, Pres. W. A. Curran, Pub.	W. A. Curran (eep-e-me)	Victor Misutka (ne)..... Douglas Millroy (ep) Nora Piper (we)	W. A. Curran (gm)..... D. K. Smith (bm)	E. Mugliston (ad-mga-ram-cam)	E. Mugliston (apm) W. M. Lobb (ms)
VANCOUVER..... 344,833 361,952 ('56 Cen.) 498,348-ABC-CZ	Vancouver Herald (m) 33,413 .17	Flat	(I) (AP, CanP) (5¢, $1.25mo) (Thomson Newspapers) (Toronto) Robert Giddens (London)	Vancouver Herald ..... Gerald M. Brown, Pub.	D. Finlay (ms) ..... T. Hazlitt (ce)	Roland Wild (e)..... Keith Matthews (sp) M. E. Francis (we)	B. J. Wood (gm)..... Ray Forrest (cm)	R. A. Hedley (ad)..... W. D. Stokvis (am)	T. Thornley (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City / 1951 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics / Services / Representative Key—Page 27	Publishing Co. / President / Publisher	Editor Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mech. Supt.
VANCOUVER—Continued	Province, 198 W. Hastings St., Zone 3, Tel.: PAcific 4211 (e) 120,414	.40	Flat	(I) (AP, CanP, CDN, INS, SC, RN) (7¢ d, 14¢Sat., $1.50 mo) (Cresmer & Woodward, Inc. (U.S.) The Southam Newspapers, Adv. Service Dept. (Canada)	Southam Co., Ltd., Toronto, Ont. P. S. Fisher, Pres. A. W. Moscarella, Pub.	Ross Munro (e) William Forst (me) Bruce Larsen (ce)	Stanley Sutherland (ne) M. J. Moore (Su) Alf. Cottrell (sp) Miss Pat Wallace (we)	John H. Harris (bm) G. E. Medlin (cm)	B. M. Carter (ad) M. S. James (mga) Frank McGirr (ram) Robert Watson (cam)	D. Diespecker (pm-apm) D. E. Fergusson (ms)
	Sun, 500 Beatty St., Zone 3, Tel.: TAtlow 1141 (e) 191,031	.55	Flat	(I-L) (CanP, BUP: AP, UP) (J) (7¢, 14¢Sat. $1.50mo) (Henry De Clerque, Inc. (U.S.), R. C. Boyd (Toronto), M. Benison (Montreal)	Sun Pub. Co., Ltd. D. C. Cromie, Pres.-Pub. S. P. Cromie, Asst. Pub.	Cliff MacKay (eep) H. L. Straight (me) Earl Smith (ce)	D. Driver (ne) E. Swangard (sp) Mrs. Thelma Root (we)	C. F. Bailey (bm) H. F. Gates (cm)	J. M. Lecky (ad) J. Toogood (mga) G. Crossley (ram) H. E. Richardson (cam)	A. McLellan (pm) W. Hughan (ms)
VICTORIA 51,331 51,060 ('56 Cen.) 62,938-ABC-CZ	Colonist, 2631 Douglas St., Tel.: Colonist, 3-4111; Times, 2-3131; Victoria Press Limited, 2-7211 (m ex Mon.) 28,759			(C) (NANA, CanP, BUP) (J) (10¢, 14¢S, $1.50mo-city, $1.50 mo-country)	Victoria Press Ltd. G. M. Bell, Prs., Stuart Keate, Vice-Pres. and Pub.-Times Seth R. Halton, Pub.-C	S. Graves (eep-e) John Shaw (ce) F. C. Barnes (me)	W. T. Galt (ne) J. Tang (sp) Mrs. D. Wrotnowski (we)	J. C. Melville (com) S. Kidd (cir. dir.)	H. L. Alexander (ad. dir.) E. Sidaway (cam) Wm. Erb (ram)	Frank Mack (prod. mgr.)
	Times (e) 22,233 Combined edition (me) 50,992	.29	Flat	(I-L) (AP, BUP, CanP RN) (J) (10¢, 14¢ Sat., $1.50mo-city, $1.50mo-country) (Cresmer & Woodward, Canadian Division-U.S.) (W. H. Austin & Co-Canada)		Bruce Hutchison (e) Brian Tobin (eep) Leslie Fox (me) Lloyd Baker (ce)	E. McLean (ne) Audrey D. Johnson (Su) D. Boyd (sp) Bessie Forbes (we)			
	Colonist (S) 32,658 Evening & Sunday (eS) 54,891	.30	Flat							

NOTE: The Daily Colonist and the Victoria Daily Times are editorially separate, operating with business, advertising, circulation and mechanical departments under a joint publishing company known as Victoria Press Limited with G. M. Bell, President; Stuart Keate, Vice President; J. C. Melville, Financial Comptroller; H. L. Alexander, Advertising Director; S. Kidd, Circulation Director.

MANITOBA

City / 1951 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics / Services / Representative Key—Page 27	Publishing Co. / President / Publisher	Editor Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mech. Supt.
BRANDON 20,598 24,579 ('56 Cen.) 20,598-ABC-CZ	Sun, Tel.: 5351 (e) 9,126	.09	Flat	(I) (CanP) (J) (7¢, 35¢ w) (Henry De Clerque, Inc. (U.S.), A. H. Halladay (Canada)	The Sun Pub. Co., Ltd. E. H. Whitehead, Pres. E. C. Whitehead, Pub.	L. D. Whitehead (e) H. L. Crawford (me)	James Reid (ne) E. Donnelly (we)	G. Keith Lewis (gm) W. G. Ames (cm)	L. V. Smith (ad) John T. Howard (mga-ram)	J. S. Ellison (ms)
PORTAGE LA PRAIRIE 6,511 10,374 ('56 Cen.) 6,511-ABC-CZ	Graphic (e) 2,121	.06	Flat	(I) (CanP) (5¢, 20¢w, 72¢mo)(W. T. Snelling)	Vopni Press, Ltd. W. H. Vopni, Pres.-Pub.	W. H. Vopni (eep-e)	O. A. Cross (ne)		Ian A. McKenzie (ad)	
WINNIPEG 235,710 256,683 ('56 Cen.) 256,813-ABC-CZ	Free Press, Carlton St., Tel.: 93-9331 (e) 115,365	.30	Flat	(I-L) (CanP, NYHT) (5¢, 10¢Sat. 30¢w) (Henry DeClerque, Inc. (U.S.) Wm. Houston (Canada)	Winnipeg Free Press Co., Ltd. Victor Sifton, Pres.-Pub. R. S. Malone, Vice-Pres.	Thomas Kent (eep-e) Wm. Metcalfe (me) Albert Boothe (ce)	John Gordon (ne) Maurice Smith (sp) Mrs. Pearl L'Ami (we)	Wm. Lord (gm) J. D. Cameron (cm-city) J. Trifunov (cm-ctry)	W. R. MacMorran (ad-mga-ram-cam)	J.D. Cameron (pm) J. R. Owen (ms)
	Tribune, 257 Smith St., Zone 9, Tel.: 92-8101 (e) 71,491	.22	Flat	(I) (CanP, RN, SC, NANA) (5¢, 10¢Sat., 30¢w) (Cresmer & Woodward, Inc. (U. S.) The Southam Newspapers, Adv. Service Dept. (Canada)	The Southam Co., Ltd. (Winnipeg Tribune Div.) Fred S. Auger, Pub.	G. Carlyle Allison (eep-ed. in chief) Eric Wells (me) Val Werier (ce)	Charles MacFarlane (ne) J. Meek (sp) Margaret Laidlaw Hood (we)	S. Sigesmund (cm) A. G. Mahon (com)	C. B. Hinman (ad) J. Cunningham (cam) H. M. Lewis (mga)	Kevin Miller (pm) James Birkett (ms) C. Anning (prod. Mgr.)

NEW BRUNSWICK

City / 1951 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics / Services / Representative Key—Page 27	Publishing Co. / President / Publisher	Editor Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mech. Supt.
FREDERICTON 16,000 18,037 ('56 Cen.) 27,000-ABC-CZ	Gleaner (e) 12,060†	.10	Flat	(I) (AP, RN, CanP) (5¢, 30¢w)	Gleaner, Ltd. B. J. F. Winslow, Pres. J. M. S. Wardell (Man. Dir. & Pub.)	J. M. S. Wardell (e) C. L. Woods (me) H. Wood (epe)	C. L. Woods (ne) D. J. Riley (sp) Jayne Ellen (we)	H. Glew (bm) W. Allen (cm)	J. H. Albert (ad) E. Wilcox (cam)	O. Sanborn (ms)
	†Mar. 31, 1956									
MONCTON 27,334 35,566 ('56 Cen.) 41,895-ABC-CZ	L'Evangeline (French), Tel.: 4-9136 (m) 7,203	.09	.07	(I) (CP, AP) (J) (5¢, 25¢w, 60¢mo) (Vern B. Moore)	L'Imprimerie Acadienne, Lt'ee Adeland Savoie, Pres. Emery LeBlanc, Pub.	Emery LeBlanc (eep-e-me)	Jean Hubert (ne) Gaston Pepin (sp)	Rodolphe LeBlanc (gm-bm) Euclide Daigle (cm)	Emery LeBlanc (ad-mga) Jos. Gould (ram) Yvoiv Goguen (mga-cam)	Emery LeBlanc (pm-apm) Desire LeBlanc (ms)
	Times, Main St., Tel.: EV 4-3354 (m) 10,891 Transcript (e) 11,967 Combined daily (me) 22,858	.14	.12	(I-L) (BUP, CanP) (*Sat.) (J) (5¢, 10¢ Sat., 35¢w) (E. P. Finlay)	Moncton Pub. Co., Ltd. J. K. Grainger, Pres. Pub.	F. Robb (eep) A. J. Hicks (e) Ed. W. Larracey (me) A. MacDonald (ce)	Dave McKay (ne) E. St. Pierre (sp) Jean Cook (we)	B. W. Isaer (gm) H. Crawford (bm) L. Dorman (cm)	B. J. Parsons (ad-ram) Miss F. MacWilliam (mga) R. MacCullum (cam)	B. J. Parsons (pm-apm) C. G. Wilson (ms)
SAINT JOHN-LANCASTER 50,779 (SJ) 51,883 (SJ '56 Cen.) 12,320 (L)* 97,680-ABC-CZ	Telegraph-Journal, 23 Canterbury St., Tel.: OX 3-2414 (m) 25,302			(I) (CanP) (5¢, 10¢ T-J, 10¢Sat. T-G 35¢w) (Cresmer & Woodward Inc.)	New Brunswick Pub. Co., Ltd. T. F. Drummie, Pres-Pub.	Stuart Trueman (eep-e Ralph Costello (me)	D. J. Merzetti (sp) Mrs. F. G. Sancton (we)	L. W. Bewick (bm) A. R. Marr (cm)	P. H. Butler (ad) T. Crowther (am)	H. J. Whyte (ms)
	Times-Globe (e) 20,536 Combined Daily (me) 45,838	.24	.20							
	*Fairville, Beaconsville & Milford incorporated as city of Lancaster since 1951 census.									

NEWFOUNDLAND

City / 1951 Population / ABC City Zone Population	Name of Newspaper, P. O. Zone / Circulation	General Adv. Rates Max.	General Adv. Rates Min.	Politics / Services / Representative Key—Page 27	Publishing Co. / President / Publisher	Editor Editorial Page Editor / Managing Editor / City Editor	News Editor / Sunday Editor / Sports Editor / Women's Editor	General Manager / Bus. Manager / Circulation Man. / Comptroller	Adv. Director / Man. Gen. Adv. / Retail Adv. Man. / Classified Adv. Man.	Research Director / Promotion Manager / Adv. Prom. Man. / Mech. Supt.
CORNER BROOK [illegible] [illegible] ('56 Cen.) [illegible]-ABC-CZ	Western Star, Brook St., Tel.: 4346-47-48 (e ex Sat.) 5,624	.07	.065	(I) (CanP, TS) (J) (5¢, 40¢w)	Western Ptg. & Pub., Ltd. J. M. Herder, Pres.	E. Finn (eep) W. McKay (me) T. E. Buck (ce)	T. J. Cahill (sp) Mrs. P. Lees (we)	Wallace McKay (gm) Wallace McKay (bm) Scott Simmons (cm)	Wallace McKay (ad) John Adderley (mga-ram) Edna Humber (cam)	John Adderley (pm) B. J. Butler (ms)
	Week end edition (Sat.) 6,564	.07	.065							
ST. JOHN'S [illegible] [illegible] ('56 Cen.) [illegible]-ABC-CZ	Herald, 286 Duckworth St., Tel.: 2901 or 2049 (S) 21,082†	.19	.12	(I) (CT-NYN, INS, TS) (J) (5¢) (Bill Flynn, Toronto) (Browne & Co. (U.S.)	Sunday Herald, Ltd. W. G. Stirling, Pub.		D. Jamieson (ne) G. Stirling (Su) T. Byrne (sp) M. Reid (we)	C. Noseworthy (bm) D. Morris (cm)	H. Sellers (ad-mga)	C. Henderson (pm-apm) H. Moore (ms)
	†Mar. 31, 1956									
	News (m ex Thurs.) 9,064	.075	Flat	(I) (CanP, AP, RN) (W. H. Austin & Co., Toronto)	Robinson & Co., Ltd.	Hon. J. S. Currie (e-me)	D. Siebert (sp)	L. C. Currie (gm-bm) E. Kelly (cm)	A. B. Butt (ad)	A. B. Butt (apm) J. Garland (ms)
	(Thurs.) 9,225*	.075	Flat							
	*Mar. 31, 1956									

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1951 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
ST. JOHN'S —Continued	Telegram, Tel.: 2191 (e) ⓒ 18,585 Saturday edition (Sat.) ⓒ 22,098	.10 .10	Flat Flat	(I-L) (AP, NANA, DNA, RM, CanP) (*Sat.) (5¢, 15¢Sat., 40¢w) (T. G. Vatcher & Co., Ltd.)	Evening Telegram, Ltd. J. M. Herder, Pres.	C. E. A. Jeffery, M. B. E. (eep-e) S. R. Herder (me) S. R. Herder (ce)	S. R. Herder (ne) S. R. Herder (sp) Miss Sylvia Wigh (we)	H. C. Herder (gm) R. F. Martin (bm) H. C. Herder (cm)	H. C. Herder (ad) J. G. Green (mga-ram-cam)	H. C. Herder (pm-apm) H. V. Tuff (ms)

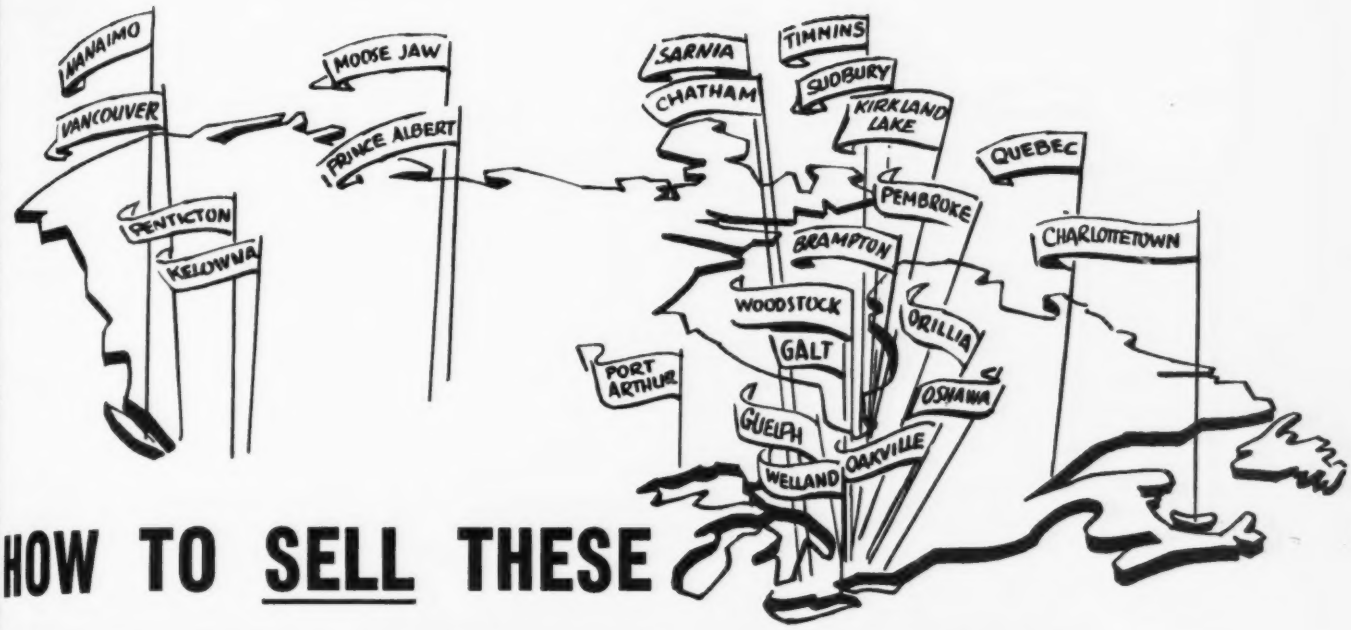
NOVA SCOTIA

City 1951 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
AMHERST 9,870 10,167 ('56 Cen.) 9,870-ABC-CZ	News (m) ⓒ 3,804	.07	Flat	(P-C) (CanP) (J) (5¢, 30¢w) (T. G. Vatcher & Co., Ltd.)	News-Sentinel Ltd. P. C. Black, Pres.-Pub.	N. S. Sanford (eep) R. W. Andres (e-me) Alton Georgeson (ce)	R. W. Andres (ne) Alton Georgeson (sp) Miss A. E. Crease (we)	R. W. Andres (gm) Miss M. Melanson (bm) Mrs. Inez McPherson (cm)	Miss M. Melanson (mga) Fred Craft (ram)	
HALIFAX 85,589 90,871 ('56 Cen.) 125,989-ABC-CZ	Chronicle-Herald (m) ⓒ 63,479 Mail-Star (e) ⓒ 42,324 Combined daily (me) ⓒ 105,803	.... .34	.... Flat	(I) (CanP, BUP) (5¢, 35¢w, $1.50mo) (E. A. Williams (Can.) (Ward-Griffith Co., Inc.) (U.S.)	The Halifax Herald, Ltd. G. McL. Daley, Pres. G. W. Dennis, Pub. R. J. Rankin, V.P.-Public Relations	A. Nickerson (eep-MS) Eric R. Dennis (e) F. W. Doyle (me) W. J. McCall (ce-MS) Joseph D. Upino (ce-CB)	J. Gowen (ne-CB) C. McElhiney (ne-MS) W. J. Foley (sp-CB-MS) Miss F. Harris (we)	G. W. Dennis (gm) D. A. Morrison (com) I. B. MacCallum (cm)	Martin Livingston (ad) W. L. Brown (ram) A. L. Redden (mga) V. R. Gormley (cam)	P. Doherty (ms)
NEW GLASGOW 9,933 9,850 ('56 Cen.) 22,898-ABC-CZ	News (e) ⓒ 8,240	.09	.07	(P-C) (AP, CanP) (5¢, 30¢w) (E. P. Finlay & Co.)	Scotia Printers, Ltd. J. R. H. Sutherland, Pres.-Pub.	J. R. H. Sutherland (eep-me) P. M. MacKenzie (ce)	Wilkie Taylor (ne) R. Fraser (sp)	J. W. H. Sutherland (bm) James Tibbetts (cm)	J. W. H. Sutherland (ad-mga-ram)	J. W. H. Sutherland (pm-apm) F. S. Moore (ms)
SYDNEY 31,317 31,736 ('56 Cen.) 36,587-ABC-CZ	Cape Breton Post (e) ⓒ 27,088	.16	.15	(I) (CanP) (5¢, 10¢Sat., 35¢w, $1.25mo) (E. P. Finlay Ltd.)	Post Pub. Co. Ltd. Mrs. C. P. Duchemin, Pres. Roy D. Duchemin, Pub.	Roy D. Duchemin (me) Don MacKenzie (ce)	T. L. Guy (ne) Aubrey Keizer (sp) Dorothy MacKenzie (we)	Roy D. Duchemin (gm) Clifford LeCouteur (bm) Ralph Beatty (cm)	Harold Shetler (ad) R. C. Duchemin (mga) Wm. Moore (asst. ad) Walter Hemphill (cam)	
TRURO 10,756 12,032 ('56 Cen.) 12,971-ABC-CZ	News (e) ⓒ 3,433	.04	Flat	(I) (CanP, TS) (5¢, 25¢w) (none)	News Pub. Co., Ltd. J. M. Murphy, Pres.-Pub.	J. M. Murphy (eep-e-me) Archie MacNeil (ce)	Archie MacNeil (ne-sp)	J. M. Murphy (gm-bm) R. Peppard (cm)	W. B. Foster (mga-ram-cam)	J. M. Murphy (pm) W. B. Foster (apm)

ONTARIO

City 1951 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	 Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
BELLEVILLE 19,519 20,469 ('56 Cen.) 22,276-ABC-CZ	Ontario-Intelligencer (e) ⓒ 10,774	.08	Flat	(I) (AP, TS, INS, CanP) (J) (5¢, 25¢w) (none)	Ontario Intelligencer, Ltd. W. H. Morton, Pres.-Pub.	R. Payne (eep) G. A. Morton (me) C. D. Tice (ce)	G. H. Carver (sp) Mrs. A. Henderson (we)	W. H. Morton (gm) D. McFadden (cm)	Fred H. Barton (mga) Sally Mastenbrook (cam)	Fred H. Barton (apm) Chas. Harwick (ms)
BRANTFORD 36,727 51,557 ('56 Cen.) 45,737-ABC-CZ 50,965-ABC Par. 28	Expositor, 51 Dalhousie St., Tel.: 3-3131 (e) ⓒ 20,574	.11	Flat	(I) (CanP) (5¢, 30¢w) (none)	Preston & Sons, Ltd. Mrs. W. B. Preston, Pres. John C. Preston, Pub.	C. F. Sanders (eep) P. M. Preston (me) G. Ronald (ce)	E. Beare (sp) W. Harding (we)	John C. Preston (gm) F. W. Pollard (bm) S. J. Nasvadi (cm)	J. H. Johnson (ad-mga-ram-cam)	J. H. Johnson (pm-apm) J. Mars (ms)
BROCKVILLE 12,301 13,656 ('56 Cen.) 12,301-ABC-CZ	Recorder & Times, 23 King St. W., Tel.: Diamond 2-4442 (e) ⓒ 7,818	.075	Flat	(I-L) (CanP) (J) (7¢, 30¢w) (T. G. Vatcher & Co., Toronto)	The Recorder Ptg. Co. Ltd. F. B. Maclean, Pres. Mrs. F. B. Maclean, Pub.	F. B. Maclean (eep-e) A. C. Runciman (me)	Gerry Mulligan (sp) Miss J. E. MacDowell (we)	A. C. Moore (bm) G. E. Welch (cm)	A. C. Moore (ad) C. S. Paterson (mga-ram-cam)	C. S. Paterson (pm-apm) E. L. Hill (ms)
CHATHAM 21,218 22,158 ('56 Cen.) 21,218-ABC-CZ	News, 45 Fourth St., Tel.: EL 4-2000 (e) ⓒ 14,119	.10	Flat	(I) (AP, CanP, RN, TS) (5¢, 30¢w) (Thomson Newspapers (Can.)	Thomson Co., Ltd. K. R. Thomson, Pres.	Victor Lauriston (eep) Ted Aitken (e) Ray Munro (me)	Jack Alpaugh (sp) Mrs. Mary McCoig (we)	Keith Stewart (gm) J. R. MacDonald (cm)	Jack Ralston (mga-ram-cam)	Keith Stewart (pm) Jack Ralston (apm) Ralph Edwards (ms)
CORNWALL 16,899 17,953 ('56 Cen.) 34,086-ABC-CZ	Standard-Freeholder, 44 Pitt St., Tel.: 1700 (e) ⓒ 13,563	.10	Flat	(I) (AP, CanP) (J) (5¢, 30¢w) (T. G. Vatcher & Co., Ltd.)	The Standard-Freeholder, Ltd. G. D. Fleming, Pres. J. B. McKay, Pub.	J. B. McKay (eep-e) A. E. Gratton (me-ce)	A. E. Gratton (ne) Mrs. B. Bunge (we)	P. S. Robertson (gm-bm) G. S. Crossman (cm)	C. J. Leroux (mga-ram)	
FORT WILLIAM 34,947 39,019 ('56 Cen.) 34,947-ABC-CZ	Times-Journal, N. May St., Tel.: 3-7473 (e) ⓒ 14,351	.09	Flat	(I) (CanP, TS) (J) (5¢, 10¢Sat., 35¢w) (none)	Times-Journal of Ft. William Ltd. F. Murphy, Pres. D. Smith, Pub.	W. H. Goodman (eep-me) L. C. Wheatley (ce)		D. Smith (gm) W. D. Smith (bm) F. Jowitt (cm)	G. A. Johnston (adv. dir.) Miss E. Thompson (cam)	
GALT 19,207 23,615 ('56 Cen.) 26,826-ABC-CZ	Reporter, 26 Ainslie St. S., Tel.: 2430 (e) ⓒ 11,202	.09	Flat	(I) (AP, CanP, TS) (6¢, 35¢w, $1.50mo) (Thomson Newspapers (Can.)	Thomson Co., Ltd. K. R. Thomson, Pres. Allan Holmes, Pub.	Allan Holmes (eep) A. F. Herbert (e-me) N. K. Knechtel (ce)	N. Knechtel (ne) George Hogan (sp) R. Crossey (we)	J. M. Bowers (gm) Lorne Johannes (cm) F. C. Miles (bm)	L. B. Leith (mga-ram-cam)	J. T. Hogan (ms)
GUELPH 27,386 33,622 ('56 Cen.) 32,357-ABC-CZ	Mercury, 8-10 Macdonnell St., Tel.: TA 2-4310 (e) ⓒ 11,905	.10	Flat	(I) (CanP, TS) (6¢) (Thomson Co. Ltd. (Can.)	Thomson Co., Ltd. Ken R. Thomson, Pres.	J. F. Collins (e) V. McIlwraith (ce)	Russ Stewart (ne) Hugh Bowman (sp) Lin Clark (we)	R. L. Hamill (gm) Douglas Pike (cm)	A. S. Topp (ad-ram)	R. L. Hamill (pm) Harold Belle (ms)
HAMILTON 208,321 237,749 ('56 Cen.) 250,570-ABC-CZ	Spectator, Tel.: JA 2-6821 (e) ⓒ 93,837	.26	Flat	(I) (AP, BUP, CanP, SC, RN, NANA, INS) (5¢, 30¢w) (Southam Newspapers Adv. Service Dept. (Can.), Creamer & Woodward (U. S.)	Southam Co., Ltd. Philip S. Fisher, Pres. Thomas E. Nichols, Pub.	John Perkin (eep) J. G. O'Neil (e) F. J. Keen (ce)	J. Ivan Miller (sp) Mrs. Jas. Mortimer (we)	A. G. Muir (gm) Roy Middleton (cm)	John Muir (ad) H. O. Thomasson (mga) Hugh Kay (ram) J. H. Gilden (cam)	H. J. Gildea (pm) J. M. Waite (ms)
KINGSTON 33,450 47,989 ('56 Cen.) 46,002-ABC-CZ	Whig-Standard, 306 King St., Tel.: 4401 (e) ⓒ 20,201	.11	Flat	(I-L) (CanP, NYHT) (*Sat.) (5¢, 10¢Sat., 35¢w) (none)	The Kingston Whig-Standard Co., Ltd. Hon. W. Rupert Davies, Pres. Arthur L. Davies, Pub.	Arnold Edinborough (e) R. D. Owen (me) C. A. Devlin (ce)	M. J. Rodden (sp) Jean Edwards (we)	Arthur L. Davies (gm) Stuart Crawford (cm)	W. J. Coyle (ad) Fred Madden (ram)	
KIRKLAND LAKE 18,392 16,606-ABC-CZ 19,600 Loc. Est.	Northern News (e) ⓒ 6,010	.07	Flat	(I) (CanP, TS) (*Sat.) (5¢, 35¢w) (Thomson Newspapers (Can.) (Ralph R. Mulligan (U.S.)	Northern News, Ltd. Roy H. Thomson, Pres.	Margaret Alderson (eep-me-ce)	Mrs. J. Green (we)	N. D. Hamilton (gm) Miss S. Legault (bm) C. L. Butler (cm)	A. M. Douglas (ad-mga-ram) M. Gosnel (cam)	C. L. Butler (pm) A. M. Douglas (apm) W. Lamb (ms)
KITCHENER-WATERLOO 44,867—Kitchener 11,991—Waterloo 57,995-ABC-CZ 74,026-ABC Par. 28 59,209—Kitchener ('56 Cen.) 16,273—Waterloo ('56 Cen.)	Record, 30 Queen St. N., Tel.: SH 5-5651 (e) ⓒ 32,116	.15	Flat	(I) (CanP) (5¢, 30¢w, $1.25mo) (none)	News Record Ltd. John E. Motz Pres.-Pub.	H. J. Helm (eep) John E. Motz (e) C. B. Schmidt (me)	L. W. Taylor (sp) Frances Denney (we)	E. B. Gardner (gm) J. E. Fehrenbach (cm)	J. C. Anderson (ad) Margaret Morrison (cam)	J. E. Fehrenbach (pm) W. J. Besserer (ms)
LINDSAY 9,603 10,035 ('56 Cen.) 9,603-ABC-CZ	Post (e) ⓒ 2,309	.04†	.035†	(BUP) (J)	G. H. & R. P. Wilson, Co-Pubs.					

†.06 and .055 in combination with weekly Post (Thur.), circulation ⓒ 2,402.



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PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1951 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Mgr.	Research Director Promotion Manager Adv. Prom. Mgr. Mech. Supt.
LONDON 95,343 100,634 ('56 Cen.) 122,240-ABC-CZ	Free Press, Tel.: 4-2121 (m) 60,217 Free Press (e) 38,924 Combined daily (me) 99,141 .305 Flat		(I) (CanP, RN, AP) (INS) (5¢, 10¢Sat., 35¢w) (none)	London Free Press Ptg. Co., Ltd. W. J. Blackburn, Pres.-Pub. Miss Nora Foulds, Treas.	A. R. Ford (VP-e) Wm. Robinson (ce)	John Gore (ne-day) Gerald Newton (ne-nt) Jack Park (sp) Marion Roe (we)	W. G. Trestain (gm) J. M. Hutchison (cm)	C. G. Fenn (mga) Wm. Parkinson (ram) Wm. White (cam)	J. C. Burns (pm) M. T. Parkinson (ms) H. L. Moss (press supt.)
NIAGARA FALLS 22,874 23,442 ('56 Cen.) 35,197-ABC-CZ	Review, Tel.: EL 8-5711 (e) 13,781 .08 Flat		(I) (AP, CanP) (J) (5¢, 30¢w, $1.25mo) (T. G. Vatcher & Son)	F. H. Leslie, Ltd. F. H. Leslie, Pres.-Pub.	W. R. Leslie (e) Miss Winnifred M. Stokes (me)	Doug Austin (sp) R. Lindsay (we)	W. B. Leslie (gm) L. B. Lundy (cm)	Wm. A. Sootheran (ad)	
NORTH BAY 17,994 20,400 ('56 Cen.) 24,448-ABC-CZ	Nugget, 259 Worthington St. W., Tel.: 5000 (e) 13,332 .10 Flat		(I) (CanP) SC) (J) (7¢, 35¢w) (Southam Newspapers) (Cresmer & Woodward)	North Bay Pub. Co. Ltd. Philip Fisher, Pres. J. F. Grainger, Pub.	C. M. Fellman (eep-e-me) J. B. Jessup (ce)	J. B. Jessup (ne) R. Ethier (sp) Lorraine McGowan (we)	J. F. Grainger (gm) Wm. Sullivan (cm)	Ross Blakely (ad-mga-ram) L. J. Stone (cam)	J. F. Grainger (pm) R. Blakely (apm) J. A. Beatty (ms)
ORILLIA 12,085 14,107 ('56 Cen.) 12,360-ABC-CZ	Packet and Times, 35 Peter St. S., Tel.: FAirview 4-3551 (e) 4,269 .06 Flat		(I) (CanP, TS) (5¢, 25¢w) (Ralph R. Mulligan (U.S.)	Thomson Co., Ltd. K. R. Thomson, Pres.	A. F. Tissington, (e-me-ce)	J. C. Peters (ne) J. Jursa (sp) Mrs. B. Teufel (we)	J. B. Lamb (gm) C. E. Wadge (bm) W. Farrell (cm)	C. Frawley (ad) Mrs. W. Farrel (cam)	D. Ridgeway (ms)
OSHAWA-WHITBY 41,545—Oshawa 7,267—Whitby 1956 Cen.: Oshawa - 50,136; Whitby-9,928. 50,842-ABC-CZ	Times-Gazette, 57 Simcoe St. S., Tel.: RA 3-3474 (e) 13,744 .10 Flat		(I) (CanP) (J) (5¢, 30¢w, $15.00 yearly) (Thomson Dailies (Can.).	Times-Gazette Pubs., Ltd. T. L. Wilson, Pub.	M. M. Hood (eep) F. Lindsay (ce)	J. Gearin (ne) G. H. Campbell (sp) Mrs. J. A. Aldwincle (we)	T. L. Wilson (mga) R. Malcomson (bm) Robt. Wilson (cm)	T. L. Wilson (mga) George Wilson (ram)	
OTTAWA 202,045 215,113 ('56 Cen.) 281,908-ABC-CZ	Citizen, 136 Sparks St., Zone 4, Tel.: CEntral 2-2441 (e) 56,111 .20 Flat		(I-L) (AP, CanP, INS, SC,) (5¢, 10¢Sat., 35¢w, $1.55mo.) (The Southam Newspapers Adv. Service Dept. (Can.), Cresmer & Woodward (U.S.)	The Southam Co., Ltd. Ottawa Citizen Div. P. S. Fisher, Pres. R. W. Southam (pub)	Frank Swanson (eep) Marshall Yarrow (me) W. P. Mills (ce)	E. C. Marsh (ne) Jack Koffman (sp) Mrs. Mollie Deprose (we)	David I. Ker (exec. asst. to pub.) James Small (bm) Leo McCaffrey (cm)	Leonard W. Gates (ad) Fred C. Brede (mga) James H. Hillock (ram) V. M. Young (cam)	N. G. Guthrie (pm) Leonard W. Gates (apm) E. Robertson (comp. supt.) Edgar Leigh (prod. mgr)
	Le Droit (French), 375 Rideau St., Zone 2, Tel.: CE 6-7431 (e) 27,935 .13 Flat		(I) (AP, through CP, CanP, RN, through CP) Can. Catholic Conf. (CCC) (France Presse) (J) (5¢, 10¢ Sat. 30¢w, $1.30 mo) (Own Office (Toronto), Shannon & Associates, Inc. (U.S.)	Le Syndicat d'Oeuvres Sociales, Ltee. J. A. Gratton, Pub.	C. L'Heureux (eep) Chas Bruyere (me) L. Guibord (ne) Jean Taillefer (ce)	Gerard Bernier (Su) Marcel Fortin and Robert Labelle (sp) Agathe Legault and Denyse Couture (we)	J. A. Gratton (gm-bm) Guy Angers (cm)	H. Edmond Lemieux (ad-mga) H. Tasse (ram) Gerard Lizotte (cam)	Aurele Breton (ms)
	Journal, 237 Queen St., Tel.: CE 2-5321 (e) 62,899 .20 Flat		(I-C) (CanP, AP, BUP, RN) (5¢, 10¢, Sat., 35¢w) E. A. Williams (Can.), Ward-Griffith Co., Inc. (U. S.)	The Journal Pub. Co. of Ottawa, Ltd. E. Norman Smith, Pres.-Pub. M. Gratlan O'Leary, V.P.-Assoc. Ed.	V. M. Kipp (eep) E. Norman Smith (e) T. G. Lowrey (me) A. Macdonald (ce)	J. F. Williams (ne) W. G. Westwick (sp) Jean Southworth (we)	L. A. Lalonde (bm-com) Henry Harvey (cm)	T. H. Johnstone (ad) A. P. Werthner (mga) H. Creighton (ram) A. Beesley (cam)	E. Gurman (ms)
OWEN SOUND 16,423 16,741 ('56 Cen.) 16,423-ABC-CZ	Sun-Times, 290 9th St. E., Tel.: 2400 (e) 12,241 .08 Flat		(I) (CanP) (J) (5¢, 30¢w) (T. Vatcher & Co., Ltd.)	Fleming Pub. Co., Ltd. Donald T. Fleming, Pres.	T. Arthur Davidson (e) Wm. Dane (ce)	Eric Wesselby (sp) Mrs. S. H. Pea e (we)	C. J. McTavish (gm) Donald T. Fleming (cm)	Frank G. Mullin (ad) Mrs. Addie Cant (cam)	George Mead (ms)
PETERBOROUGH 38,272 42,228 ('56 Cen.) 39,352-ABC-CZ	Examiner, 400 Water St., Tel.: RIverside 5-4641 (e) 18,340 .12 .10 Flat		(I) (AP, CanP, TS) (5¢ 10¢Sat., 35¢w) (none)	Peterborough Examiner Co., Ltd. H. L. Garner (gm)	Robertson Davies (eep) G. W. Craw (me) Robert Hatton (ce)	Cecil Perdue (sp) Margaret Lancaster (we)	H. L. Garner (gm) W. J. Garner (asst. mga) E. D. Pogue (cm)	W. J. Garner (ad-cam) R. J. Garner (ram)	J. H. McCauley (ms)
PORT ARTHUR 31,161 37,592 ('56 Cen.) 31,161-ABC-CZ	News-Chronicle, 177 Arthur St., Tel.: 4-3535 (e) 13,003 .09 Flat		(I) (CanP) (J) (*) (5¢, 10¢Sat., 30¢w) The Thomson Dailies (Canada)	The News-Chronicle C. B. Binder, Pub.	O. F. Young (eep) Jack Hughes (ce)	Jack Hughes (ne) Dick Elliott (sp) Joan Murie (we)	C. B. Binder (gm) A. Smith (cm)	Jack Muir (mga) Helen Jason (cam)	C. B. Binder (pm) Edwin Greaves (ms)
PORT HOPE 6,548 7,465 ('56 Cen.) 6,548-ABC-CZ	Guide (e) 2,215† .05 Flat †Mar. 31, 1956.		(I) (BUP) (J) (5¢, 20¢ w, $7.50 year) (none)	George Wilson & Son Printer & Pub R. C. Wilson, Pub.	Mrs. R. C. Wilson (me)	Mrs. R. C. Wilson (ne)	R. C. Wilson (gm) Hope Campin	Frank Siegner (ram)	
ST. CATHARINES 37,984 39,415 ('56 Cen.) 37,984-ABC-CZ	Standard, 17-21 Queen St., Tel.: MUtual 5-6511 (e) 24,469 .10 Flat		(I) (CanP J BUP) (J) (5¢, 30¢w, $1.30 mo) (none)	The St. Catharines Standard, Ltd. Harriet L. Burgoyne, Pres. W. B. C. Burgoyne, Pub.	F. H. Whitelock (eep-e) L. N. Smith (me) John Arnett (ce)	D. D. Smith (ne) Jack Gatecliffe (sp) Mrs. E. Marjorie MacKay (we)	W. B. C. Burgoyne (gm-bm) H. H. Turnbull (cm) E. C. Cobley (com)	J. Ross Bates (ad-mga) G. H. McFarlane (ram)	J. Ross Bates (pm-apm) W. Hogben (ms)
ST. THOMAS 18,173 18,993 ('56 Cen.) 19,822-ABC-CZ	Times-Journal (e Sat. to Thurs.) 10,547 .09 Flat Friday edition (e) 11,914 .09 Flat		(I) (AP, CanP, RN) (5¢, 30¢w, $1.25 mo) Edwards & Co., Ltd.	Times Journal of St. Thomas Ltd. Geo. M. Dingman, Pres.-Pub.	Herbert Ramsay (eep) T. Keith (editor-in-chief) Hugh Agnew (me)	N. D. Whitmore (ne) Tom Somes (sp) Mrs. Jo. Carson (we)	G. M. Dingman (gm) D. G. Agnew (bm) W. J. Stewart (cm)	Eugene P. Ray (ad) Al Bridgman (ram) Mrs. O. West (cam)	Eugene P. Ray (pm-apm) Geo. M. Dingman (ms)
SARNIA 34,697 43,132 ('56 Cen.) 45,539-ABC-CZ	Sarnia Observer, 241 Front North, Tel.: DI 4-3641 (e) 14,750 .11 Flat		(I) (CanP, TS) (5¢, 30¢ w) (Thomson Newspapers) (Can.)	Thomson Co., Ltd. R. H. Thomson, Pres. Brian G. Shellon, Pub.	H. G. MacLean (e) G. Lane (ce)	O. N. Wilson (ne) F. Wheeler (sp) Mrs. Marcella Brown (we)	B. G. Shellon (gm) W. Christie (bm) T. Vervoorn (cm)	W. Anderson (mga-ram) Mrs. G. Gunn (cam)	W. Anderson (pm) G. Morden (ms)
SAULT STE MARIE 32,325 37,073 ('56 Cen.) 32,452-ABC-CZ	Star, Tel.: AI 3111 (e) 14,168 .10 Flat		(I) (CanP, TS) (J) (5¢, 30¢w) (E. P. Finlay & Co.)	The Sault Star Ltd. Robert L. Curran, Pres.-Pub.	K. J. Brown (ce) John A. Curran (me) Paul Le Butt (eep)	Paul Patton (sp) Mrs. Nan Rajnovich (we)	Robert L. Curran (gm) Wm. Dew (bm) Wayne Oliver (cm)	D. M. Cohen (mga) A. McCarnen (ram)	C. H. Goodship (ms)
STRATFORD 18,785 19,802 ('56 Cen.) 18,785-ABC-CZ	Beacon-Herald, Ontario St., Tel.: 1000 (e) 9,490 .09 Flat		(I) (CanP) (J) (5¢, 30¢ w) (none)	The Beacon-Herald of Stratford, Ltd. Chas. D. Dingman, Pres.-Pub. James Johnston, Assist. to Pres.	R. C. Keane (eep) Chas. D. Dingman (e) Don Beeney (ce)	T. J. Dolan (ne) L. W. Appel (sp) Miss Ann McCormack (we)	Chas. D. Dingman (gm) A. E. O'Loughlin (bm) W. L. Matthews (cm)	Richard C. Stubbs (ad-mga-ram-cam)	Richard C. Stubbs (apm) M. A. Robinson (ms) James Johnston (pm)
SUDBURY 42,410 46,025 ('56 Cen.) 51,872-ABC-CZ	Star, 26 Elm St. W., Tel.: OSborne 5-8355 (e) 26,915 .16 Flat		(I) (CanP) (7¢, 35¢w*) (Thomson Newspapers)	Thomson Co., Ltd. J. R. Meakes, Pub.	R. Pitt (eep) George Grace (me)	J. Marshall (ne) D. MacIntosh (sp) Betty Meakes (we)	J. R. Meakes (gm-bm) J. P. Kirwan (cm)	J. R. Meakes (ad) R. W. Pearson (mga-ram) Mrs. C. Carmen (cam)	J. R. Meakes (pm-apm) W. J. Meakes (ms)
TIMMINS 27,743 31,143-ABC-CZ	Press (e) 9,671 .09 Flat		(C) (I) (CanP, TS) (7¢, 10¢Sat., 45¢w) (Thomson Dailies (Can.)	The Thomson Co., Ltd. R. H. Thomson, Pres.-Pub.	Gerald H. McPherson (me) T. P. O'Loughlin (ne)	D. R. McLellan (sp) B. Jelbert (we)	H. B. Cowan (gm) W. A. Gawdie (cm)	J. M. Legault (ad) L. DeMarchi (cam)	J. Curtis (ms)
TORONTO 675,754 662,096 ('56 Cen.) 1,108,765-ABC-CZ	Globe & Mail, Tel.: EMpire 8-7851 (m) 253,074 .75 Flat		(I) (CanP, AP, NYT-BUP, DJ) (5¢) N. L. Hodges (Montreal), Shannon & Associates, Inc. (U.S.)	The Globe and Mail, Ltd. H. G. Kimber Pres.-Pub.	Oakley Dalgleish (eep) W. Thos. Munns (me) Robert Turnbull (ce)	F. J. Egan (ne) James Vipond (sp) Mrs. Margaret Cragg (we)	E. B. Richards (bm) C. Wilkinson (cm)	S. T. Bardal (ad) R. W. Campbell (asst. ad) Harry Outhet (cam)	Bruce West (pm) James Harrison (ms)

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1951 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
TORONTO.....—Continued	Star, 80 King St. W., Tel.: EM 3-2211 (e) ABC 400,021 .90 Flat Star Weekly (Sat.) ABC 887,884 3.75 Flat		(I-L)(CanP, BUP, INS, RN, UP, TS, DJ, AP, CDN) (Sat.*) (J) Daily Star (5¢, 30¢ w) Star Weekly (15¢; Ontario & Quebec 10¢) (Ward Griffiths)	The Toronto Star, Ltd.	B. H. Honderich (eep-e) J. V. Kingsbury (me) Borden Spears (ce)	T. G. Lytle (ne)..... George F. Rogers (ed.-mag.sect.) Milton Dunnell (sp) Elizabeth Stapleton (we)	F. L. Tate (bm)..... K. A. McMillan (cm)	W. J. Campbell (ad)..... W. A. Campbell (asst. ad) Walter T. Amos (mga) Martin M. Walker (mga-Star Weekly) G. E. Sutton (ram) W. D. Sutherland (cam)	F. Houston (cl.-apm) W. R. Matteson (Plant Supt.) R. B. Cowan (Prom. Mgr.)
	Telegram, 233 Bay St., Zone 1, Tel.: EM 8-6011 (e) ABC 264,779 .75 Flat		(I) (AP, CanP, UP, NANA, NYHT, RN) (J) (5¢, 10¢Sat., 30¢w) John Weir (Montreal) O'Mara & Ormsbee, Inc. (New York) etc. (U.S.), D. A. Goodall, Ltd., 11A, Curzon St., Park Lane, London W1, England.	Telegram Pub. Co., Ltd. John Bassett, Jr., Pub. and Chairman A. W. J. Buckland, Pres, ed. in chief J. D. MacFarlane, V.P., Exec. Ed. D. S. Perigoe, V.P., Man. Dir.	B. T. Richardson (e) A. L. Cole (ce) E. R. McCall (me)	C. T. Nichols (ne)..... R. W. Hewitson (sp) Miss Helen Allen (we)	R. J. Potts (cm)..... G. V. Ashworth (com-treas.)	J. M. Taylor (ad.mgr).. F. H. Silman (cam) C. J. Funston (ram) John B. Stark (nam)	S. J. A. Mason (pm) Robert Brooke (apm) R. G. Grainger (ms)
WELLAND-PORT COLBORNE.. 15,363—Welland 12,170—Port Colborne 15,935—Welland ('56 Cen.) 13,877—Port Colborne ('56 Cen.) 27,552-ABC-CZ	Tribune, 228 Main St. East, Tel.: REgent 2-2411 (e) ABC 14,443 .10 Flat		(I) (TS, CanP, RN) (6¢, 35¢w) (Thomson Dailies (Can.)	The Thomson Co., Ltd. H. J. Foster, Pub.	T. N. Morrison (me).. Peter Pylypiw (ce)	Louis Chonka (sp) Mrs. J. Pottle (we)	J. P. Dawdy (gm)..... John Swords (cm)	R. B. Renaud (ad)..... Mrs. B. Findlay (cam)	.....
WINDSOR..... 120,049 120,535 ('56 Cen.) 157,672-ABC-CZ	Star, Ferry St., Tel.: CLearwater 6-5511 (e) ABC 76,009 .28 Flat		(I) (AP, RN, TS, CanP, UP) (J) (5¢, 30¢w, $1.30mo) Shannon & Associates, Inc.)	The Star Pub. Co. of Windsor, Ltd Hugh A. Graybiel, Pres. Pub.	John Marshall (eep)... W. L. Clark (e) W. H. Vaughan (me) R. M. Pearson (ce)	Norman Hull (ne)..... Douglas Vaughan (sp) Clarice Tapson (we)	Richard A. Graybiel (gm) E. H. Thistlewaite (bm) C. E. Traunicek, (assoc. bm)	Floyd D. Galbraith (ad) William F. Viveash (mga) Wm. M. Hunter (ram) Frank J. Taggart (cam)	William F. Viveash (pm) Donald R. Bell (ms) Chas. McQueen (Plant Engineer)
WOODSTOCK-INGERSOLL..... 15,544—Woodstock 6,524—Ingersoll 22,068-ABC-CZ 10,238—Woodstock ('56 Cen.) 6,754—Ingersoll ('56 Cen.)	Sentinel-Review (e) ABC 9,159 .09 Flat		(I) (AP, TS, CanP) (5¢, 30¢w) Thomson Newspapers (Can.)	Thomson Co., Ltd..... R. H. Thomson, Pres.-Pub.	A. Burman (eep-e-me) R. McKenzie (ce)	W. Major (ne) ..... D. McConnell (sp) G. McGerrigle (we)	C. O. Pickrem (gm-bm) G. Haight (cm)	Wm. Ross (mga-ram) H. Sibley (cam)	C. O. Pickrem (pm-apm) R. Johnson (ms)

PRINCE EDWARD ISLAND

City 1951 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CHARLOTTETOWN... 15,887 16,446 ('56 Cen.) 15,887-ABC-CZ	Guardian (m) ABC 14,274 .11 Flat		(I) (CanP) (J) (5¢, 30¢w) (The Thomson Co. Ltd., 44 King St. W., Toronto.)	Charlottetown Guardian (Div. The Thomson Co., Ltd.) Ian A. Burnett, Mgr.	Frank Walker (e)	.....	G. M. Burnett (bm)..... T. F. Fitzgerald (cm)	W. R. Burnett (ad).....	.....
	Patriot, 136 Richmond Street, Tel.: 7-306 & 7-307 (e) ABC 5,326 .06 .05		(I-Li) (CanP) (J) (3¢) (none)	Patriot Pub. Co. ..... W. A. Gaudet, Pres.-Pub.	C. J. Lewis (e)..... Pius Callaghan (ce)	William Ledwell (sp).... Marion Macmillan (we)	W. A. Gaudet (gm-bm).... Marion Macmillan (cm)	Marion MacMillan (ad)	.....

QUEBEC

City 1951 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max. Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
CHICOUTIMI..... 23,216 24,379 ('56 Cen.) 29,782-ABC-CZ	Le Progres du Saguenay (French), 316 Labrecque Ave., Tel.: LIberté 3-4474 (e) ABC 4,468† .08 Flat		(I) (CanP, TS) (J) (E. A. Williams, Toronto and Montreal)	L'Imprimerie du Saguenay, Ltée. J. A. Girard, Pres.	Benoit Massicotte (me)	Benoit Massicotte (ne) Gilles Goyette (sp) Raymonde Grenon (we)	Léopold Tremblay (gm) J. M. L'Heureux (cm)	Marcel Séguin (ad)	Victor Leclerc (ms)
	†Mar. 31, 1956.								
GRANBY..... 21,980 26,497 ('56 Cen.) 21,980-ABC-CZ	La Voix de l'Est (French), 136 rue Principale, Tel.: FRontenac 2-5433 (e) ABC 5,134 .08 Flat		(I-L) (CanP*) (J) (5¢ 30¢w) (E. A. Williams (Can.)	La Voix de l'Est Limitée Dr. P. A. Leduc, Pres. Aime Laurion, Pub.	Rolland Gagné (eep)... Noel Menard (ce)	Bernard Brodeur (sp)... M. A. Robadey (we)	Aime Laurion (gm-bm)... Henri Champagne (cm)	Rolland Mallette (ad) ...	Paul Thibodeau (ms)
MONTREAL..... 1,021,520 1,094,448 ('56 Cen.) 1,395,400-ABC-CZ	Le Devoir (French) (m) ABC 24,516† .15 Flat		(I) (CP) (5¢)	L'Imprimerie ..... Populaire Ltée. Gerard Filion, Pres. Gerard Filion, Pub.	Gerald Filion (eep) ... Gerald Filion (me) Marcel Thivierge (ce)	Marcel Thivierge (ne) Xiste Narbonne (sp) Miss Germaine Bernier (we)	Arthur Lefebvre (gm)..... G. Baillargeon (cm) A. Lefebvre (com)	Marcel Payette (ad).....	Paul Cadieux (pm) Paul Vachon (ms)
	†Mar. 31, 1956.								
	Gazette, 1000 St. Antoine St., Zone 3, Tel.: UN 6-3561 (m) ABC 99,100 .28 Flat		(I-C) (AP, CanP, DJ, NYT, RN) (5¢, 30¢ w) (J) (John F. Evans (Toronto), F. A. Smyth (England) Gilman, Nicoll & Ruthman (U. S.)	Gazette Ptg. Co., Ltd. C. H. Peters, Pres. John Bassett, C. of B.	Harry J. Larkin (me) W. Christopherson (ce) E. A. Collard (e)	Alan Randal (ne)..... Dink Carroll (sp) Miss E. J. Gordon (Su) Miss Hilda Meehan (we)	Harry J. Larkin (bm) .... Louis T. Colvey (cm)	Allan B. Wilgar (ad) .... L. A. McCuaig (mga) G. O. Crocket (ram) J. Henderson (cam)	Richard S. White (pm-apm) William Mitchell (ms)
	Herald (e ex Sat.) ABC 37,525 .15 Flat Saturday edition (Sat.) ABC 18,417 .15 Flat		(I) (CanP, INS) (5¢, 30¢w) (R. P. Flanagan (Toronto)	Montreal Star Co., Ltd.	R. C. Hanson (e-me).. Wm. Wilson (ce)	Edw. Barrett (ne) ..... Vince Lunny (sp)	A. E. Whiting (gm)..... F. J. Corbett (cm)	J. O. Fox (ad-mga-ram)	J. R. Colby (pm) D. H. Parker (ms)
	Montreal-Matin (French), 1124 Marie Anne St. E., Zone 34, Tel.: LA 4-1171 (m ex Sat.) ABC 80,361 .20 Flat Saturday edition (Sat.) ABC 58,657 .20 Flat		(I) (BUP, TS) (J) (5¢) (Allin Associates, Toronto)	Federation des Journalistes Canadienne, Inc. Charles Bourassa, Pub.	Joseph Bourdon (e)....	C. Verdon (ne) ..... J. Beauchamp (sp)	Ray Bourassa (bm)..... J. P. Begin (cm)	J. De Serres (mga).....	A. Bessette (ms)
	(La) Patrie (French) (e ex Sat.) ABC 13,067 .10 Flat Saturday edition (Sat.) ABC 22,058 .12 Flat Sunday edition (S) ABC 249,878 .45 Flat Saturday and Sunday (Sat.-Sun.) ABC 271,936 .50 Flat		(I) (CanP, BUP, AP) (*S) (J) (5¢, 10¢S, 30¢w, 40¢w-d&S) (Hugh Rose & Dean Vaughen (Toronto), Ralph R. Milligan, (U.S.)	La Patrie Pub. Co. Ltd. Roland Dubois, Pub.	.....	.....	Roland Dubois (bm) ..... O. L. Bourque (cm)	R. G. Peddie (ad)	.....

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1951 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
MONTREAL —Continued	(La) Presse (French), 7 St. James St. W., Tel.: HArbour 1261									
	Canadian Edition (e ex Sat.)	(AC) 220,480	.....	..... (I) (CanP) (S. L. Rees (Toronto), Shannon & Associates Inc. (U. S.)	La Compagnie de Publication de la Presse, Ltee. (*Sat.) Mrs. Angelina-Berthiaume Du Tremblay, Pres.-Pub.	Eugene Lamarche (me) Herve Major (ce)	Marcel Desjardins (sp) Laure Hurteau (we)	Mrs. Angelina-Berthiaume Du Tremblay, (gm) L. Desjardins (cm)	J. P. Hogue (ad) ..... Lucien Poirier (asst. am) P. Mailloux (ram) Miss Y. Robitaille (cam)	G. Robitaille (pm) R. Lionais (gen. super.)
	Saturday edition (*Sat.)	(AC) 247,210	.....	.....						
	U. S. A. edition (e ex Sat.)	(AC) 5,464	.....	.....						
	Saturday edition (Sat.)	(AC) 5,463	.....	.....						
	Total circulation (e ex Sat.)	(AC) 225,944	.65	.55						
	(Sat.)	(AC) 252,673	.65	.55						
	Le Dimanche Matin (French), 5707 Christophe-Colomb, Tel.: CR 4-2501									
	(S)	(AC) 59,332	.25	Flat (I) (BUP) (UP) (10¢)	Le Dimanche Matin, Ltée. Jaques Francoeur, Pres.-Pub.	Jaques Francoeur (me)	Antonio Boisclair (ne) .. Armand Jokisch (sp)	Robert Allard (gm) ..... Berthold Brisebois (cm)	René Bendit (ad)	.....
	(Le) Petit Journal (French), 5460 Royal Mount Ave., Zone 9, Tel.: RIverside 7-3501									
	(S)	(AC) 273,409	.55	Flat (I) (BUP, CTNYN, INS, NYHT, NANA, TS, UP) (10¢S) (Curt Davis, Toronto - mgr.) Henry de Clerque, Inc. (U.S.A.)	Le Petit Journal, inc.... R. Maillet, Pres.	J. C. Harvey (e) ..... Ray Munro (me) Pierre Gascon (ce)	Paul Rochon (sp) ..... Thérèse Boivin (we)	R. Archambault (cm).....	J. Laurent Leduc (ad) A. E. Baillargeon (mga)	D. Vanasse (rd) J. L. Leduc (apm)
	Le Photo Journal (French), 5460 Royal Mount Ave., Zone 9, Tel.: RIverside 7-3501									
	(Sat.)	(AC) 129,104	.28	Flat (I) (BUP, NANA, CT-NYN, INS, NYHT, ONA, TS, UP) (10¢) Toronto Office: 30 Bloor St., W. Henry de Clerque, Inc. (U.S.)	LePetit Journal, Inc.... R. Maillet, Pres. J. C. Harvey, Assoc. Pub.	Pierre Paul Lafortune (me)	Serge Dussalt (ne)	Paul N. deTilly (bm) ..... J. Archambault (cm)	J. Laurent LeDuc (ad) Don Wyad (mga)	D. Vanasse (rd) J. L. LeDuc (apm)
	Star, 245 St. James St. W., Zone 1, Tel.: HArbour 5101									
	(e ex Sat.)	(AC) 159,496	.45	Flat (I) (CanP, AP, NANA, BUP, NYHT, RN, UP) (5¢, 10¢Sat., 35¢w, $1.50mo) J. Bannon (Toronto), O'Mara & Ormsbee, Inc. (U.S.)	Montreal Star Co., Ltd. John G. McConnell, Pres.	George V. Ferguson (e) Kenneth S. Edey (me) Richard H. Haviland (ce)	Dermot O'S. Baker (ne) Harold Atkins (sp) Harvey O. Higgins (we)	R. L. Brown (gm)..... W. F. C. Keyton (cm)	Eric M. Wilson (ad)..... Mrs. D. Bruneau (cam)	W. S. Eager (apm) D. H. Parker (ma)
	Saturday edition (Sat.)	(AC) 176,064	.48	Flat						
QUEBEC 164,016 166,996 ('56 Cen.) 270,704-ABC-CZ	Chronicle-Telegraph, 255 Blvd. St. Sacrement, Zone 5, Tel.: 7-2591									
	(e)	(AC) 5,748	.08	Flat (P-C) (AP, CanP, RN) (*Sat.) (J) (5¢, 10¢ Sat., 30¢w, $1.25mo) (Thomson Dailies (Can.)	Quebec Newspapers, Ltd. C. G. Dunn, Pres.-Pub.	Owen Channon (e)..... F. Howard (ce)	Louis Fusk (sp) ..... Olive Kay (we)	J. H. Monagham (gm-bm) Geo. Mountain (cm)	Austin Primeau (ad)..... Mrs. M. Roach (cam)	Harold Murray (ma)
	L'Action Catholique (French)									
	(e)	(AC) 65,367	.22	Flat (I) (CanP) (J) (5¢) (Douglas McPhee)	L'Action Sociale, Ltee. P. E. Gosselin, Pub.	L. P. Roy (eep) ..... M. Allaire (ce)	H. Duberger (ne)..... J. T. Perron (Su) L. A. Frenette (sp) Miss F. L. Roy (we)	C. H. Robitaille (gm) J. R. Delisle (cm)	L. P. Vesina (mga-ram-cam)	.....

EXPLANATION OF SYMBOLS, PAGE 27. FOR DEPARTMENTAL EDITORS AND OTHER FEATURES, SEE INDEX ON LAST FOUR PAGES.

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TOUT PAR L'IMAGE

*130,702—ABC Publishers Statement 6 months ending March 31, 1956.

PERSONNEL, CIRCULATIONS, RATES, SERVICES OF U. S. DAILY NEWSPAPERS—Continued

City 1951 Population ABC City Zone Population	Name of Newspaper, P. O. Zone Circulation	General Adv. Rates Max.	Min.	Politics Services Representative Key—Page 27	Publishing Co. President Publisher	Editor Editorial Page Editor Managing Editor City Editor	News Editor Sunday Editor Sports Editor Women's Editor	General Manager Bus. Manager Circulation Man. Comptroller	Adv. Director Man. Gen. Adv. Retail Adv. Man. Classified Adv. Man.	Research Director Promotion Manager Adv. Prom. Man. Mech. Supt.
Quebec—Continued	L'Evenement-Journal (French) (m) ABC 10,929 Le Soleil (French) (e) ABC 113,235 Combined daily (me) ABC 124,164	.38	Flat	(I-L) (AP, CanP, United Press, RN) (5¢, 25¢w) (Albert H. Toppin (Toronto), Paul Avdet, Montreal Gilman, Nicoll & Ruthman (U.S.)	Le Soleil, Ltee. Lt. Col. Oscar Gilbert Pres. A. F. Mercier, Vice-Pres.	Raymond Dube (e-in-chief) A. Renaud (me) Pierre Lafrance (ce-S) Georges Bherer (ce-ES)	Pierre Lafrance (ne-S) Georges Bherer (ne-EJ) M. Sabourin (sp-EJ) M. Bourassa (sp-S) Miss G. Bundock (we-S) Miss M. Duval (we)	A. F. Mercier (vp-gm) R. D'Anjou (cm)	A. H. Toppin (ad-mga) A. Morisset (cam) Lea Petrin (prl, rd)	D. Emond (ms)
SHERBROOKE 50,543 59,523 ('56 Cen.) 53,438-ABC-CZ	(La) Tribune (French) (e) ABC 26,583	.13	Flat	(I) (CanP, TS) (J) (5¢, 30¢w) (Gilman, Nicoll & Ruthman)	La Tribune, Ltee. Paul Desruisseaux, Pres. Alphie Gauthier, Vice-Pres.	L. P. Robidoux (eep) J. M. Denault (ce)	Jean Chartier (sp) Miss Lorraine Turcotte (we)	Alphie Gauthier (gm) J. W. Stebenne (bm) Gaston Theriault (cm)	A. H. Toppin (mga) F. Vaillancourt (ram) Miss A. Bedard (cam)	
	Record, Tel.: LO 9-3836 (e) ABC 8,609	.08	Flat	(I) (CanP) (J) (5¢, 25¢w, $1mo) (none)	Sherbrooke Daily Record Co., Ltd. John Bassett, Pres. John Bassett, Jr., Pub.	Cuthbert Jones (ce) George MacFarlane (e-me-eep)	L. E. O'Donnell (sp) Miss Barbara Wark (we)	Ivan W. Saunders (mnging. dir.-gm) Norman Nicholl (cm)	Walter H. Wood (mga) Robert Butler (ram)	Frank P. Kenalty (ms)
TROIS RIVIERES 46,074 50,221 ('56 Cen.) 65,217-ABC-CZ	(Le) Nouvelliste (French), 500 St. Georges St., Tel.: FR 6-2501 (e) ABC 31,639	.14	Flat	(I) (CanP) (BUP) (AP) (RN) (5¢, 30¢w) (Albert H. Toppin (Toronto), Gilman, Nicoll & Ruthman (U. S.) Gerard Garceau (Montreal)	Le Nouvelliste, Inc. Senator Jacob Nicol, Pres. Honore Dansereau, Pub. Pierre Dansereau, Vice-Pres.	Hervé Biron (eep) Guy Fournier (me) Jean Paul Quinty (ce)	Antoine Desroches (ne) Benoit Roy (sp) Mrs. C. Gervais-Roy (we) Moniquee Valois (we)	Fernand Gagnon (gm) André Côté (cm)	Sybio Carle (ad-ram) Antoine Dumont (cam)	Albert Dubois (ms)

SASKATCHEWAN

MOOSE JAW 24,355 25,202 ('56 Cen.) 24,355-ABC-CZ	Times-Herald, 44 Fairford St. W., Tel.: 6441 (e) ABC 9,075	.09	Flat	(I) (AP) (CanP) (RN, CanP) (•S) (7¢, 10¢Sat., 40¢w) (Thomson Dailies (Can.)	Moose Jaw T-H Ltd. Allan Holmes, Pres.	F. J. Workman (eep-e) R. Brownridge (me-ce)	Tom Harris (sp) Margaret Preston (we)	Wm. J. Hancox (gm) Clifford Livingstone (cm)	J. W. Hatton (ram-cam)	Wm. J. Hancox (apm) J. L. Hammond (me)
PRINCE ALBERT 17,149 20,172 ('56 Cen.) 17,149-ABC-CZ	Herald (e) ABC 6,098	.08	Flat	(I) (AP, RN, CanP) (J) (5¢, 10¢Sat., 35¢w) (Thomson Dailies (Can.)	Western Publishers, Ltd. Allan Holmes, Pres.	Colin McConechy (e-me)	Nestor Hryciak (ne) D. Wilson (sp) Miss M. Moltke (we)	R. H. Robichaud (gm-bm) A. Wizinsky (cm)	John Miles (ad-mga-ram) V. Sheffield (cam)	John Miles (pm-apm) Gordon Gillies (ms)
REGINA 67,696 80,797 ('56 Cen.) 71,519-ABC-CZ	Leader-Post, 1853 Hamilton St. (e) ABC 45,454	.17	Flat	(I-L) (AP, CanP) (7¢, 30¢w) (Wm. Houston (Toronto), Henry De Clerque, Inc. (U. S.)	The Leader-Post, Ltd. Clifford Sifton, Pres.	D. B. Rogers (e) Wm. Thomson (me) Max Laidlaw (ce)	Bruce Peacock (ne) T. Melville (sp) Dorothy Pechey (we)	P. B. Keffer (gm-bm) Adam Thomson (cm)	Albert Hulme (ad-mga)	Roy K. Denby (ms)
SASKATOON 53,268 70,843 ('56 Cen.) 54,597-ABC-CZ	Star-Phoenix (e) ABC 35,574	.16	Flat	(I-L) (AP, RN, CanP) (7¢, 30¢w) (Wm. Houston (Toronto) Henry DeClerque, Inc. (U. S.)	Saskatoon S-P, Ltd. Clifford Sifton (Toronto), Pres. R. M. Cantlon, Pub.	E. Knowles (e) S. H. Erickson (ce)	P. V. Wade (ne) C. H. McKenzie (sp) E. M. Gould (we)	J. K. McCullagh (cm)	Norman Paterson (mga-ram-cam)	D. H. M. Tracey (ms)

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SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MONTGOMERY LEADS ALL ALABAMA IN RETAIL SALES PER HOUSEHOLD

MONTGOMERY—79th IN U.S.

$4,168

BIRMINGHAM—147th in U.S.

$3,713

MOBILE—165th in U.S.

$3,560

Retail Sales Per Household

SRDS proves 6 Montgomery residents buy more than 7 Mobile residents. SRDS proves 8 Montgomery residents buy more than 9 Birmingham residents.

Consider these

Bonus Factors:

MONTGOMERY IS:

Center of the wholesale, drug, grocery, beauty supply, appliance and building material market for the growing Central and South Alabama.

Alabama's Capital City has tremendous state buying power. The state government has just completed a 7-story mammoth building, plans a new 6-story addition.

Center of Alabama's federal government employment. That includes multi-state VA headquarters, Regional VA Hospital, Maxwell and Gunter Air Force Bases, Alabama Induction Center, Alabama Filter Center, Worldwide Headquarters of Air Force ROTC, U. S. Health Service Virus Center, National Guard headquarters, and scores of other state and federal offices.

Home of the Air University, largest institution in world for the Air Force's highest ranking officers, with annual payroll of $55,000,000. A $10,000,000 expansion now under way.

Largest livestock center in Southeast — last year's sales: $17,020,480. Montgomery has started $40,000,000 municipal expansion for 1956 to 1960.

Growth in 1956: Three new shopping centers costing $8,500,000; three new hospitals costing $5,000,000, (a new $3,000,000 hospital planned); $7,000,000 in schools; $5,000,000 for new college addition; 25 new office buildings; 7 factory expansions; 25 new churches; all-time record in home construction, bank deposits, postal receipts; buying power.

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL & SOUTHEAST ALABAMA MARKET

The Montgomery Advertiser
ALABAMA JOURNAL
Morning • Evening • Sunday

Represented by
KELLY-SMITH CO.

ALABAMA

ANNISTON (Ala.), ANNISTON STAR (e) (S)
Advs. Not Accepted: Alcoholic beverages.
Annual Special Editions: Industrial (Apr.); School (Aug.); Fashion (Sept.); Farm (Feb.).
No Editions: Christmas.
Radio Station Affiliation: WHMA (Separate Corp.).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Barbara Hall
Church—Worth Wilkerson
Columnists—Paul Cox; Cody Hall
Editorial Writers—H. M. Ayers; Wilfred Galbraith; Dr. Geo. Lang
Farm—Sam Jones
Fashion—Billy Merrill
Picture Editor—Taylor Smith
Society—Mrs. J. R. M. Alston

BIRMINGHAM (Ala.), POST-HERALD (m); NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Special Editions: Progress & Finance (Dec.).
Magazine Section Carried: "This Week" and Birmingham News Monthly Magazine.
Radio Station Affiliation: WAPI and WAPI-FM.
Television Station Affiliation: WAFM-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Cummins (m); Richard Peacock (e) (S)
Aviation—Don Cummins (m); Richard Peacock (e) (S)
Book—J. F. Rothermel (e) (S)
Business-Financial—Duard LeGrand (m); Richard Peacock (e) (S)
Cartoonists—Phil Neal (m); Hubert Harper & Charles Brooks (e) (S)
Church—Emmett Weaver (m); Loraine Alexander (e) (S)
Columnists—John Temple Graves; Don Cummins (m); Robert Kincey & Henry Vance (m) (S)
Editorial Writers—Jas. Mills (m); McClellan Van Der Veer; J. F. Rothermel, E. L. Holland & Martin Kruskopf.
Education—Jane Aldridge (m); Al Stanton (e) (S)
Farm—Miles Denham (m); Tommy Hill (e) (S)
Fashion—Floy Seals (m); Lila Lee Hillhouse
Food—Betty Rice (m); Margaret Dillon (e) (m) (S)
Garden—W. Elbridge Freeborn (e) (S)
Librarian—Audrey House (e) (S)
Motion Picture-Theatrical—Andrew Glaze (m); Lily May Caldwell (e) (S)
Music—Duard LeGrand (m); Lily May Caldwell (e) (S)
Photo Dept. Mgr.—Jim Robbins (m); Roy Carter (e) (S)
Radio-Television—Jim Atkins (m); Roger Thames (e) (S)
Real Estate—Don Cummins (m); Richard Peacock (e) (S)
Travel—Jimmy Couey (e) (S)
Society—Floy Seals (m); Alyce Billings Walker (e) (S)

DECATUR (Ala.), DAILY (e) (S)
Run-of-paper Color Advs.: Up to 1 color. Any day.
Advs. Not Accepted: Liquor; mail orders in competition with local merchants; vending machines.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elizabeth D. Sandlin
Business-Financial—Jack Walden
Church—Jack Walden
Columnist—Phillip Kyle
Editorial Writer—Barrett C. Shelton
Farm—H. M. Layman
Food—Elizabeth D. Sandlin
Motion Picture-Theatrical—Elizabeth S. Farish
Photo. Dept. Mgr.—W. O. Smith, Jr.
Society—Fannie Richardson

DOTHAN (Ala.), EAGLE (e ex. Sat.) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Annual Special Editions: Farm (Feb.); Christmas; Back To School; Home Appliance.
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Food pages and recipes Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Miss Abby Ellard
Columnists—Ed Driggers; Doug Bradford
Editorial Writer—Nat C. Faulk
Farm—Gene Ragan
Fashion—Mrs. Lois Hall
Food—Miss Abby Ellard
Society—Mrs. Lois Hall

FLORENCE-SHEFIELD TUSCUMBIA-MUSCLE SHOALS CITY (Ala.), TIMES (e) (S); TRI-CITIES DAILY (e) (S)
Run-of-Paper Color Advs: Up to 2 colors. Daily.
Advs. Not Accepted: Mail order; out of state help wanted.
No Editions: Christmas.
Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Louis A. Eckl (T) (D)
Aviation—Louis A. Eckl (T) (D)
Book—Louis A. Eckl (T) (D)
Business-Financial—Louis A. Eckl (T) (D)
Church—Mrs. Mildred Woodward (T) (D)
Columnist—Ben Knight
Editorial Writer—Louis A. Eckl (T) (D)
Education—Louis A. Eckl (T) (D)
Farm—Ben Knight (T) (D)
Fashion—Nell Cheney (T); Sue Nathan (D)
Food—Nell Cheney (T); Sue Nathan (D)
Garden—Nell Cheney (T) (D)
Librarian—Louis A. Eckl (T) (D)
Motion Picture-Theatrical—Louis A. Eckl (T) (D)
Music—Nell Cheney; Ben Knight (T) (D)
Photo. Dept. Mgr.—Sam Edwards (T) (D)
Picture Editor—Louis A. Eckl; Ben Knight
Radio-Television—Ben Knight
Real Estate—Paul Matheny (T) (D)
Travel—Louis A. Eckl (T) (D)
Society—Nell Cheney (T); Sue Nathan (D)

GADSDEN (Ala.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Thurs. & Sun.
Advs. Not Accepted: Mail Order (Retail).
Split Run Advertising: Every-other Paper.
Special Editions: Industrial (Apr.); New in Shoes (Apr. & Sept.); Cook Book (Sept.).
Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Frances Underwood
Business-Financial—Charles Ryan
Church—Frances Underwood
Editorial Writer—Howell Talley
Fashion—Frances Underwood
Food—Frances Underwood
Music—Frances Underwood
Photo. Dept. Mgr.—Tony Reynolds
Picture Editor—Charles Ryan
Society—Virginia Stevens

HUNTSVILLE (Ala.), TIMES (e ex. Sat.) (S)
Run-of-Paper Color Advs.: Black and 3 colors, 3-day leeway required.
Advs. Not Accepted; Alcoholic beverages.
Special Editions: Farm Tabloid Section (Mar.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Radio Station Affiliation: WHBS
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Roy M. Buchanan
Business-Financial—Will Mickle
Credit Manager—C. W. Lewis
Editorial Writers—Reese T. Amis; Will Mickle
Farm—Mrs. Martha Witt Smith
Fashion—Mrs. Sara Baker
Society—Mrs. Sara Baker

MOBILE (Ala.), REGISTER (m); PRESS (e); PRESS REGISTER (S)
Run-of-Paper Color Advs.: Yes. Daily & Sun.
Split Run Advertising: Geographically. Every-other Paper.
Advs. Not Accepted: Alcoholic Beverages (Sun.).
Food and/or Household Dept.: Daily food columns.
Radio Station Affiliation: WABB-AM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ben Muth (S)
Aviation—Vivian Cannon (m) (e) (S)
Books—John Fay (m) (e) (S)
Church—Sybil Wright (e) (S)
Credit Mgr.—W. M. Curran
Editorial Writers—C. A. Ward (m) (S); Tip Mathews (e) (S)
Education—John Will (m) (e) (S)
Farm—Ford Cook (m-e-S)
Fashion—Cornelia Turner (m) (e) (S)
Food—Tommye Dunigan (m) (e) (S)
Garden—Lou Costa (S)
Librarian—Dorothy Wilkins (m) (e) (S)
Motion Picture-Theatrical—Tommye Dunigan (S)
Music—John Fay (m) (e) (S)
Photo. Dept. Mgr.—Billy Lavendar (m) (e) (S)
Radio-Television—Ellen Bodden (m) (S); Kenny Morgan (e)
Real Estate—Clarence Daigle (m) (e) (S)
Society—Cornelia Turner (m) (e) (S)

MONTGOMERY (Ala.), ADVERTISER (m); JOURNAL (e); ADVERTISER-JOURNAL (S)
Run-of-paper Color Advs.: Up to 4 colors. Any day.
Split Run Advertising; (m) (e) Every-other-paper.
Special Editions: Gardening (Feb.); Spring Fashions (Feb.); Back to School (Aug.).
Food and/or Household Dept.: Food Section Published Every Thursday (e), Friday (m).
DEPARTMENTAL EDITORS and/or MANAGERS (e)
Book—Esther R. Mahoney
Church—Margie B. Andrews
Columnist—Sam Adams, W. J. Mahoney, Jr.; Mildred Smith
Credit Manager—Guyton Parks
Editorial Writers—C. M. Stanley; Fields Varner
Fashion—Katharine Tyson
Food—J. Guyton Parks
Librarian—Susan Fritz
Motion Picture-Theatrical—Fields Varner
Music—Fields Varner
Photo Dept—Jeo Holloway, Jr.
Picture Editor—E. A. Sheinutt
Radio-Television—Bob Hugger
Society—Katharine Tyson
DEPARTMENTAL EDITORS and/or MANAGERS (m) & (S)
Books—Esther R. Mahoney
Church—Margie B. Andrews
Columnists—Stuart Stephenson; Al McConagha; Mildred Smith; Max Moseley; Bob Ingram
Credit Manager—Guyton Parks
Editorial Writers—Grover C. Hall, Jr.; J. Fred Thornton; William H. McDonald
Farm—Stuart X. Stephenson
Fashion—Madera A. Spencer
Food—J. Guyton Parks
Garden—Bob Hugger
Librarian—Susan Fritz
Motion Picture-Theatrical—Fields Varner
Music—Fields Varner
Photo Dept.—Joe Holloway, Jr.
Picture Editor—Pat Patterson
Radio-Television—Bob Hugger
Society—Madera A. Spencer

SELMA (Ala.), TIMES JOURNAL (e) (S)
No Editions: Christmas; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Mrs. F. T. Raiford
Church—Eunice Apperson
Editorial Writer—Edward B. Field
Education—C. W. Wynn
Farm—Arthur A. Capell
Motion Picture-Theatrical—E. Apperson
Music—E. Apperson
Photo. Dept. Mgr—Harold Gibson
Picture Editor—Mrs. C. W. Wynn
Society—Eunice Apperson

TALLADEGA (Ala.), HOME (e) ex Sat. (S)
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor; beer.
No Editions: Christmas; New Years; July 4th; and Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—J. L. Wallis
Editorial Writers—Tom Abernethy; J. L. Wallis

TROY (Ala.), MESSENGER (e); HERALD (S)
Advs. Not Accepted: Medical—out of town treatment.
Special Editions: Clean-Up Ed. (May); Farm Edition (Feb.); College Edition (Sept.); Electrical Ed. (July); Forestry Edition (Sept.); Building Page (Mondays); Farm Page (Fridays)
No Editions: July 4th; Christmas.
Magazine Section Carried: This Month In Rural Ala. (S).
Food and/or Household Dept.: Food Section - Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Raiford Key
Columnist—Raiford Key
Editorial Writer—Glenn Jones
Education—Raiford Key
Farm—Glenn Jones
Fashion—Mrs. Robert Howard
Food—Mrs. Robert Howard
Society—Mrs. Robert Howard

TUSCALOOSA (Ala.), NEWS (e) (S)
Advs. Not Accepted: Vending machines.
Special Editions: (e) Christmas Greetings (Dec.); Farm Year Book (Feb.); Vacation Edition (May).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Bill Gibb
Columnist—Bob Kyle (S)
Editorial Writers—Buford Boone (e) (S); Norman Bassett (e) (S)
Farm—Ed. Watkins
Fashion—Doris Pugh Flora
Photo. Dept. Mgr.—Calvin Hannah (e) (S)
Radio-Television—Stroube Smith
Society—Mrs. Doris Pugh Flora (e) (S)

ALASKA

ANCHORAGE (Alaska), NEWS (e)
Run-of-Paper Color Advs.: 1 color. Thurs.
Special Editions: Fashion (late summer); Progress (early fall); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Mary Ann Dehlin.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Cliff Cernick
Church—Cliff Cernick
Credit Manager—Elaine Overmeyer
Editorial Writer—Norman C. Brown
Fashion—Mary Ann Dehlin
Food—Mary Ann Dehlin
Garden—Mary Ann Dehlin
Photo. Dept. Mgr.—Ken Whitaker
Real Estate—William Hunt
Society—Mary Ann Dehlin

ANCHORAGE (Alaska), TIMES (e)
Special Editions: Spring Fashions (Apr.); Fall Fashions (Aug.); Fur Rendezvous (Feb.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Hal Painter
Aviation—Hal Painter
Book—Jeanne Bannister
Business-Financial—Fritz Pumphrey
Cartoonist—Jane Hafling
Church—Jeanne Bannister
Credit Manager—Mrs. Dorothy Thomson
Editorial Writer—Robert B. Atwood
Fashion—Jeanne Bannister
Food—Jeanne Bannister
Garden—Jeanne Bannister
Motion Picture-Theatrical—Howard Lewis
Outdoors—Hal Painter
Photo. Dept. Mgr.—Harris Darby
Radio-Television—Howard Lewis
Society—Jeanne Bannister
Travel—Jay Gallagher; Hal Painter

FAIRBANKS (ALASKA), DAILY NEWS-MINER (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily.
Advs. Not Accepted: Mail order.
Special Editions: Progress Edition (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day, Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Ricardo Brown
Church—Ellen Whitcher
Editorial Writers—John J. Ryan.
Fashion—Ellen Whitcher
Food—Ellen Whitcher
Librarian—Dora Lovell
. icture Editor—Val Greuel
Society—Ellen Whitcher

JUNEAU (Alaska), EMPIRE (e ex. Sat) (S)
Split Run Advertising: Yes.
Special Editions: Salmon Derby (July); Industrial (Aug.).
No Editions: Christmas; New Years; Thanksgiving; July 4th; Memorial Day; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Dumas
Aviation—Paul Dumas
Book—Betty Annis
Church—Betty Annis
Editorial Writer—Paul Dumas
Education—Paul Dumas
Fashion—Betty Annis
Food—Betty Annis
Garden—Betty Annis
Motion Picture-Theatrical—Robert Kederick
Music—Robert Kederick
Photo. Dept. Mgr.—Robert Kederick
Picture Editor—Robert Kederick
Radio-Television—Robert Kederick
Real Estate—Rex Wagner
Travel—Rex Wagner
Society—A. Marsh

KETCHIKAN (Alaska), NEWS (e)
Advs. Not Accepted: Lonely Hearts material.
Special Editions: Fishing Derby (Mar. 1st).
No Editions: Christmas; New Years; July 4th; Labor Day; Memorial Day; Veterans Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Patricia Charles
Business-Financial—Gene Brice
Fashion—M. J. Flood
Food—M. J. Flood
Photo. Dept. Mgr.—Paul Saari
Society—Dorothy Peques

SITKA (ALASKA), SENTINEL (e)
Advs. Not Accepted: Some patent medicine.
Annual Special Editions: Christmas (Dec. 24); Alaska Day (Oct. 18).
No Editions: New Years; Thanksgiving; Washington Birthday; July 4th; Christmas; Labor Day; Memorial Day; Veterans Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Harold A. Veatch
Editorial Writers—Harold A. Veatch
Fashion—Ernestine C. Veatch
Society—Ernestine C. Veatch

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SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ARIZONA

BISBEE (ARIZ.), DAILY REVIEW (m) (S)
Special Editions: Spring Style, (May); Graduation, (May); Get Ready for 4th, (June); Back to School, (Aug.); Fall Fashion, (Sept.); Christmas Shopping, (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Folsom Moore

DOUGLAS (Ariz.), DISPATCH (e) (S)
Split Run Advertising: Geographically.
Special Editions: School (Aug.); Fair (Sept.).
No Editions: Christmas.
Food and/or Household Dept: Daily food column; Thurs. food pages.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Hatt
Aviation—C. B. Gudaitis
Book—J. Newell Johnston
Editorial Writer—J. Newell Johnston
Food—Betty W. Johnston
Motion Picture-Theatrical—C. B. Gudaitis
Photo. Dept. Mgr.—Garth Johnston
Society—Betty W. Johnston

FLAGSTAFF (Ariz.), SUN (e)
Advs. Not Accepted: Classified help wanted, out-of town.
Special Editions: Indian Pow-Wow (July); County Fair (Sept.); Winter Sports (Feb.); Back-to-School (Aug.).
No Editions: Thanksgiving; Christmas.
Food and/or Household Dept.: page 3 daily, with women's news.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ken Wayman
Aviation—Bill Deaver
Book—Platt Cline
Business-Financial—Platt Cline
Church—Vada Carlson
Columnists—Ken Wayman; Platt Cline
Editorial Writer—Platt Cline
Education—Platt Cline
Farm—Bill Deaver
Fashion—Vada Carlson
Food—Billie Yost
Garden—Bill Deaver
Librarian—Ken Wayman
Motion Pictures-Theatrical—Ken Wayman
Music—Platt Cline
Photo. Dept. Mgr.—Ken Wayman
Picture Editor—Ken Wayman
Radio-Television—Bill Deaver
Real Estate—Ken Wayman
Travel—Platt Cline
Society—Vada Carlson

MESA (Ariz.), TRIBUNE (e ex. Sat)
Special Editions: Back to School (Aug.); Better Bargain Days (Apr.) (Oct.); Treasure Hunt (Dec.).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years.
Food and/or Household Dept: Food (Homemakers) Page (Thursday)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jerry H. Grosvenor
Aviation—Jerry H. Grosvenor
Book—Bernard M. Mergen
Business-Financial—Bernard M. Mergen
Cartoonists
Columnists—Bernard Mergen; Chris Fluhr
Editorial Writers—Bernard M. Mergen; D. W. Calvert
Education—Bernard M. Mergen
Farm—Bernard M. Mergen
Motion Picture-Theatrical—Bernard Mergen
Photo. Dept. Mgr.—Jack Dalby
Picture Editor—Bernard Mergen
Radio-Television—Ed Wiggins
Real Estate—G. H. Grosvenor
Travel—Jerry H. Grosvenor

PHOENIX (Ariz.), ARIZONA REPUBLIC (m) (S); GAZETTE (e)
Split Run Advertising: Geographically. Every-other Paper.
Print Own Magazine: Roto magazine printed by Standard Gravure, Louisville.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Dedera (m) (S)
Aviation—Frank Gianelli
Book—Josephine Davidson (m)
Business-Financial—William Pomeroy (e)
Cartoonists—Kearney Egerton; Reg Manning (m) (S); Ray Artigue (e); Gee Tee Maxwell (e)
Church—Dorothy Wellman (S); Esther Clark (e)
Columnists—Ben Avery (m) (S); Patricia Smith (m) (S); Claiborne Nuckolls (m) (S); Arnott Duncan (m); Bert Fireman; Bill Turnbow; Bobbie Johnston;
Credit Manager—Charles Badel
Editorial Writers—Don Urry; Morgan Monroe (e); Frederic S. Marquardt; Tom Kelland (m) (S)
Education—Roger Lewis (m) (S); Bob Lord (e)
Farm—Bill King (S); C. M. McMillen (e)
Fashion—Marilyn Leopold (m) (S); Margaret Savoy (e)
Food—Marilyn Leopold (m) (S); Margaret Savoy (e)
Garden—Cecil Lynch (m) (S); Sarah Bayles (e)
Librarian—Mary Hessian (m) (e) (S)
Picture Editor—Virgil Meibert (m) (S); Ron Jagger (e)
Radio-Television—Patricia Smith(m) (S); Bobbie Johnston (e)
Real Estate—Henry Fuller (m) (S); Lloyd Clark (e)
Society—Marilyn Leopold (m) (S); Maggie Savoy (e)
Motion Picture-Theatrical—Patricia Smith (m) (S); Bobbie Johnston (e)
Music—Josephine Davidson (m) (S); Miles Dresskell (e)
Photo. Dept. Mgr.—Ivan Mashek (m) (e) (S)

PRESCOTT (Ariz.), COURIER JOURNAL* (m); COURIER (e)
No Editions: New Years; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ralph Williams
Book—Irma Rutherford
Columnist—W. P. Stuart
Editorial Writers—W. P. Stuart; Ralph Williams
Education—Ralph Williams
Farm—Carle Hodge
Fashion—Della T. Stuart
Food—Della T. Stuart
Garden—Della T. Stuart
Librarian—Irma Rutherford
Motion Picture-Theatrical—Dorothy McClymonds
Music—Dorothy McClymonds
Photo. Dept. Mgr.—Gary L. Knoll
Picture Editor—Ralph Williams
Radio-Television—George A. Coennen
Real Estate—Ralph Williams
Travel—Dorothy McClymonds
Society—Della T. Stuart
*Courier Journal is the morning pre-date edition of Evening Courier.

TEMPE (Ariz.), DAILY NEWS (e)
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Features, (Thurs.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Lucas
Aviation—Bill Lucas
Book—Florence Roth
Business-Financial—Francis N. Connolly
Church—Florence Roth
Editorial Writers—John Myers Myers
Education—Florence Roth
Farm—Bill Lucas
Fashion—Florence Roth
Food—Florence Roth
Garden—Florence Roth
Librarian—Jerry Means
Motion Picture-Theatrical—Florence Roth
Music—William Andre
Photo Dept. Mgr.—Bob Connolly
Picture Editor—Bill Lucas
Radio-Television—Bill Lucas
Real Estate—Frank Connolly
Society—Florence Roth

TUCSON (Ariz.), STAR (m); CITIZEN (e); STAR (S)
Run-of-Paper Color Advs.: Every day except Sun. Space limited. Check before setting dates.
Annual Special Editions: Rodeo (Feb.).
DEPARTMENTAL EDITORS and/or MANAGERS (e)
Church—S. C. Warman
Credit Manager—M. M. Garrett
Editorial Writers—Paul McKalip
Fashion—Mrs. Betty Milburn
Food—Mrs. Betty Milburn
Garden—Mrs. Betty Milburn
Librarian—Mrs. June Jones
Motion Picture-Theatrical—Micheline Keating
Music—Micheline Keating
Photo. Dept. Mgr.—Bernie Sedley
Picture Editor—Bernie Sedley
Radio-Television—Micheline Keating
Real Estate—Mrs. Betty Milburn
Society—Mrs. Betty Milburn
DEPARTMENTAL EDITORS and/or MANAGERS (mS)
Book—Roger O'Mara
Business-Financial—A. K. Parker
Church—E. C. Rutherford
Columnists—J. F. Weadock; Lester Inskeep
Credit Manager—M. M. Garrett
Editorial Writers—J. F. Weadock; Thomas Ellinwood
Education—John Fahr
Fashion—Eleanor Rice
Food—Eleanor Rice
Garden—Ellsworth Moe
Librarian—Robert Graham
Motion Picture-Theatrical—Dorothy Kalil
Music—Geraldine Saltzberg
Photo. Dept. Mgr.—Porter W. Swanson
Picture Editor—Vic Thornton; Frank Johnson
Real Estate—E. C. Rutherford
Records—Robert Moore
Society—Eleanor Rice

YUMA (Ariz.), SUN (m) (e)
Run-of-Paper Color Advs.: 3 colors Daily
Annual Special Editions: Rodeo (Feb.); Back to School (Sept.); Progress Edition (Dec. 31)
No Editions: Christmas; New Years; July 4th; Labor Day; Thanksgiving
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert H. Werley
Aviation—Robert H. Werley
Book—Jones Osborn
Business-Financial—C. F. Mabery
Church—Mrs. Norma Ryan
Columnists—Jones Osborn
Editorial Writers—Jones Osborn; C. F. Mabery
Education—C. F. Mabery
Farm—Neil Daniele
Fashion—Mrs. Norma Ryan
Food—Mrs. Norma Ryan
Garden—Mrs. Norma Ryan
Librarian—C. F. Mabery
Motion Picture-Theatrical—Karl E. Allen
Music—Mrs. Norma Ryan
Photo. Dept. Mgr.—Robert H. Werley
Picture Editor—Robert H. Werley
Radio-Television—C. F. Mabery
Real Estate—Robert W. Werley
Travel—C. F. Mabery
Society—Mrs. Norma Ryan

ARKANSAS

BATESVILLE (Ark.), GUARD (e)
Advs. Not Accepted: Liquor, blind ads.
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; or Saturdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul W. Buchanan
Aviation—Paul W. Buchanan
Book—Wilson Powell
Business-Financial—Paul W. Buchanan
Church—Mrs. O. E. Jones
Columnists—Jimmy M. Jones; Paul W. Buchanan; Wilson Powell.
Credit Manager—Wilson Powell
Editorial Writers—Jimmy M. Jones; Paul W. Buchanan; Wilson Powell
Education—Paul W. Buchanan
Farm—Paul W. Buchanan
Fashion—Mrs. O. E. Jones
Food—Mrs. O. E. Jones
Garden—Mrs. O. E. Jones
Motion Picture-Theatrical—Paul W. Buchanan
Music—Mrs. O. E. Jones
Personnel Mgr.—Wilson Powell
Picture Editor—Paul W. Buchanan
Radio-Television—Jimmy M. Jones
Real Estate—Wilson Powell
Travel—Wilson Powell
Society—Mrs. O. E. Jones

BLYTHEVILLE (Ark.), COURIER-NEWS (e)
Advs. Not Accepted: Mail Order, Vending Machines
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry A. Haines
Book—Harry A. Haines
Church—Millie Mallory
Editorial Writers—Harry A. Haines; Harry W. Haines
Farm—Harry A. Haines
Food—Millie Mallory
Photo. Dept. Mgr.—Mrs. Leon Oenning
Society—Millie Mallory

DE QUEEN (Ark.), CITIZEN (e)
Advs. Not Accepted: Liquor.
Special Editions: Back to School (Aug.); Christmas Shopper (Nov.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Julia Smith
Columnists—J. R. McKinley
Editorial Writers—J. R. McKinley
Photo. Dept. Mgr.—J. R. McKinley
Picture Editor—J. R. McKinley
Society—Mrs. Julia Smith

EL DORADO (Ark.), NEWS (m); TIMES (e); NEWS (S)
Run-of-Paper Color Advs.: 1 color daily & Sun. ex. Mon.
Special Editions: Oil: Industrial (Feb.); Hi School Graduation (May); Oil Progress Week (Oct.).
No Editions: (e) Christmas; New Years; July 4th; Labor Day; Thanksgiving; (m-none).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Nella Hammond
Credit Manager—A. W. Estes
Editorial Writer—Robert J. Hays
Personnel Mgr.—A. W. Estes
Society—Frances Cordell

FAYETTEVILLE (Ark.), NORTHWEST ARK. TIMES (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Annual Special Editions: School Edition (Aug.); Farm Edition (Monthly); Fashion (Apr.).
No Editions: Christmas; New Years; July 4th; Thanksgiving.
Print Own Magazine: Yes.
Food and/or Household Dept.: Food. Thursday.
Radio Station Affiliation: KGRH.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Kathleen Dozier
Columnists—Ted Wylie
Editorial Writers—Ted Wylie
Education—Floyd Carl
Farm—Fred Starr
Fashion—Kathleen Dozier
Photo. Dept. Mgr.—Floyd Carl
Society—Kathleen Dozier

FORT SMITH (Ark.) SOUTHWEST AMERICAN (m); TIMES RECORD (e); SOUTHWEST-TIMES RECORD (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Special Editions: Boy Scout Section (Feb. 3); Girl Scout Section (Mar. 10); Spring Shoe Section (Mar. 10); Spring Fashion Section (Mar. 10); Gas & Electrical Appliances (Mar. 24); Clean-Up Paint Up Section (Apr. 7); Vacation Edition (May 19); Dairy Edition Section (June 2); Father's Day Edition (June 16); Outdoor Living Edition (June 23); Refrigeration & Air Conditioned (July 14); Back-To-School Edition (Aug. 18); Fall Fashion Edition (Aug. 23); Fall Shoe Section (Sept. 15); Nat'l. Home Building Section (Sept. 8); Fall Housecleaning Section (Oct. 13); Favorite Recipe Edition (Nov. 10); Christmas Gift Guide Section (Nov. 24); Christmas Appliances Edition (Dec. 1); Christmas Greeting Edition (Dec. 25).
Combined Editions: July 4th; Christmas; New Years; Decoration Day; Labor Day; Thanksgiving.
Group Membership: Arkansas-Oklahoma Comic Group
Radio Station Affiliation: KFSA
Television Station Affiliation: KFSA
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Queen Neal
Columnist—C. F. Byrns
Credit Manager—Eugene Greeno
Editorial Writers—W. D. Barksdale; C. F. Byrns; Leroy Fry
Society—Queen Neal

HOPE (Ark.), STAR (e)
Advs. Not Accepted: Liquor, except beer & wine.
No Editions: July 4th; Thanksgiving; Christmas.

HOT SPRINGS (Ark.), SENTINEL-RECORD (m ex Mon) (S); NEW ERA (e)
Run-of-Paper Color: 2 colors. Daily and Sun., ex Mon.
Advs. Not Accepted: (S) Ads. carrying cash investments, not placed through AA.
Special Editions: Mail-It-Away (Feb.); Christmas (Dec.).
No Editions: (e) New Year's; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly (S).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Automobile Editor (m) (e)
Aviation—Editor
Book—Editor
Business-Financial—Editor
Editorial Writer—R. S. Dean (m)
Education—Editor
Farm—Editor
Fashion—Miss Mary Blum (S)
Food—Miss Dale Williams (m) (e)
Motion Pictures-Theatrical—John Longinotti
Photo. Dept. Mgr.—Maurice Moore
Society—Miss Mary Blum (m) (e) (S)

LITTLE ROCK (Ark.), DEMOCRAT (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every day except Thursday.
Split Run Advertising: Every-other paper.
Annual Special Editions: Business Review Section (Jan.) Spring Fashion Section (March); Vacation Section (June); Parade of Homes (Sept); Livestock Show (Oct.); Oil Progress Edition (Oct.) (S).
Print Own Magazine: Yes.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—John Kennedy
Church—Lelia Maude Funston
Columnist—Karr Shannon
Credit Manager—Leo L. Jacquemine
Editorial Writers—William Johnson; Sam Dickinson
Fashion—Marguerite Gamble
Food—Bessie R. Murphy
Motion Picture-Theatrical—Inez Hale McDuff
Society—Dorothy Carroll

LITTLE ROCK (Ark.), GAZETTE (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun. Subject to confirmation.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion Edition (Feb. & Mar.); Vacation Edition (June); Parade of Homes (Home Show) (Sept.); Livestock Edition (Oct.); Spring Cook Book (April); Fall Cook Book (Nov.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food Section (Thurs.); Home and Garden Section (Sun.).
Radio Station Affiliation: KLRA
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Leland DuVall
Aviation—Leland DuVall
Book—Eugene C. Fretz, Jr.
Business-Financial—Leland DuVall
Cartoonist—William K. Graham
Church—Martha Jean Douglas
Columnist—Charles Allbright
Credit Manager—Claude M. Collie
Editorial Writers—J. N. Heiskell; Harry S. Ashmore; E. C. Deane; Charles T. Davis; Jerry S. Neil
Education—Martha Jean Douglas
Farm—Leland DuVall
Fashion—Betty Fulkerson
Food—Mildred S. Woods
Garden—Nell Cotnam
Librarian—Eleanor Forsberg
Motion Picture-Theatrical—Eugene C. Fretz, Jr.
Music—Eugene C. Fretz, Jr.
Photo. Dept. Mgr.—Larry Obstinik
Picture Editor—Thomas D. Davis
Radio Television—Eugene C. Fretz, Jr.
Real Estate—Mildred S. Woods
Travel—Betty Fulkerson
Society—Betty Fulkerson

MAGNOLIA (Ark.), BANNER-NEWS (e)
Advs. Not Accepted: Liquor, Wine, Beer.
Special Editions: Progress (June); Back-to-School (Aug.); Christmas Shoppers (Dec.); Fair (Sept.); Oil Progress (Oct.); Christmas Greetings (Dec. 24).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS

MALVERN (Ark.), RECORD (e)
Advs. Not Accepted: Liquor; beer.
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Food specials Thurs; Home Building page (Fri.).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—F. A. Beerstecher
Church—Dorothy Logan
Columnists—F. A. Beertscher
Editorial Writers—F. A. Beerstecher
Fashion—Dorothy B. Logan
Food—F. A. Beerstecher
Picture Editor—F. A. Beerstecher
Society—Dorothy Logan

MENA (Ark.), STAR (e)
Advs. Not Accepted: Liquor, Wine, Beer.
Special Editions: Christmas (Dec.): School Grad. (May).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to E. W. St. John.

PARAGOULD (Ark.), BIG PICTURE (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Friday.
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Easter Parade (April); Back-to-School (Sept.); Christmas Shop (Dec.); Pictorial Review (Monthly).
Food and/or Household Dept.: Homemakers Page Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ruth Woodside
Aviation—Ruth Woodside
Book—Myrl Rhine Mueller
Business-Financial—L. V. Rhine
Church—Ruth Woodside
Editorial Writer—L. V. Rhine
Education—Myrl Rhine Mueller
Farm—Myrl Rhine Mueller
Fashion—Myrl Rhine Mueller
Food—Myrl Rhine Mueller
Garden—Ruth Woodside
Librarian—Betty Hughes
Motion Picture-Theatrical—Julia Gordon
Music—Julia Gordon
Photo.Dept. Mgr.—Sidney DeBrock
Picture Editor—Myrl Rhine Mueller
Radio-Television—Ruth Woodside
Real Estate—L. V. Rhine
Travel—Ruth Woodside
Society—Ruth Woodside

PARAGOULD (Ark.), PRESS (e)
Split Run Advertising: Geographically, City-Rural (mats, plates).
Special Editions: Back to School (Aug.); Dairy (June); Christmas (Dec.).
No Editions; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Hammond
Business-Financial—Wallace White
Church—Gene Wirges
Columnist—Gene Wirges
Editorial Writer—Wallace White
Education—Gene Wirges
Farm—Bill Newsom
Food—Wallace White
Garden—Bill Newsom
Motion Picture-Theatrical—Gene Wirges
Photo. Dept. Mgr.—Gene Wirges
Picture Editor—Gene Wirges
Radio-Television—Mary Carolyn Paul
Real Estate—Wallace White
Address all correspondence to Wallace L. White, Editor.

PINE BLUFF (Ark.), COMMERCIAL (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Special Editions: Christmas Greetings (Dec.).
Food and/or Household Dept.: Food Section Thurs.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

...NE BLUFF (Ark.), COMMERCIAL—Cont'd

DEPARTMENTAL EDITORS and/or MANAGERS
Book—E. W. Freeman, III
Church—Bobby Baim
Columnists—Bill Miles; Clarence Taylor; Gordon Freeman; Jack Bradley; Alice DeWeese
Editorial Writer—Gordon Freeman
Farm—Clarence Taylor
Fashion—Alice DeWeese
Food—Bobby Baim
Garden—Clarence Taylor
Librarian—E. W. Freeman, III
Motion Picture-Theatrical—Bobby Baim
Photo. Dept. Mgr.—Bill Miles
Picture Editor—Bill Miles
Society—Alice DeWeese

...ROGERS-BENTONVILLE (Ark.), DAILY NEWS (e)
Special Editions: Graduation (May); Pre-Christmas (Dec.); Xmas Greeting (Dec.).
No Editions: Christmas.
Group Membership: Arkansas Dailies.
Food and/or Household Dept.: Related material on Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. C. Lambert
Aviation—C. C. Lambert
Church—C. C. Lambert
Editorial Writer—C. C. Lambert
Education—C. C. Lambert
Farm—C. C. Lambert
Fashion—Peggy Paepper
Picture Editor—C. C. Lambert
Society—Peggy Paepper

...RUSSELLVILLE (Ark.), COURIER DEMOCRAT (e)
Advs. Not Accepted: Liquor.
Special Editions: Arkansas Poultry Festival (June); Back-To-School (Sept.); Christmas Greeting (Dec.) (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Women's page.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Craig Lovesy
Aviation—Craig Lovesy
Book—Craig Lovesy
Business-Financial—Craig Lovesy
Cartoonists—Craig Lovesy
Church—Craig Lovesy
Columnists—Craig Lovesy
Editorial Writers—Craig Lovesy
Education—Craig Lovesy
Farm—Craig Lovesy
Fashion—Craig Lovesy
Food—Craig Lovesy
Garden—Craig Lovesy
Librarian—Craig Lovesy
Motion Pictures-Theatrical—Craig Lovesy
Music—Craig Lovesy
Photo. Dept. Mgr.—Craig Lovesy
Picture Editor—Craig Lovesy
Radio-Television—Craig Lovesy
Real Estate—Craig Lovesy
Travel—Craig Lovesy
Society—Edith Wharton

SEARCY (Ark.), CITIZEN (e)
Advs. Not Accepted: Liquor
No Editions: New Year; July 4th; Labor Day; Thanksgiving; Christmas.

SPRINGDALE (Ark.), NEWS (e ex. Sat.)
Special Editions: Rodeo Edition (June); Back to School (Aug.); Christmas (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept: Food column Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Miss Maudine Farish
Columnists—R. R. Sanders
Editorial Writers—Edw. R. Stafford
Farm—R. R. Sanders
Fashion—Miss Maudine Farish
Motion Picture-Theatrical—R. R. Sanders
Society—Miss Maudine Farish

STUTTGART (Ark.), LEADER (e)
Special Editions: Back-to-School (Aug.); Rice and Duck (Oct.); Christmas Shopper (Dec.); Christmas Greetings (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Garner Allen
Book—Garner Allen
Business-Financial—Calvin Mannen
Church—Garner Allen
Columnists—Garner Allen; Calvin Mannen
Editorial Writers—Garner Allen; Calvin Mannen
Education—Garner Allen
Farm—Garner Allen
Fashion—Jennie Allen
Food—Calvin Mannen
Garden—Garner Allen
Motion Picture-Theatrical—Calvin Mannen
Music—Calvin Mannen
Photo. Dept. Mgr.—Garner Allen
Picture Editor—Garner Allen
Radio-Television—Calvin Mannen
Real Estate—Calvin Mannen
Travel—Garner Allen

TEXARKANA (Ark., Tex.), GAZETTE (m) (S); NEWS (e)
Run-of-Paper Color Advs.: 4 colors. Daily & Sun.
Advs. Not Accepted: Mail Order
Special Editions: Progress Review (Aug.) (S)
No Editions: New Year's; July 4th; Labor Day; Thanksgiving; Christmas (e).
Snydicated Magazine Section Carried: Family Weekly (S).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. H. Richter
Aviation—Max Bishop
Book—Sally Reese
Business-Financial—Paul Lowry
Church—Paul Lowry
Columnists—J. Q. Mahaffey; Bob Mundella; Mary Lou Cannon
Credit Manager—Miss Mildred Black
Editorial Writers—J. Q. Mahaffey
Education—Paul Lowry
Farm—Paul Lowry
Fashion—Kay Stafford
Food—Kay Stafford
Garden—Kay Stafford
Librarian—Lucy Pope
Motion Pictures-Theatrical—Sally Reese
Music—Sally Reese
Photo. Dept. Mgr.—Sally Reese
Picture Editor—Sally Reese
Radio-Television—Paul Lowry
Real Estate—Max Bishop
Travel—Bonnidell Davis
Society—Kay Stafford

WEST MEMPHIS (Ark.), SUN (m)
Run-of-Paper Color Advs.: Min. 1000 lines.
Special Editions: Back-To-School (Sept.); Christmas Shopper (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.

CALIFORNIA

ALAMEDA (CALIF.), TIMES-STAR (e)
Run-of-Paper Color Advs: Up to 4 colors. Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. G. Werner
Aviation—W. G. Werner
Book—Barbara Stevenson
Business-Financial—W. G. Werner
Church—Elaine Baumgartner
Credit Manager—K. B. Key
Editorial Writer—G. B. Thrall
Education—Thad Spinola
Fashion—Barbara Stevenson
Food—Barbara Stevenson
Garden—Lou Lippi
Librarian—Jean Brenton
Motion Picture-Theatrical—Jerry Thrall
Music—Jerry Thrall
Photo. Dept. Mgr.—Howard Erker
Picture Editor—Thad Spinola
Radio-Television—Jack Angus
Real Estate—W. G. Werner
Travel—W. G. Werner
Society—Barbara Stevenson

ALHAMBRA (Calif.), POST-ADVOCATE (e)
Advs. Not Accepted: Matrimonial Personals.
Special Editions: Dollar Days (Feb.-Oct.); Green Tag (Aug.); Do-It-Yourself (July); Back-to-School (Aug.); Fall Fashions (Sept.); Yule Buy-Days (Nov.).
Run-of-Paper Color Advs.: One color, plus black. Mon., Tues., Thurs. & Fri.
No Editions: Christmas; New Years.
Print Own Magazine: Yes.
Television Station Affiliation: KCOP.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Cornelio Baca
Aviation—Hal Greenberg
Book—Barton Heiligers
Business-Financial—James Kiper
Editorial Writers—Warner Jenkins; Robert Studer; Barton Heiligers
Education—Don Cannalte
Farm—Jack Johnson
Fashion—Ruth Baker
Food—Cornelio Baca
Farm—Paul Lowry
Fashion—Kay Stafford
Food—Kay Stafford
Garden—Kay Stafford
Garden—Hal Greenberg
Librarian—Robert Christensen
Motion Picture-Theatrical—Don Cannalte
Music—Vince Ducette
Photo. Dept. Mgr.—Robert Studer
Picture Editor—Robert Studer
Radio-Television—Warner Jenkins
Real Estate—Don Cannalte
Travel—Hal Greenberg
Society—Ruth Baker

ANAHEIM (Calif.), BULLETIN (e)
Run-of-Paper Color Advs.: 1 color.
No Editions: Christmas; July 4th; Thanksgiving.
Food and/or Household Dept; Occasional Food column; Household page (Fri.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Shaffer
Aviation—Don Shaffer
Book—Don Shaffer
Business-Financial—Don Shaffer
Church—Carrie Lou Sutherland
Columnists—Don Shaffer
Editorial Writers—Howard Loudon; Don Shaffer
Education—Carrie Lou Sutherland
Farm—Don Shaffer
Fashion—Carrie Lou Sutherland
Food—Carrie Lou Sutherland
Garden—Don Shaffer
Librarian—Jim Duncan
Motion Picture-Theatrical—Jim Duncan
Music—Carrie Lou Sutherland
Photo. Dept. Mgr.—Don Shaffer
Picture Editor—Don Shaffer
Radio-Television—Carmela Martin
Real Estate—Don Shaffer
Travel—Don Shaffer
Society—Carrie Lou Sutherland

ANTIOCH (Calif.), LEDGER (e ex Sat.)
No Editions: New Years; May 30th; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Albert W. Flaherty

BAKERSFIELD (Calif.), CALIFORNIAN (e)
Run-of-paper Color Advs.: Up to 1 color. Daily.
Special Editions: Spring and Fall (Mar.); Openings (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George De Armond
Aviation—Ed. Griffith
Book—Ralph Kreiser
Business-Financial—Ralph Kreiser
Church—Ed Griffith
Columnist—Jim Day
Credit Manager—George De Armond
Editorial Writer—Ralph Kreiser
Education—Jim Day
Farm—Ed Griffith
Fashion—Beth Henley
Food—George De Armond
Garden—Ed Griffith
Motion Picture-Theatrical—Ed Griffith
Music—Beth Henley

(Continued on Page 180)

When results must justify expenditures, advertisers logically turn to the Arkansas Gazette. Here, in the largest advertising medium, they get the readership and home delivered circulation (plus the largest circulation) that it takes to make business good. The Gazette can do the same thing for you. It is big locally. It is big in the market. In every line of business, advertisers find the Gazette most effective in their selling programs.

FIRST In Circulation
FIRST In Readership
FIRST In Advertising Volume

Big Market
Big Newspaper, and
PROVED
PULLING POWER

Arkansas Gazette

CALL A JOHN BUDD MAN

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

CALIFORNIA—Cont'd

(Continued from Page 179)

BAKERSFIELD (Calif.) CALIFORNIAN—Cont'd

Photo. Dept. Mgr.—Jim Day
Picture Editor—Jim Day
Real Estate—Ed Griffith
Travel—Jim Day
Society—Beth Henly

BERKELEY (Calif.), GAZETTE (e)
Run-of-paper Color Advs.: Up to 4 colors. Daily.
Advs. Not Accepted: liquor; horse racing.
Special Editions: Travel (Feb.); Garden (Feb.-Mar.); Spring Fashion (Mar.); Annual Progress (May); Back To School (Aug.); Fall Fashion (Sept.); Christmas (Nov.).
Food and/or Household Dept.: Special pages Thursdays; some material daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jerry Beatty
Aviation—Kacy Ward
Book—Ken Carnahan
Business-Financial—J. R. Ward
Church—Miss Edna Andrews
Columnists—Kacy Ward; Jim Scott
Education—Grace McKnight
Fashion—Helen Nicol
Food—Helen Nicol
Garden—Kacy Ward
Music—Jerry Beatty
Photo. Dept. Mgr.—Bob Lynds
Picture Editor—Bob Lynds
Radio-Television—Renee Morcel
Real Estate—John Leonard
Travel—Kacy Ward
Society—Helen Nicol

BEVERLY HILLS (Calif.), CITIZEN (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Special Editions: Fall Fashion (Sept.); Spring Fashion (Mar.)
No Editions: Christmas; New Years; July 4th; Labor Day; Memorial Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Knoche
Business-Financial—George Knoche
Church—Della Johnson
Columnists—David B. Heyler, Sr.; Bob Sabel
Editorial Writer—Bill Reeder
Education—Della Johnson
Fashion—Wanda Phillips
Food—Wanda Phillips
Motion Picture-Theatrical—Hazel Flynn
Photo. Dept. Mgr.—Cliffors R. Johnson
Picture Editor—Bill Reeder
Radio-Television—Gene Inge
Travel—George Knoche
Society—Wanda Phillips

BRAWLEY (Calif.), NEWS (e)
No Editions: Christmas; New Years; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Betty Bradshaw
Columnist—Ray Barnes
Editorial Writer—Ray Barnes
Fashion—Betty Bradshaw
Food—Betty Bradshaw
Society—Betty Bradshaw

BURBANK (Calif.), DAILY REVIEW (e)
Run-of Paper Color Advs: Up to 2 colors. Any day except Sat. or Sun.
Special Editions: Burbank on Parade (Oct.); Back to School (Aug.); Fall Fashions (Oct.)
No Editions: Christmas & New Years.
Group Membership: Calif. Newspaper Publisher Association.
Food and/or Household Dept: Thursdays.
Radio Station Affiliation: KBLA
Television Station Affiliation: KCOP
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred Baumberger
Aviation—Tom Hageman
Book—Tom Hageman
Church—Margo Paige
Columnist—Tom Hageman
Editorial Writers—Tom Hageman; Fred Baumberger; Dave Duncan
Education—Fred Baumberger
Fashion—Margo Paige
Food—Margo Paige
Librarian—Pete Vogel
Music—Richard D. Saunders
Photo. Dept. Mgr.—Steve Fontanini
Picture Editor—Frank Farrell
Radio-Television—Gene Inge
Society—Margo Paige

CHICO (Calif.), ENTERPRISE-RECORD (e)
Run-of-Paper Color Advs.: Up to 3 colors, plus black. Daily except Wed.
Advs. Not Accepted: Vending machine; competitive mail order.
Split Run Advertising: Geographically.
Special Editions: Cooking School (Mar.)
No Editions: Thanksgiving; Christmas; New Years Day; July 4th; Labor Day.

COLTON (Calif.), COURIER (e)
No Editions: July 4; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Harrison
Aviation—Chas. K. Dooley
Columnist—Charles K. Dooley
Editorial Writer—Charles K. Dooley
Photo. Dept. Mgr.—Jim White
Radio-Television—Geri Lee Hunt
Society—Grace Melson

CONCORD (Calif.), TRANSCRIPT (e ex. Sat.)
Special Editions: Spring Fashion (Apr.); Fall Fashion (Sept.).
No Editions: Postal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Dora Friedrich
Columnists—Clif Moore; Dora Friedrich; Lawna Williams
Editorial Writer—Jack Mackey
Fashion—Lucile Aldrich
Society—Dora Friedrich

CORNING (Calif.), OBSERVER (e)
No Editions: Christmas; Labor Day; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Lee Soto, Editor.

CORONA (Calif.), INDEPENDENT (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Justin Hammond
Church—Bonnie Bills
Columnist—Justin Hammond
Editorial Writer—J. C. Hammond
Motion Picture-Theatrical—Bonnie Bills
Music—Laurene Roof
Photo. Dept. Mgr.—Justin Hammond
Real Estate—Arch Jones
Travel—J. C. Hammond
Society—Florence Bridwell

CULVER CITY (Calif.), EVENING STAR-NEWS (e)
Run-of-Paper Color Advs: Up to 3 colors.
Split Run Advertising: Geographically
Special Editions: La Ballona Valley Days (Aug.); Annual Cooking School (May); Fashion (May) & Sept.); Home & Garden (Mar.) & (Oct.)
No Editions: Christmas
Food and/or Household Dept: Thursday
Television Station Affiliation: KCOP, Los Angeles.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur Carlson
Aviation—Arthur Carlson
Book—Helen Black
Business-Financial—W. D. McGlassson
Church—Barbara Hanson
Columnists—Wm. Fenderson; Helen Black; Arthur Carlson
Credit Manager—Don Throe
Editorial Writer—David J. Duncan
Education—William Fenderson
Fashion—Barbara Hanson
Food—Jane Haynes
Garden—Wm. Fenderson
Librarian—Garry Wormser
Motion Picture-Theatrical—Helen Black
Music—Helen Black
Photo. Dept. Mgr.—George Fry
Picture Editor—W. D. McGlasson
Radio-Television—Helen Black
Real Estate—Wm. Fenderson
Travel—Garry Wormser
Society—Barbara Hanson

EL CENTRO (Calif.), POST (m); IMPERIAL VALLEY PRESS (e); POST-PRESS (S)
Run-of-Paper Color Advs.: 1 color and black. Daily & Sun.
Advs. Not Accepted: Cash in advance thru mail.
Special Editions: Inland Empire (Jan.); Fashion-Style (Mar.); Home (Oct.).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mary Ellen Wheeler
Editorial Writers—Paul A. Jenkins; Carl W. Schooss; Dave Galloway
Farm—Ed. McLain
Fashion—Eva Williams
Food—Eva Williams
Photo. Dept. Mgr.—Dick Naul
Society—Mary Ellen Wheeler

ESCONDIDO (Calif.), TIMES-ADVOCATE (e)
Special Editions: Spring Fashion (Apr.); Fall Fashion (Oct.); Home Edition Auto. (as scheduled); Pre-Christmas (Dec.)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Columns Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. R. McClintock
Book—Victoria Speers
Business-Financial—Ethel Nordheim
Church—Jody Butler
Columnists—Bob Romaker; Jody Butler; The Prowler; Victoria Speers
Credit Manager—Ethel Nordheim
Editorial Writer—Fred W. Speers
Education—Jody Butler
Farm—George Cordry
Fashion—Jody Butler
Food—Jody Butler; Ted Watterson
Garden—Eloise Perkins
Librarian—Joyce Robertson
Motion Picture-Theatrical—Eloise Perkins
Music—Eloise Perkins
Photo. Dept. Mgr.—George McCormick
Picture Editor—Eloise Perkins
Radio-Television—Shirley Peet
Real Estate—Jeannine Howell
Travel—George Cordry
Society—Jody Butler

EUREKA (Calif.), HUMBOLDT TIMES (m) (S) HUMBOLDT STANDARD (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Mon; Sun.
Special Editions: Vacation Edition (May). Logging and Sawmill Equipment (May); Back to School (Aug.).
Food and/or Household Dept.: Wed. (e); Thurs. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Shouse (m) (e)
Columnist—Andy Genzoli (m) (S)
Credit Manager—Bess Maddox
Food—Corinne Woodard (m) (e)
Garden—Margaret Delane (m) (e)
Society—Corinne Woodard (S) (m); Margaret Delaney (e)

FONTANA (Calif), HERALD-NEWS (e ex Sat.)
Special Editions: Fontana Days (May);
No Editions: Christmas.
Food and/or Household Dept.: Wednesday Food Page.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Myrtle G. Saugstad
Editorial Writer—James B. Conner
Photo. Dept. Mgr.—George Stewart
Society—Mrs. Myrtle G. Saugstad

FRESNO (Calif.), BEE (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors and black. Daily ex. Thurs. and leeway requested Friday.
Split Run Advertising: Geographically; Every-other paper.
Advs. Not Accepted: obj. medical; liquor in comics.
Print Own Magazine: California Country Life
Group Membership: Metro Pacific; Pacific Sunday Mag. Group.
Food and/or Household Dept.: Daily & Sunday.
Radio Station Affiliation: KMJ
Television Station Affiliation: KMJ-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Carl Somdal
Credit Manager—Lester L. Berry
Farm—M. J. Keyes
Food—Katherine Kitchen
Librarian—Anna Christensen
Personnel Mgr.—Wm. Otto

FULLERTON (Calif.), NEWS TRIBUNE (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Vending machine.
Annual Special Editions: Progress (Aug.).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wilmer N. Long
Church—Ysabel Carden
Columnists—Don Keller; Bea Baxter
Editorial Writers—Leif Johnson; Edgar F. Elfstrom
Education—Leif Johnson
Fashion—Ysabel Carden
Food—Margaret B. Elliott
Garden—Wilmer N. Long
Photo. Dept. Mgr.—Leif Johnson
Picture Editor—Leif Johnson
Real Estate—Wilmer N. Long
Society—Ysabel Carden

GARDEN GROVE (Calif.), NEWS (e) (S)
Run-of-Paper Color Advs.: 2 colors Mon., Tues., Wed., Fri.
No Editions: Labor Day; Christmas.
Group Membership: C.N.P.A.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Fred Brewer
Church—Martin Bentson
Columnists—Dixon Gayer; Fred Brewer
Editorial Writer—Fred F. Allen
Food—Mrs. Bea Roth
Radio-Television—Fred Brewer
Society—Joan Scherer

GILROY (Calif.), EVENING DISPATCH (e ex. Sat)
Special Editions: Gymkhana (June); Christmas (Dec.).
No Editions: New Years, Christmas, July 4th, Memorial Day, Thanksgiving, Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Pratt
Book—George Pratt
Church—Gertrude Lake
Editorial Writer—Tom Evans
Farm—Tom Evans
Fashion—Gertrude Lake
Food—Gertrude Lake
Society—Gertrude Lake

GLENDALE (Calif.), NEWS-PRESS (e)
Run-of-Paper. 1 color. Daily; Reservations required.
Split Run Advertising: Every-other Paper.
Special Editions: Yule Buy Days (Nov.); Women's (Oct.); Builders (Sept.); Fashion (Spring & Fall); Cooking School (Sept.).
Print Own Magazine: Yes.
Food and/or Household Dept: Weekly food page in Saturday magazine section.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joseph E. McGreal
Book—Carroll W. Parcher
Business-Financial—R. O. Cochran
Columnists—Carroll W. Parcher; Dick Micks; Guy S. Allison.
Editorial Writers—Carroll W. Parcher; C. F. Waite
Education—Franklyn Nofziger
Fashion—Betty Preston
Food—Zola Vincent
Garden—George Hutchison
Librarian—P. E. Vogel
Photo. Dept. Mgr.—Salvador J. Felix
Radio-Television—Gene Inge
Real Estate—R. O. Cochran
Travel—R. O. Cochran
Society—Betty Preston

GRASS VALLEY-NEVADA CITY (Calif.) UNION
No Editions: New Years; Memorial Day; July 4th; Labor Day; Veterans' Day; Thanksgiving; Christmas.

HANFORD (Calif.), SENTINEL (e)
No Editions: Jan 1; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday (e).
Radio Station Affiliation: KNGS
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Robert Magee
Editorial Writer—Larry McSwain
Farm—Deane Townes
Fashion—Willetta Regan
Food—Willetta Regan
Society—Willetta Regan

HAYWARD (Calif.), REVIEW (e)
Run-of-Paper Color Advs.: 1 color. Daily, ex. Wed.
Split Run Advertising: Geographically.
Advs. Not Accepted: Coin machine buyers.
Special Editions: Progress (Feb.); Art Assoc. (Oct.); Public School (Apr.);
Food and/or Household Dept: Food pages (Wed. & Thurs.)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dayton Pierson
Business-Financial—Herb Levy
Church—Dorothy Cuthbertson
Editorial Writers—George Lower; Richard P. Hafner, Jr.
Education—Leona Ward
Fashion—Dorothy Cuthbertson
Food—Edwina Killoran
Garden—Alvin Shayt
Picture Editor—Charles Ruiz
Real Estate—Edlarene (Eddie) Hook
Society—Ernestine Wiseman

HOLLYWOOD (Calif.), CITIZEN-NEWS (e)
Run-of-Paper Color Advs.: 1 color. Daily except Wed.
Split Run Advertising: Geographically. Every-other Paper.
Advs. Not Accepted: Alcoholic Beverages.
Special Editions: Academy Awards (March); Fashions (Jan.) (Sept.); Auto Show (Nov.).
Food and/or Household Dept: Household (Thurs.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William S. Cribbin
Aviation—William S. Cribbin
Book—Walter Scratch
Church—Lorne Kent
Columnist—Austin Conover
Credit Mgr.—R. P. Smith
Editorial Writers—Walter Stretch; Austin Conover
Fashion—Ursula Baumann
Food—Cleo Kerley
Garden—Ray Scarborough, Jr.
Motion Picture-Theatrical—Lowell Redelings
Music—Walter Scratch
Photo. Dept. Mgr.—Harley Martin
Radio-Television—Zuma Palmer
Real Estate—Ray Scarborough, Jr.
Travel-Resort—Har Palmer
Society—Ursula Baumann

INGLEWOOD (Calif.), DAILY NEWS (e)
Run of Paper Color Advs.: Daily.
Special Editions: Progress Edition (Sept.).
No Editions: Memorial Day; July 4th; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. E. Lennartz
Aviation—Herbert Vida
Business-Financial—Edwin W. Dean
Church—Beverly Summo
Columnists—Robert O. Vincent; Warren Turnbull
Editorial Writers—Edwin W. Dean; Robert O. Vincent
Education—Armen Kasparian
Fashion—Vivian L. Willits
Food—Vivian L. Willits
Motion Picture-Theatrical—Beverly Summo
Music—Vivian L. Willits
Photo. Dept. Mgr.—B. Thomas Marquis
Picture Editor—B. Thomas Marquis
Real Estate—Thomas Delperdang
Society—Vivian L. Willits

LANCASTER (Calif.), ANTELOPE VALLEY LEDGER GAZETTE (d. ex. Sat.)
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—George Willey
Society—Elinor Burke

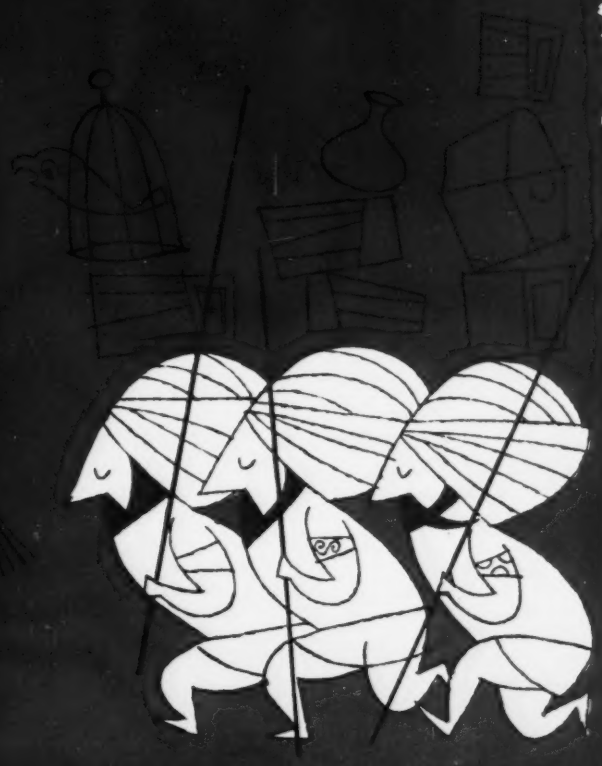
LODI (Calif.), NEWS-SENTINEL (m)
Run-of-Paper Color Advs: 1 color. Daily.
Special Editions: Lodi Grape Festival (Sept.); Christmas (Dec.).
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—A. W. Marquardt; Carl Underwood
Editorial Writer—A. W. Marquardt
Photo. Dept. Mgr.—Paul Zimmerman

LONG BEACH (Calif.), INDEPENDENT (m); PRESS-TELEGRAM (e); INDEPENDENT-PRESS-TELEGRAM (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: All advertising subject to approval of management.
Special Editions: Industry & Business Review (Jan.); Spring Garden Edition (Feb.); Spring Fashion Edition (Feb.); Travel & Vacation (May); Fall Fashion Edition (Sept.); Home Fashion-Time Edition (Sept); Fall Garden Section (Oct.); Christmas Section (Thanksgiving Day).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
Group Membership: Metro Comics; Pacific Sunday Magazine Group; Nancy Sasser.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Art Stephan
Aviation—Don Brackenbury
Church—Spencer Crump
Columnists—Malcolm Epley; Harry Fulton
Credit Mgr.—Wade Maplethorpe
Editorial Writers—Harry Karns, Lawrence A. Collins, Sr.; Malcolm Epley
Fashion—Mary Lou Zehms; Jean Moore
Food—Mildred Flanary
Garden—Fred Kraft
Librarian—Eugenia MacDonald
Photo. Dept. Mgr.—Roger Coar
Picture Editor—Dave Emery
Radio-Television—Terry Vernon (m) (S); John Frederick (e)
Real Estate—Ken Chilcote
Regional News—Lou Head
Travel—Fred Kraft
Society—Mary Lou Zehms

LOS ANGELES (Calif.), EXAMINER (m) (S)
Run-of-Paper Color Advs: Up to 4 colors. Daily except Thurs. & Sat.
Magazine Section Carried: American Weekly; Pictorial Living.
Group Membership: Puck-The Comic Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. C. Barnard
Aviation—Tom Towers
Book—Clark Kinnard
Business-Financial—Willis Heim
Cartoonists—Karl Hubenthal; Ted Gale
Church—Ernest Lonsdale
Columnist—Vincent X. Flaherty
Credit Mgr.—E. R. Denison
Editorial Writer—Jose Rodrigues
Education—Don Caswell
Farm—Willis Heim
Fashion—Babette
Food—Prudence Penny
Garden—Gardiner Green
Motion Picture-Theatrical—Louella Parsons
Music—Patterson Greene
Photo. Dept. Mgr.—Sam Sansone
Picture Editor—Bob Boich
Radio-Television—Jack Lait, Jr.
Real Estate—Ernest Lonsdale
Travel—John Stingle
Society—Lynn Spencer

(Continued on Page 182)

SOMETHING MISSING



...LIKE CALIFORNIA *WITHOUT* THE BILLION-DOLLAR VALLEY OF THE BEES

- Actually, effective buying income of more than $2.5 billion
- More than twice the retail sales of Indianapolis metropolitan area
- Not covered by San Francisco and Los Angeles newspapers

It takes the 3 Bees to carry your sales message into California's rich inland valley. Valley families, cut off from the coast by mountains, read their own local papers. There's where you should tell them about your product.

Data Source: Sales Management's 1956 Copyrighted Survey

THE SACRAMENTO BEE Leading newspaper in California's capital city. Reaches 9 out of 10 families in ABC city zone, and 1 out of every 2 families in the 19-county Sacramento market.

THE FRESNO BEE The only newspaper covering the Fresno area. Reaches 9 out of 10 families in the ABC city zone, and 1 out of 2 families in the ABC trading area.

THE MODESTO BEE Reaches 9 out of 10 families in ABC city zone, over one-half of the families in the ABC trading area. It is the only newspaper covering the Modesto area.

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

CALIFORNIA—Cont'd

(Continued from Page 180)

LOS ANGELES (Calif.), HERALD AND EXPRESS (e)
Run-of-Paper Color Advs.: Up to 3 colors. Every day except Thursday.
Advs. Not Accepted: Hypnotism.
Special Editions: Annual Bus. Review (Sept.); App. Almanac (July); Auto Show Number (Varies); Resort & Travel (May & Dec.).
Food and/or Household Dept.: Yes.
Television Station Affiliation: KNXT.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard Bloomer
Aviation—Richard Bloomer
Book—Lewis S. Young
Business-Financial—Alex N. Campbell
Cartoonists—J. P. Maloney
Church—Alma May Cook
Columnists—Bill Kennedy; Jimmy Starr
Credit Mgr.—E. H. Dennison
Editorial Writer—Lewis S. Young
Education—Arthur C. Atwell
Fashion—Agnes McCay
Food—Selma Andrews
Garden—Chris Redondo
Librarian—Eugene Bradford
Motion Picture-Theatrical—Harrison Carroll; Jimmy Starr
Music—Alma Gowdy
Photo. Dept. Mgr.—Perry Fowler
Picture Editor—Edward Krauch
Radio-Television—Bob Hull
Real Estate—George McElroy
Travel—Elmar Baxter
Society—Anne T. Smith; Meredith Overpeck

LOS ANGELES (Calif.), MIRROR-NEWS (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper
Special Editions: Yes (Jan.).
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or Managers
Auto—Floyd Freel
Book—Phillip H. Ault
Business-Financial—David Rees
Cartoonist—Leo Thiele
Church—Omar Garrison
Columnists—Paul Coates; Dick Williams; Hal Humphrey; Jane Palmer; Sid Ziff; Max Stiles; Kendis Rochlen; Wanda Henderson & Matt Weinstock
Credit Mgr.—Gilbert W. Sites
Editorial Writer—Herb Stinson
Food—Anita Bennett
Garden—R. E. Atkinson
Librarian—Wilbur Kent
Motion Picture-Theatrical—Dick Williams
Music—Raymond Kendall
Photo. Dept. Mgr.—Hugh Arnott
Radio-Television—Hal Humphrey
Real Estate—James Speedie
Travel—Henry Frank
Society—Wanda Henderson

LOS ANGELES (Calif.), TIMES (m) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun ex. Fri. 1 color Fri.
Advs. Not Accepted: Liquor.
Special Editions: Mid Winter (Jan).
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Group; Pacific Sunday Magazine Group.
Food and/or Household Dept.: Yes.
Television Station Affiliation: KTTV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lynn J. Rogers
Aviation—Marvin Miles
Book—Paul Jordan-Smith
Business-Financial—Harold Walsh
Cartoonist—Bruce Russell
Church—Daniel Thrapp
Columnists—Bill Henry; Gene Sherman
Credit Mgr.—Gilbert W. Sites
Editorial Writers—Kirby Ramsdell; Edward Krauss; Humphrey Owen
Fashion—Fay Hammond
Food—Marian Manners
Librarian—Romeo Carraro
Motion Picture-Theatrical—Edwin Schallert
Music—Albert Goldberg
Photo. Dept. Mgr.—Paul Calvert
Picture Editor—William Wasson
Television—Walter Ames
Real Estate—Charles C. Cohan
Travel—Lynn Rogers
Society—Elizabeth Goodland

LOS GATOS (Calif.), TIMES (e ex. Sat.)
Special Editions—Spring Opening (Apr.); Back-to-school (Aug.); National Wine Week (Oct.); Cooking School (Nov.).
No Editions: New Years; Washington's Birthday; Lincoln's Birthday; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred Peltz
Book—Mrs. Gene Johnson
Columnists—John Baggerly; Don De Main
Editorial Writer—George R. Kane
Fashion—Mrs. Peggy Hitchcock
Food—Mrs. Gene Johnson
Picture Editor—Don De Main
Real Estate—Mrs. Mary Andrews
Travel—Mrs. Gene Johnson
Society—Mrs. Gene Johnson

MADERA (Calif.), NEWS-TRIBUNE (e)
Advs. Not Accepted: Mail Order.
Special Editions: Fair edition (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food column and news on Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Barbara Richardson
Church—Barbara Richardson
Editorial Writer—Harry Nordwick
Farm—Vince Vandevert
Fashion—Doris Maggiorini
Food—Doris Maggiorini
Garden—Vince Vandevert
Librarian—Mrs. Alma Thayer
Music—Mrs. Hazel Meadows
Photo. Dept. Mgr.—Harry Nordwick
Picture Editor—Harry Nordwick
Radio-Television—Mrs. Alma Thayer
Society—Doris Maggiorini

MARTINEZ (Calif.), CONTRA COSTA GAZETTE (e)
No Editions: Christmas; New Years; Thanksgiving; Labor Day; July 4th; Memorial Day.
Food and/or Household Dept: Daily Food Col.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred Warnholz
Church—Doris Lindgren
Columnist—Jim Ritch
Editorial Writers—Jim Ritch; Wm. R. Sharkey, Jr.
Farm—Wm. R. Sharkey, Jr.
Fashion—Doris Lindgren
Food—Doris Lindgren
Garden—Fred Warnholz
Photo. Dept. Mgr.—W. H. Hexner
Picture Editor—Doris Lindgren
Radio-Television—Jeff Greer
Society—Doris Lindgren

MARYSVILLE (Calif.), APPEAL-DEMOCRAT (e)
Run-of-Paper Color Advs.: 1 color. Every day.
No Editions: Thanksgiving; Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Stan Gelling
Church—Betty Jo Hicks
Editorial Writers—W. J. Monahan
Garden—Neva Romeisbacher
Photo. Dept. Mgr.—Don Donaldson
Society—Betty Jo Hicks

MODESTO (Calif.), BEE (e)
Run-of Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper.
Annual Special Editions: Call of the Open Road (June); Christmas Edition (Nov.).
Print Own Magazine; Yes.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KBEE.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—Chas. E. Mendenhall
Food—Katherine Kitchen
Librarian—Cleo Mathis
Society—Beth Cook

MONROVIA (Calif.), NEWS-POST (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily
Special Editions: Monrorial Day (May); Year-End Ed. (Dec.)
Food and/or Household Dept: Thurs.
Television Station Affiliation: KCOP
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elwood Irwin
Church—Dorothy Sanborn
Editorial Writers—Elwood Irwin; Warren Taylor
Garden—Geo. Braden
Society—Nancy Crowell

MONTEREY (Calif.), PENINSULA HERALD (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Special Editions: American Art Week (Nov.); Fashion (Mar. & Sept.).
No Editions: Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Irene Alexander
Church—Irene Alexander
Columnists—Allen Griffin; Edward Kennedy
Credit Mgr.—Inez Lorentzen
Editorial Writers—Allen Griffin; Edward Kennedy
Fashion—Bonnie Gartshore
Food—Brad Parker
Music—Fred Sorri
Photo. Dept. Mgr.—Peter Breinig
Society—Evelyn Londahl

MOUNTAIN VIEW (Calif.), REGISTER LEADER (e ex. Sat. & Sun.); REGISTER-LEADER (S)
Run-of-Paper Color Advs.: Up to 2 colors. (Thurs.)
No Editions: Christmas; New Years; Memorial Day; Labor Day; July 4th; Thanksgiving.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—George M. Hall; Bob Foster; Don De Main
Editorial Writer—George M. Hall; Joseph C. Houghteling
Society—Sally Yates

NAPA (Calif.), REGISTER (e)
Run-of-Paper Color Advs.: Daily. 1 color.
No Editions: Christmas; New Years; Washington's Birthday; Memorial Day; Labor Day; Thanksgiving.
Food and/or Household Dept.: Food Wed.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Vincent Hale
Aviation—Paul Donovan
Book—Astrid Eby Edington
Business-Financial—Whitfield Griffiths
Cartoonist—Robert McKenzie
Church—Arthur McKay
Education—Paul Donovan
Farm—Wayne Wilson
Fashion—Astrid Eby Edington
Food—Lamar Tallman
Garden—Wayne Wilson
Librarian—Phylis Beuoy
Photo. Dept. Mgr.—Robert McKenzie
Picture Editor—Arthur McKay
Radio-Television—Paul Donovan
Society—Astrid Eby Edington

NORTH HOLLYWOOD: SAN FERNANDO (Calif.) VALLEY TIMES (e) (Part of Los Angeles)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Household (Apr.); Fashion (Sept.).
Food and/or Household Dept.: Daily food column; Thursday food feature.
Radio Station Affiliation: KGIL - San Fernando Valley.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Phil Dorner
Business-Financial—Carl Milliken
Church—Carl Milliken
Columnists—Frank Green; Claude Newman; Peter Kokon; Merle Potter
Credit Mgr.—D. W. Kline
Editorial Writer—Roy Bennett
Fashion—Pat Laughrey
Food—Aline Law
Garden—Ed Hutton
Librarian—Anne Isackson
Motion Picture-Theatrical—Len Boyd
Music—Len Boyd
Photo. Dept. Mgr.—Lawrence Paulson
Picture Editor—Almer Isackson
Radio-Television—Allen Rich
Real Estate—Ed Hutton
Society—Francis Dewberry

OAKLAND (Calif.), TRIBUNE (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. 1 color daily & Sun. 4 colors Mon. & Thurs.
Special Editions: Graduation Section (Public Schools, Financial Review (Jan.); Travel Section; Downtown Day Section, Automobile Show Section (Feb.); Spring Fashion Section (Mar.); Home & Garden Section (Apr.); Garden Show Section, Vacationland Section, Graduation Section (Public Schools) (May); Downtown Day (Aug.); Gourmet Section, Fall Fashion Section, Parade of Progress, National Home Week Section, Home Fashion Time Section (Sept.); Downtown Day (Oct.); Do-It-Yourself Section (Nov.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
Group Membership: Metro Comic Group.
Food and/or Household Dept.: Daily & Sun.
Radio Station Affiliation: KLX
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Homer Fey
Book—Nancy Barr Mavity
Business-Financial—John F. Martin
Cartoonists—Lou Grant; Leland S. Susman
Church—William F. Rose
Columnist—John L. Burroughs
Editorial Writer—Raymond Lawrence
Fashion—Hazel Black
Food—Margaret C. Bowers
Garden—H. M. Butterfield
Librarian—Arthur Hakel
Motion Picture-Theatrical—Theresa Cone
Music—Clifford Gessler
Photo. Dept. Mgr.—Keith Dennison
Radio-Television—James Abbe
Travel—Mort Cathro
Society—Lyda Brockhagen

OCEANSIDE (Calif.), BLADE-TRIBUNE (e)
Special Editions: Marine Corps Anniversary (Nov.)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Charles T. Hubbs
Fashion—Jackie Ishmael
Food—Jackie Ishmael
Picture Editor—Richard Carboneau
Society—Jackie Ishmael

ONTARIO-UPLAND (Calif.), REPORT (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor.
No Editions: Christmas; Labor Day; July 4th.
Food and/or Household Dept.: Food Pages, Wednesday. Home & Garden pages, Friday.
Radio Station Affiliation: KOCS and KEDO (FM).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Andrew B. Appleby
Editorial Writers—Mrs. Jerene Appleby Harnish; Rolph Fairchild
Society—Mrs. Dorothy Pries

ORANGE (Calif.) NEWS (e)
Special Editions: Mid-Winter Review (Feb.); Spring Aniversary (May); Mid-Summer Review (July).
No Editions: New Years; Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Charles Voigt
Business-Financial—Charles Voigt
Columnists—Charles Voigt; Jean Fairbairn; Florence Lodbell
Credit Mgr.—Jane Sandford
Editorial Writer—Charles Voigt
Fashion—Amy Palmiter
Garden—Amy Palmiter
Motion Picture-Theatrical—John Sandford
Music—John Sandford
Personnel Mgr.—Charles Voigt
Picture Editor—Jack Carper
Radio-Television—William Cary
Real Estate—Charles Voigt
Society—Amy Palmiter

OROVILLE (Calif.), MERCURY-REGISTER (e)
Run-of-Paper Color Advs.: 1 color.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Dan L. Beebe
Photo. Dept. Mgr.—Dan L. Beebe, Jr.

OXNARD (Calif.), PRESS-COURIER(e)
Run-of-Paper Color Advs: Up to 2 colors. Daily.
Special Editions: Industrial (Jan.); Spring Fashion (Easter); School (Aug.); Fall Fashion (Sept.);
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Sollen
Book—Mrs. George Grimes
Church—Stanley Mandel
Editorial Writer—George Grimes
Education—Robert Mount
Librarian—Marion Dennis
Photo. Dept. Mgr.—Richard Turner

PALM SPRINGS (Calif.), DESERT SUN (e ex. Mon)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Western Week (Oct.); Christmas (Dec.); Circus Week (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Hildy Crawford
Columnists—R. F. Graettinger; O. B. Jaynes; Hildy Crawford; William Rashall
Editorial Writer—O. B. Jaynes
Fashion—Hildy Crawford
Photo. Dept. Mgr.—Robert Mims
Picture Editor—Fred Weigel
Real Estate—William Rashall
Society—Hildy Crawford

PALO ALTO (Calif.), TIMES (e)
Advs. Not Accepted: Liquor; gambling; racing.
Special Editions: Spring Fashions (Mar.); Back-to-School (Aug.); Fall Fashions (Sept.); Christmas Edition (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Glenn Brown
Business-Financial—Glenn Brown
Columnists—Dallas E. Wood; Elinor V. Cogswell; Alexander Bodi
Editorial Writers—Elinor V. Cogswell; Alexander Bodi
Fashion—Cornelia Matijasevich
Garden—Robert Burgess
Librarian—Mary Campbell
Photo. Dept. Mgr.—Eugene Tupper
Radio-Television—Ellis Walker
Real Estate—Glenn Brown
Society—Cornelia Matijasevich

PASADENA (Calif.), INDEPENDENT (m) (S)
Run-of-Paper Color Advs.: 1 colnr. Available Mon., Tues., Wed., Fri.
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Fashion (Feb. & Sept.); New Years Tournament of Roses Pictorial (Jan.); Garden (Apr. & Oct. second Sundays).
Print Own Magazine: Yes.
Food and/or Household Dept.: Food column and pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Speck
Book—Lyle Nash
Business-Financial—Lyle Nash
Columnists—Fred Runyon; Russ Leadabrand; Lyle Nash; Virginia Kay
Credit Mgr.—John Aldridge
Editorial Writers—Fred Runyon
Fashion—Nancy De Paolo
Food—Zola Vincent
Garden—David I. Gilfillan
Librarian—Tom Wade
Motion Picture-Theatrical—Lincoln Haynes
Music—Gustav Albrecht
Photo.—Elton Sewell
Radio-Television—Bill Bird
Travel—Russ Leadabrand
Society—Kim Blair

PASADENA (Calif.), STAR-NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors.
Split Run Advertising: Geographically; Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Tournament of Roses (Jan.); Fall Fashion (Sept.); Spring Fashion (Feb.); Garden (Spring) (Mar.); Garden (Fall) (Oct.).
Syndicated Magazine Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry Hughes
Book—Robert O. Foote
Business-Financial—L. H. Spehr
Church—C. Fred Shoop
Columnists—W. L. Blair; Charles D. Perles; Joseph L. Mears, Jr.
Editorial Writers—W. L. Blair; William Christian; Lee M. Merriman
Education—Lu Fleming
Fashion—Ruth Billheimer
Food—William Lines
Garden—Kennith Lewis
Librarian—Alma Bogeman
Music—Charles D. Perlee
Photo. Dept. Mgr. —Ben C. Olender
Picture Editor—Max Laird
Radio-Television—William B. Munro
Real Estate—Lu Spehr
Travel—Harry Hughes
Society—Ruth Billheimer

PASO ROBLES (Calif.). PRESS (e ex Sat)
Special Editions: Fair Edition (Aug.); Pioneer Day (Oct.).
No Editions: Christmas; New Years; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—F. E. Weybret
Society—Joyce Gombus

PETALUMA (Calif.), ARGUS-COURIER (e)
Special Editions: Christmas (Nov.); Back to School (Aug.); Spring Opening (Mar. or Apr.)
No Editions: Thanksgiving; Christmas; New Years; July 4th; Labor Day; occasionally others.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Bill Soberanes
Editorial Writer—Duncan H. Olmsted
Farm—Gus Stevens
Food—Lura Frati
Garden—Lura Frati
Society—Mrs. Lura Frati

POMONA (Calif.), PROGRESS BULLETIN (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Fair Edition (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe Gendron
Church—Larry Mann
Columnists—A. T. Richardson
Editorial Writer—A. T. Richardson
Garden—Harrison Stephens
Picture Editor—Joe Gendron
Society—Mrs. Shirley Lees

PORTERVILLE (Calif.), RECORDER (e)
Special Editions: Home Coming Edition (Nov.); Christmas Opening (Nov.); Back to School (Aug.); Dollar Days.
No Editions: Memorial Day; Christmas; New Years; Thanksgiving; July 4th; Labor Day; Veterans Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Homer W. Wood; Henry Brock, Jr.; Robert Moyle.
Society—Harriet Walsh

RED BLUFF (Calif.), NEWS (e)
Special Editions: Bull Sale (Jan.); Christmas (Nov.)
No Editions: Christmas; New Years; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Nelson Wilson
Book—Marion S. Walker
Church—Nelson Wilson
Editorial Writers—Nelson Wilson
Garden—Opal M. Tucker
Picture Editor—Nelson Wilson

REDDING (Calif.), RECORD-SEARCHLIGHT (e)
Run-of-Paper Color Advs: 1 color. Daily.
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Paul C. Bodenhamer
Fashion—Mrs. Margaret Galloway
Food—Mrs. Margaret Galloway
Photo. Dept. Mgr.—Paul C. Bodenhamer
Society—Mrs. Margaret Galloway

REDLANDS (Calif.), FACTS (e)
Advs. Not Accepted: Liquor except beer and wine; help wanted outside.
Special Editions: Spring Fashion (Apr.); Fall Fashion (Oct.).
No Editions: Thanksgiving; Christmas; July 4th.
Group Membership: C.N.P.A.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

REDONDO BEACH (Calif.), BREEZE (e)
Run-of-Paper Color Advs.: Up to 4 colors, 5 days.
Special Editions: Spring Fashions (Mar.); Made in Calif. (April); Vacation (May); Fall Fashions (Sept.); Christmas (Nov.).
Television Station: KCOP (Channel 13) L. A.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John C. Moon
Church—Lynn Lanagan
Columnists—S. C. Stewart
Credit Mgr.—Fred Robbins
Editorial Writer—S. C. Stewart
Fashion—Lynn Lanagan
Food—Stuart Robertson
Garden—Stuart Robertson
Photo. Dept. Mgr.—Bruce Howell
Society—Lynn Lanagan

REDWOOD CITY (Calif.), TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Geographically.
Advs. Not Accepted: Horse racing; Liquor.
Special Editions: Spring (Mar.); Fall (Sept.); Christmas (Nov.).
Food and/or Household Dept: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—David Schutz
Book—Arthur Chamberlain
Church—Tacy Smith
Columnists—Ray Spangler, Dallas Wood
Editorial Writers—Elinor Cogswell; David Schutz; Ray Spangler
Education—Otto Tallent
Fashion—Jean Vallenga
Food—Jean Vallenga
Music—Charles Susskind
Photo. Dept. Mgr.—Reginald McGovern
Picture Editor—David Schutz
Radio-Television—Ellis Walker
Society—Jean Vallenga

RICHMOND (Calif.), INDEPENDENT (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Special Editions: Red Tag (Mar.); Back-to-School (Aug.); Red Tag (Oct.); Christmas (Nov.).
Food and/or Household Dept.: Wed. and Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ruth Canty
Book—Helen Williams
Business-Financial—Russell Whiting
Cartoonists—H. J. Colborne
Church—Jerry Belcher
Columnists—A. M. Richards, Jr.; Ed. Leavitt; Gordon Raddue; Helen Williams; George B. Tashman
Credit Mgr.—J. A. Larsen
Editorial Writer—A. M. Richards, Jr.
Fashion—Helen Williams
Food—Helen Williams
Garden—W. L. Wakeland (Fri.)
Photo. Dept. Mgr.—Robert Forsburg
Picture Editor—A. M. Richards, Jr.
Radio-Television—George Tashman
Real Estate—W. L. Wakeland
Travel—Helen Williams
Society—Helen Williams

RIVERSIDE (Calif.), ENTERPRISE (m) (S); PRESS (e)
Run-of-Paper Color Advs.: Up to 3 colors and black. Daily.
Special Editions: Spring Fashion (Mar.); Building-Homes & Garden (Spring); Cooking School (April); Fall Fashion (Sept.).
No Editions: Thanksgiving; Christmas; July 4th.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food section Wed. & Sun.; Home & Bldg., Sat.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don MacPherson
Aviation—Bob Boden
Book—Tom Patterson
Business-Financial—Tom Patterson
Church—Bob Boden
Columnists—George Rix; Margaret Steen; Garland Rose; Garland Griffen; Joe Wimer; Bob Hirt; Bob Zimmerman; Ed Ritter; Don MacPherson
Credit Mgr.—A. M. Dotson
Editorial Writers—Howard H. Hays, Jr.; Norman A. Cherniss
Education—Tom Patterson
Farm—Don Wilson
Fashion—Margaret Steen
Food—Lorraine Wallihan
Garden—R. H. Terrell
Librarian—Lucile Whitehurst
Motion Picture-Theatrical—Bob Hirt
Music—Beth Teters
Photo. Dept. Mgr.—Fred Bauman
Picture Editor—Al Perrin
Radio-Television—Ceil Kelly
Real Estate—Don Wilson
Travel—Bob Hirt
Society—Margaret Steen

ROSEVILLE (Calif.) PRESS-TRIBUNE
Special Editions: Cooking School (Oct.); Travel & Vacation (June); Automotive (Jan.).
No Editions: New Years; July 4th; Labor Day; Christmas.
Group Membership: C.N.P.A.; Bureau of Adv.
Food and/or Household Dept., Food section (Thurs.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jeanne Evans
Book—Joyce Eggert
Church—Roy Spence
Columnist—A. C. Pierce
Editorial Writer—A. C. Pierce
Education—Helen Sharpe
Farm—R. Duncan
Fashion—Jeanne Evans
Food—C. Petersen
Librarian—Glenda Lee Pierce
Motion Picture-Theatrical—Roy Spence
Photo. Dept. Mgr.—James Sevrens
Picture Editor—L. Stewart
Radio-Television—Lynn Allen
Real Estate—F. E. Sevrens
Travel—L. Stewart
Society—Joyce Eggert

SACRAMENTO (Calif.), BEE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Geographically; Every-other Paper.
Special Editions; Fall Fashion (Sept.); Progress Edit. (Fall); Cook Book (Nov.); Christmas Edit. (Nov.).
Print Own Magazine: Yes.
Group Membership: Metro-Pacific Group; Pacific Sunday Magazine Group; Nancy Sasser.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KFBK and KFBK-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George E. Helmer
Aviation—George E. Helmer
Book—Wm. C. Glackin
Cartoonist—Newton Pratt
Church—George E. Helmer
Credit Mgr.—James Haug
Editorial Writers—Roy V. Bailey; George Dean; Ralph Blagden
Education—George E. Helmer
Farm—Hamilton Hintz
Fashion—Katherine Kitchen
Food—Katherine Kitchen
Garden—Hamilton Hintz
Librarian—Elouise Smith
Motion Picture-Theatrical—William C. Glackin
Music—William C. Glackin
Personnel Mgr.—Brown Maloney
Photo. Dept. Mgr.—Robert Handsaker
Picture Editor—George E. Helmer
Radio-Television—William C. Glackin
Real Estate—George E. Helmer
Society—Jacqueline Gage

SACRAMENTO (Calif.), UNION (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper.
Special Editions: Fashion (Mar.); Fashion (Sept.); Fair (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank V. Keeling
Book—E. E. Nichols
Credit Mgr.—E. A. Wulff
Editorial Writer—J. L. Rosenberg
Fashion—Patti June
Food—Patti June
Garden—E. E. Nichols
Motion Picture-Theatrical—E. E. Nichols
Photo. Dept. Mgr.—Joe Benetti
Society—Patti June

SALINAS (Calif.), CALIFORNIAN (e)
Run-of-Paper Color Advs.: Up to 4 colors. Any day in week.
Special Editions: Rodeo and Progress No. (July); Get Acquainted (April).
No Editions: New Years; July 4th, Labor Day; Christmas; Memorial Day; Thanksgiving.
Print Own Magazine: Yes.
Food and/or Household Dept.: Weekly-Home of Week; Wed. and Thurs. food sections.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Max Gordon
Book—Dorothy Vera
Business-Financial—Max Gordon
Church—Max Gordon
Columnists—Max Gordon; H. McKay
Editorial Writer—Paul Caswell
Education—Francis Froehlicher, Jr.
Farm—George Whisler
Fashion—Donnie Nunes
Food—Jack Patton
Garden—George Whisler
Librarian—Eugenia Boyd
Motion Picture-Theatrical—Max Gordon
Music—Max Gordon
Photo. Dept. Mgr.—Del Gard
Real Estate—Jack Patton
Travel—Max Gordon
Society—Donnie Nunes

SAN BERNARDINO (Calif.), SUN (m), THE EVENING TELEGRAM (e): THE SUN-TELEGRAM (S)
Run-of-Paper Color Advs: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Mail order; vending machine.
Special Editions: Orange Show (Mar.); Mountain Edition (June); Desert Edition (Oct.).
Group Membership: Texas Comic Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. B. Adams, Jr.
Aviation—R. L. Harbison
Book—Meta Blackwell
Business-Financial—W. B. Adams, Jr.
Church—Lewis Barrett
Columnists—Meta Blackwell; R. L. Harbison; J. A. Guthrie; Charles D. Perlee
Credit Mgr.—E. L. Fleming
Editorial Writers—G. David Ackley; J. A. Guthrie; R. L. Harbison; Charles D. Perlee
Education—Hal McClure
Farm—John Schaefer
Fashion—Meta Blackwell
Food—Meta Blackwell
Garden—John Schaefer
Librarian—Edna K. Palmer
Motion Picture-Theatrical—Dee Phillips
Music—Charles D. Perlee
Personnel Mgr.—James K. Guthrie
Photo. Dept. Mgr.—Curt Armstrong
Picture Editor—Curt Armstrong
Radio-Television—Dee Phillips
Real Estate—W. B. Adams, Jr.
Travel—W. B. Adams, Jr.
Society—Meta Blackwell

SAN DIEGO (Calif.), DAILY TRANSCRIPT (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Edward Morrison
Editorial Writers—Edward Morrison; Lydia Landon Grandier; Aline Grandier Arbuckle
Real Estate—Edward Morrison

SAN DIEGO (Calif.), UNION (m) (S); EVENING TRIBUNE (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily ex. Thursday.
Split Run Advertising: Every-other Paper.
Syndicated Magazine Section Carried: Parade.
Group Membership: Metro-Pacific Group.
Food and/or Household Dept: Food section (Thurs.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Nelson Roberts, Jr. (m) (e) (S)
Aviation—Lester Bell (m) (S); Ralph Bennett (e)
Book—George Jones (m) (S); George Brown (e)
Business-Financial—Irvine Reynolds (m) (S)
Cartoonist—Ralph Yoes (m) (S)
Church—Emily Stoker (m) (S); George Sutton (e)
Columnists—Henry Love; Frank Rhoades; Eileen Jackson; Jack Murphy; Irvine Reynolds; Don Freeman; Edwin Martin; Nelson Fisher; David Hellyer; Kathryn Steffan (m) (S); Bruno Ussher; Neil Morgan; Naomi Baker; Gene Peach; Dave McIntyre; Frank Graham; George Herrick (e); John Bunker (e)
Credit Mgr.—John Laird
Editorial Writers—Herbert Klein; James S. Copley; Newell Jones; Jack Tucker (e); Charles Johnson (m) (S)
Education—Bryant Evans (m) (S); Lewis Scarr (e)
Farm—Kenneth Reilley (m) (S); Ted Bush (e)
Fashion—Paula Kent & Helen Abel (m) (S); Betty Peach (e)
Food—Opal Crandall (m) (S); Betty Peach (e)
Garden—Latin American-David Hellyer; Justin Scharff (m) (S); Jack Cole (e)
Librarian—Charlotte Porte (m) (e) (S)
Motion Picture-Theatrical—Edwin Martin & Constance Herrschoff (m) (S); Gene Peach (e); Dave McIntyre (e); Bruno Ussher (e)
Music—Constance Herrshoff (m) (S); Bruno David Ussher (e)
Photo. Dept. Mgr.—Stanley H. Griffin (m) (e) (S)
Picture Editor—Jack Cooper (m) (S); Leo Bowler (e)
Radio-Television—Don Freeman (m) (S); Dave McIntyre (e)
Real Estate—Clyde Smith (m) (S); Frank Brown (e)
Travel—Robert E. Nichols (m) (S)
Society—Hugh Thompson (m) (S); Dorothy O'Toole (e)

SAN FERNANDO VALLEY. (See North Hollywood.)

SAN FRANCISCO (Calif.), CALL-BULLETIN (e)
Run-of-Paper Color Advs: Up to 4 colors. Daily; Option necessary.
Split Run Advertising: Every-other Paper.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ed Haverty
Aviation—George Rhodes
Book—Virginia Bullivant
Business-Financial—Lindsay Arthur
Cartoonists—Mike Parks
Club—Dolores Waldorf
Columnists—Paul Speegle; Marsh Maslin
Credit Mgr.—V. H. Jenison
Editorial Writer—Andy Curtin
Fashion—Hazel Cummings
Food—Norene Bony
Librarian—S. Rasmussen
Motion Picture-Theatrical—Robt. Z. Hall
Music—Marie Hicks Davidson
Photo. Dept. Mgr.—Alec Loomis
Society—Marie Hicks Davidson

SAN FRANCISCO (Calif.), CHRONICLE (m) (S)
Run-of-Paper Colors Advs: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper.
Special Editions: Financial & Advertising Review (Jan.); Travel-International (Feb.); Fashion (Mar.); Spring Gardens (Mar.); Indoor & Outdoor Living (Apr.); Summer Vacations (Apr.); Gourmet Guide (May); Travel-Domestic (May); Back-to-School (Aug.); Fall Fashions (Aug.); Fall Travel (Oct.); Children's Books (Nov.); Christmas Shopping (Nov.); Christmas Books (Nov.).
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan.
Food and/or Household Dept: Food section every Thursday.
Television Station Affiliation: KRON TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Leon Pinkson
Book—William Hogan
Business-Financial—Sidney Allen
Cartoonists—Robert Bastian
Columnists—Stanton Delaplane; David Hulburd; Abe Mellinkoff; Marjorie Trumbull; Royce Brier.
Editorial Writers—Templeton Peck; Alvin Hyman
Fashion—Evelyn Hannay
Food—Jane Benet
Garden—Charles Downie
Librarian—Thelma Weber
Motion Picture-Theatrical—Paine Knickerbocker
Music—Alfred Frankenstein
Photo. Dept. Mgr.—Clem Albers
Radio-Television—Terrence O'Flaherty
Travel—Polly Noyes
Society—Yvonne Mero

SAN FRANCISCO (Calif.), EXAMINER (m) (S)
Run-of-Paper Color Advs.: 1 color and Black. Monday thru Sat. 2 or 4 colors Tuesday & Thursday only. 4 colors Sun. Pictorial Review only.
Split Run Advertising: Page units only. Every-other Paper.
Special Editions: Business Forecast (Approx. Jan. 11).
Print Own Magazine: Yes.
Magazine Section Carried: American Weekly; Puck-The Comic Weekly.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Meeken
Business-Financial—Charles St. Peter
Cartoonists—Wiley Smith
Church—Dorothy Paul
Columnists—Herb Caen; A. Dwight Newton
Credit Mgr.—Edward Foley
Editorial Writers—Dick Pearce
Food—Prudence Penny
Garden—Peter Greenleaf
Librarian—Larry Lieurance
Motion Picture-Theatrical—Hortense Morton
Music—Alexander Fried
Photo. Dept. Mgr.—M. Sacco
Picture Editor—Wm. Mork
Radio-Television—A. Dwight Newton
Society—Kathleen Doyle

SAN FRANCISCO (Calif.), NEWS (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Subject to censorship.
Special Editions: Travel Section (May and Nov.); Opera Section (Sept.).
Food and/or Household Dept.: Daily Food Column. Special Section Wed.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert K. Hill
Aviation—Henry Kusserow
Book—Alma Oberst
Business-Financial—John Piper
Church—Betty Hoggan
Columnists—Arthur Caylor; Jack Rosenbaum; Donald Canter
Credit Manager—Jack S. Gunnison
Editorial Writers—Albert M. Colegrove; Robert W. Lee
Education—William Burkhardt
Fashion—Theodocia Stavrum
Food—Helen Civelli Brown
Librarian—Alyce Kniveton
Motion Picture-Theatrical—Emilia Hodel
Music—Marjorie Fisher
Personnel Mgr.—Wilbur Boone
Photo. Dept. Mgr.—Edward Murphy
Radio-Television—Guy Wright
Real Estate—George Cashion
Travel—Henry Kusserow
Society—Blanche Burnett

SAN FRANCISCO (Calif.), THE WALL STREET JOURNAL (m) (Pacific Coast Edition)
No Editions: New Years; Washington's Birthday; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—William H. Grimes; Vermont C. Royster; Joseph E. Evans; William H. Fitzpatrick
Librarian—Florence Wagner

SAN GABRIEL VALLEY. (See West Covina).

SAN JOSE (Calif.), MERCURY (m); NEWS (e); MERCURY-NEWS (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every day.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Retail Mail Order and medical in bad taste.
Special Editions: Progress Edition (Jan.); Garden Section (March); National Homes Section (Sept.).
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mark Wright
Aviation—Mark Wright
Book—Phil Watson
Business-Financial—Norman Bowman
Cartoonist—Barbara Felt
Church—Wm. L. Phillips
Columnists—Frank Freeman; Dick Barrett; Sam Hanson
Credit Mgr.—Web F. Allen
Editorial Writers—Wilson Albee; Oscar Liden; Arthur Stokes; Paul Conroy
Education—Dwight Mitchell
Farm—Carroll Hurd
Fashion—Esther Walker
Food—Mary Frances Fuqua
Garden—Carroll Hurd
Librarian—Roger Clarke
Motion Picture-Theatrical—Marta Morgan
Music—Marta Morgan
Photo. Dept. Mgr.—William Regan
Picture Editor—Oscar Liden
Radio-Television—Gerry C. Howe
Real Estate—Norman Bowman
Travel—Mark Wright
Society—Esther Walker

SAN LEANDRO (Calif.), NEWS (m)
Run-of-Paper Color Advs.: 2 colors. Daily.
Special Editions: November.
Magazine Section Carried: Hacienda Weekend Mag.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert S. Reed
Book—Wallace Patterson
Business-Financial—Robert S. Reed
Church—Wallace Patterson
Columnists—Robert S. Reed; Ben Minton
Editorial Writer—Rex Tussing
Fashion—Dorothy Minton
Motion Picture-Theatrical—Jim Dobson
Radio-Television—Dave Houser
Society—Dorothy Minton

SAN LUIS OBISPO (Calif.), TELEGRAM-TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Monday thru Friday.
Split Run Advertising: Every-other Paper. Sat.
No Editions: Christmas; New Years.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Esther Mary Brannen
Columnists—John Sarber; Andy Anderson; Ed Bradley; Harry Borah
Credit Mgr.—E. V. Bradley
Editorial Writer—R. W. Goodell
Farm—Elliot Curry
Fashion—Esther Mary Brannen
Society—Esther Mary Brannen

SAN MATEO (Calif.), TIMES & DAILY NEWS LEADER (e)
Run-of-Paper Color Advs: Up to 4 colors. Three day leeway requested.
Special Editions: Spring Fashions (March); Fall Fashions (Sept.); Christmas Gift Edition (Nov.); Back to School Edition (Aug.)
DEPARTMENTAL EDITORS and/or MANAGERS
Garden—Iva Newman
Credit Mgr.—G. C. Cranor
Garden—Iva Newman
Personnel Mgr.—Harold A. Schiotthauer
Radio-Television—Bob Foster
Society—Jane Barber

SAN PEDRO (Calif.), NEWS PILOT (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily, Thurs. & Fri. best.
Special Editions: Fashion (Mar); Cooking School (Apr.); Fishermen's Fiesta (Sept.).
Group Membership: Calif. Newspaper Publshrs ANPA, ABC
Food and/or Household Dept: Food (Thurs.); Home & Garden (Sat.).
Television Station Affiliation: KCOP - Channel 13
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Benny Perez
Church—Lewis Puryear
Columnist—Bynner Martin
Credit Mgr.—Helen Anderson
Editorial Writers—Bynner Martin; Lewis Puryear; Benny Perez
Education—Lewis Puryear
Fashion—Marilyn Borst
Food—Marilyn Borst
Garden—Benny Perez
Librarian—Peter Vogel
Motion Picture-Theatrical—Lewis Puryear
Music—Lewis Puryear
Photo. Dept. Mgr.—Benny Perez
Picture Editor—Lewis Puryear
Real Estate—Bynner Martin
Travel—Bynner Martin
Society—Marilyn Borst

SAN RAFAEL (Calif.), INDEPENDENT-JOURNAL (e)
Run-of-Paper Color Advs.: Full color. Daily.
Annual Special Editions: Spring Fashion (March); Travel (Feb.); Fall Fashion (Sept.); Nat'l Home Week (Sept.). Back to School (Aug.).
No Editions: Christmas: New Years; Thanksgiving.
Print Own Magazine: Yes.
Radio Station Affiliation: KTIM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Weese
Church—Wm. White
Credit Mgr.—A. Douglass

(Continued on Page 184)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

CALIFORNIA—Cont'd

(Continued from Page 183)

SAN RAFAEL (Calif.) INDEPENDENT-JOURNAL —Cont'd
Editorial Writer—Jack Craemer
Fashion—Florence Donnelly
Food—Florence Donnelly
Librarian—Hope Whitney
Personnel Mgr.—Wishard A. Brown
Photo. Dept. Mgr.—Ken Molino
Society—Florence Donnelly

SANTA ANA (Calif.), REGISTER (e) (S)
Run-of-Paper Color Advs: Up to 3 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Robert R. Biles
Editorial Writers—R. C. Hoiles; C. Wilkenson
Garden—Marah Adams
Society—Louise West

SANTA BARBARA (Calif.), NEWS PRESS (e) (S)
Run-of-Paper Color Advs: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper
Special Editions: Annual Fiesta Edition; Cooking School; Dollar Day; Fall & Summer Fashions; Home Editions.
Syndicated Magazine Section Carried: Family Weekly.
Radio Station Affiliation: KTMS, Santa Barbara.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—C. A. Storke; Frank Clarvoe

SANTA CRUZ (Calif.), SENTINEL-NEWS (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color.
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Fred McPherson Jr.
Columnist—Preston Sawyer
Editorial Writer—Gordon Sinclair
Food—Betty Bushman
Society—Betty Bushman

SANTA MARIA (Calif.), TIMES (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Ed A. Laubengayer; Bill Sherrill; Jim Garrett; Russ Pyle (Sports).
Editorial Writer—Ed A. Laubengayer
Farm—Gardner Boyd
Fashion—Emma Brians
Food—Emma Brians
Garden—Jim Garrett
Photo. Dept. Mgr.—Gardner Boyd
Radio-Television—Russ Pyle
Society—Emma Brians

SANTA MONICA (Calif.), OUTLOOK (e)
Run-of-Paper Advs.: 2 colors.
Split Run Advertising: Geographically; Every-other paper
Radio Station Affiliation: KDAY
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom Alvord
Book—Robert E. McClure
Church—Donna Walburn
Columnists—Steve Kalagian; Louise Randall Pierson; Carl White; Dick Vanderveld; Fidel LaBarba; Farroll Simmons; Ed Herwig; Clara McClure; Dick Sweeney; Dora May Priester
Credit Mgr.—John Somerset
Editorial Writers—Robert E. McClure; Ed Herwig
Education—Donna Walburn
Fashion—Dora May Priester
Food—H. Jacobs
Garden—H. Jacobs
Librarian—Bill Hale
Motion Picture-Theatrical—Raoul Gripenwaldt
Music—Raoul Gripenwaldt
Photo. Dept. Mgr.—Gene Hanson
Picture Editor—Gene Hanson
Radio-Television—H. Jacobs
Real Estate—H. Jacobs
Society—Dora May Priester

SANTA PAULA (Calif.), DAILY CHRONICLE (e)
Special Editions: Fiesta Edition (Sept.); Black Gold Days (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard Kelly
Columnist—Wallace E. Smith
Editorial Writer—Harry B. Averill
Farm—Wallace E. Smith
Fashion—Jeannette Blount
Food—Jeannette Blount
Society—Helen R. Weiner

SANTA ROSA (Calif.), PRESS DEMOCRAT (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun. except Sat.
No Editions: Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Food page Thursday and Sunday.
Radio Station Affiliation: KSRO.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Mike Pardee
Cartoonists—Doug Bundock
Church—Byrd Wyler Kellogg
Editorial Writers—Dan Bowerman; Art Volkerts
Education—Keith Allen
Farm—Mike Pardee
Fashion—Roby Gemmel
Food—Byrd Wyler Kellogg
Garden—Byrd Wyler Kellogg
Librarian—Susan Bollinger
Music—Keith Allen
Photo. Dept. Mgr.—John LeBaron
Picture Editor—Neal Leslie
Radio-Television—Hilde Catz
Real Estate—Wm. Duddelson
Travel—A. W. Harville
Society—Roby Gemmel

SONORA (Calif.), DAILY (e)
Printed by Photo Offset.
Special Editions: Automobile (Dec.); Back-to-School (Aug.); Vacations (July).
No Editions: National Holidays.
Food and/or Household Dept: Food & Household Wed.
Radio Station Affiliation: KROG.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—O. K. Peckham
Fashion—Jeanette Arata
Food—Virginia Mays
Society—Bernice Waddelow

STOCKTON (Calif.), RECORD (e)
Advs. Not Accepted: Display from out of town.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Bert Whitman
Church—Scott Matthews
Editorial Writers—Ross Williams; Irving L. Martin; Phil Beaton; Avery Kizer
Farm—Jim Morrison
Garden—Wm. Rogers
Librarian—Ann Sausedo
Photo. Dept. Mgr.—Fred Feary
Picture Editor—Mel Bennett
Real Estate—I. Sprague
Society—Marcia Doty

SUNNYVALE (Calif.), STANDARD (e)
Run-of-Paper Color Advs.: 2 colors. Thurs. & Fri.
No Editions: Christmas, New Years; Thanksgiving; Labor Day; Memorial Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Joan Noland
Columnists—Frank Brown; Ed Pope; Sam Hansen; Joan Noland
Editorial Writer—Frank Brown
Fashion—Joan Noland
Food—Joan Noland
Picture Editor—Ed Pope
Society—Joan Noland

TAFT (Calif.), MIDWAY DRILLER (e)
No Editions: New Years; July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. W. Teubner
Aviation—C. W. Teubner
Book—Augusta Barnes
Columnist—Augusta Barnes
Credit Mgr.—J. D. Peterson
Editorial Writer—Charles McBride
Farm—Charles McBride
Fashion—Mary Ann Helt
Food—C. W. Teubner
Librarian—C. W. Teubner
Photo. Dept. Mgr.—Dale Van Aman
Radio-Television—Dale Van Aman
Society—Edith Dane

TULARE (Calif.), ADVANCE-REGISTER (e)
No Editions: Thanksgiving and Christmas.
Food and/or Household Dept.: Food Page. Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom R. Hennion
Aviation—Tom R. Hennion
Book—Tom R. Hennion
Church—R. H. Dibble
Columnists—R. H. Dibble, James Foley, Tom Hennion
Editorial Writers—Tom Hennion; R. H. Dibble
Farm—R. H. Dibble
Fashion—Mattie Lichtenberger
Food—Mattie Lichtenberger
Garden—R. H. Dibble
Librarian—Neata Bertrand
Photo. Dept. Mgr.—Louis Walther
Picture Editor—Louis Walther
Radio-Television—Tom R. Hennion
Society—Mattie Lichtenberger

TURLOCK (Calif.), JOURNAL (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Spring Fashion (March); District Fair (Aug.); Turkey Show (Nov.); Fall Fashions (Sept.); National Home Week (Sept.).
Auto—Jack Bliler
Aviation—Jack Bliler
Book—Jack Bliler
Business-Financial—Jack Bliler
Church—Helen Smith
Columnists—Stan Wilson
Credit Mgr.—Connie Hansen
Editorial Writers—Stanley T. Wilson
Education Jack Bliler
Farm—Ed Richer
Fashion—Helen Smith
Food—Helen Smith
Garden—Jack Bliler
Librarian—Chuck Dowell
Motion Picture-Theatrical—Jack Bliler
Music—Helen Smith
Personnel Mgr.—Aline Morgan
Photo. Dept. Mgr.—Chuck Dowell
Picture Editor—Chuck Dowell
Radio-Television—Helen Smith
Real Estate—Jack Bliler
Travel—Jack Bliler
Society—Helen Smith

UKIAH (Calif.), JOURNAL (e)
Split Run Advertising: Geographically, Every other paper.
Annual Special Editions: District Fair (Aug.).
No Editions: National holidays.
Food and/or Household Dept: With women's page.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—H. M. Ivey
Editorial Writers—Dan Halcomb; H. M. Ivey
Farm—H. M. Ivey
Fashion—Gay Neep
Food—Gay Neep
Librarian—Darlene Coleman
Photo Dept. Mgr.—B. A. Cober
Picture Editor—B. A. Cober
Real Estate—H. M. Ivey
Society—Gay Neep

VALLEJO (Calif.), TIMES-HERALD (m) (S); NEWS-CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Special Editions: Cook Book (Apr. & Nov.); County Fair (July); Fashion (Apr. & Sept.); Armed Forces Day (May).
No Editions: (e) New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Veterans' Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food Thurs. (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. P. Gardner (S)
Book—Marion Devlin (S)
Church—J. P. Gardner (Sa)
Columnists—Anita Garrett; Lloyd Leonard; Milton Dunlap; Dugald Gillies
Editorial Writers—J. L. Cleek (D); Will Stevens (S)
Education—Jack Dailey (F)
Farm—Lloydene Huber (S)
Fashion—Marion Devlin
Food—Marion Devlin (Th)
Garden—Milton Dunlap (S)
Librarian—Bernyce Buckley
Music—Louise Johnson (S)
Photo. Dept. Mgr.—Wyman Riley
Society—Marion Devlin (D&S)

VENTURA (Calif.), STAR-FREE PRESS (e)
Special Editions: Oil Progress (Sept.-Oct.); County Fair (Oct.).
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Fred Uthoff
Columnists—Joe Paul, Jr.; Bob Holt; Marvin Sosna
Editorial Writers—Roy Pinkerton; Jack McHenry
Fashion—Betty Wentworth
Librarian—Carm Vesterfelt
Music—Betty Wentworth
Photo. Dept. Mgr.—Cliff McNair, Jr.
Picture Editor—Cliff McNair, Jr.
Society—Betty Wentworth

VISALIA (Calif.), TIMES-DELTA (e)
Run-of-Paper Color Advs.: Up to 3 colors. Six days available.
Special Editions: Fall Farm Sec. (Oct.); Valentine Tab (Feb.); Father's Day Tab (June); Outdoor Living Sec. (June); Holiday Cook Book (Oct.).
No Editions: July 4th; New Years; Christmas; Thanksgiving.
Food and/or Household Dept: Special Sec. (Wed.) Farm Page Daily (Six Days).
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—John Brackett

WATSONVILLE (Calif.), REGISTER-PAJARONIAN (e)
Advs. Not Accepted: Mail order.
No Editions: Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Larry McKeown
Book—Frank F. Orr
Editorial Writers—Frank F. Orr
Photo. Dept. Mgr.—Sam Vestal
Picture Editor—Ward Bushee
Society—Elinor Allen

WEST COVINA (Calif.), SAN GABRIEL VALLEY TRIBUNE (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. When ordered 10 days in advance.
Special Editions: Annual Tapeline (Jan.); (S) L. A. County Fair (Sept.).
Print Own Magazine: Yes.
Food and/or Household Dept.: (e) Wed. & Mon.; (S) Sunday "Living" Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lewis Oliver
Credit Mgr.—Carl Castrovinci
Radio-Television—Irving Fang
Real Estate—Don Hanson (e) (S)
Society—Mary Jagger

WHITTIER (Calif.), NEWS (e)
Run-of-Paper Color Advs: Up to 2 colors. Daily
Advs. Not Accepted: Spiritualists.
Special Editions: Home & Garden (Mar.); Spring Fashion (Mar.); Outdoor Living (Jan.); Fall Fashion (Sept.); Home & Garden (Oct.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Harry Bortin
Columnists—Mel Rich; James Woodworth
Editorial Writer—Mynatt Smith
Features—Loverne Morris
Garden—James Woodworth
Photo. Dept. Mgr.—Lee Sulzner
Picture Editor—Mel Rich
Real Estate—Harry Bortin
Society—Betty Shellburne

WILLOWS (Calif.), JOURNAL (e)
Split Run Advertising: Geographically, Daily.
Special Editions: Spring Opening (Mar.); Lamb Derby (May); Vacation Days (June); Back-to-School (Aug.); Hunters' Guide (Nov.).
No Editions: New Years; Washingtons Birthday; Memorial Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Household Page(s) Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harold Westlund
Aviation—Harold Westlund
Book—Cecile Cramer
Business-Financial—Harold Westlund
Cartoonist—Roger Dawson
Church—Harold Westlund
Columnists—Harold Westlund; Elizabeth Eubank; I. D. Fox
Editorial Writers—Edwin F. Davis
Education—Cecile Cramer
Farm—Cecile Cramer
Fashion—Mary Scaramella
Food—Mary Scaramella
Garden—Helen Scheeline
Librarian—Gladys Groves
Motion Picture-Theatrical—Harold Westlund
Music—Carroll Weber
Photo. Dept. Mgr.—Lynn Blakely
Picture Editor—Sidney Dukatz
Radio-Television—Harold Westlund
Real Estate—Harold Westlund
Travel—Harold Westlund
Society—Mary Scaramella

WILMINGTON (Calif.), PRESS-JOURNAL (e)
No Editions: All legal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Kenneth Yarnell
Editorial Writer—Edsel Newton
Photo. Dept. Mgr.—Richard Roberts
Radio-Television—Tom Danson
Society—Doris Tobin

WOODLAND (Calif.), DEMOCRAT (e)
Special Editions: County Fair (Aug.); Back to School (Sept.); 4-H Auction (March).
No Editions: New Years; Christmas; July 4th; Labor Day; Thanksgiving.
Food and/or Household Dept.: Food pages on Thursday, Friday; Household on Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe Sheehan
Aviation—Guy Fowler
Book—Ralph Olive
Business-Financial—Kenneth E. Leake
Church—Monnie Wirth
Columnists—Charles S. Paynton; Ward Ellis; Virginia Erickson; Guy Fowler
Editorial Writers—Kenneth E. Leake; Paul R. Leake
Education—Virginia Erickson
Farm—Joe Sheehan
Fashion—Virginia Erickson
Food—Pauline Rowland
Garden—Helen Marie Paynton
Librarian—Monnie Wirth
Motion Picture-Theatrical—Monnie Wirth
Music—Helen Marie Paynton
Photo. Dept. Mgr.—James Irvine
Picture Editor—Robert Slayman
Radio-Television—Monnie Wirth
Real Estate—Carl Irving
Travel—Charles S. Paynton
Society—Virginia Erickson

YREKA (Calif.), SISKIYOU NEWS (e)
Special Editions: Christmas greeting (Dec.); Graduation (May); Fair (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Edgar J. Foss
Business-Financial—Edgar J. Foss
Editorial Writers—Edgar J. Foss; Iris Nelson; Barney Barnett
Fashion—Iris Nelson
Food—Iris Nelson
Society—Iris Nelson

COLORADO

ALAMOSA (Colo.), SAN LUIS VALLEY COURIER (e)
Advs. Not Accepted: Vending machine adv.
Special Editions: 1st baby of the year; Spring Fashion-Spring Home; Vacation Edition; Spring & Fall Shoe; Fall Fashion; Christmas Opening.
No Editions: New Years; Thanksgiving & Christmas.
Food and/or Household Dept: Food column daily
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Wellenkotter
Aviation—Charles Barnes
Book—Leona Freeman
Business-Financial—Jack Wellenkotter
Church—Leona Freeman
Columnist—Jack Wellenkotter
Editorial Writer—Jack Wellenkotter
Education—Gerald Crawford
Farm—Jack Wellenkotter
Fashion—Leona Freeman
Food—Leona Freeman
Garden—Leona Freeman
Librarian—Leona Freeman
Motion Picture-Theatrical—Gerald Crawford
Music—Earl Dapp
Photo. Dept. Mgr.—Charles Barnes
Picture Editor—Charles Barnes
Radio-Television—Jack Wellenkotter
Real Estate—Jack Wellenkotter
Travel—Jack Wellenkotter
Society—Leona Freeman

BOULDER (Colo.), CAMERA (e)
Run-of-Paper Color Advs: Up to 1 color & black. 3-day option required.
Advs. Not Accepted: Vending Machine.
Annual Special Editions: Building Section (Apr.), Back-to-School (Aug.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. A. Paddock
Church—Arlene Neill
Credit Manager—L. P. Monroe
Editorial Writer—James D. Corriell
Librarian—A. A. Paddock
Photo. Dept. Mgr.—Laurie Paddock
Radio-Television—Arlene Neill

CANON CITY (Colo.), RECORD (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Don Hardy
Society—Betty Short

COLORADO SPRINGS (Colo), FREE PRESS (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Special Editions: Homes (June); Brides (May & Dec.); Industries (May).
'Teen Age Sunday Supplement.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Coutts
Book—Elaine Rougas
Church—Dick Tucker
Editorial Writers—Jack Mohler; W. T. Little
Fashion—Hazel Bunker
Food—Hazel Bunker
Garden—Hazel Bunker
Motion Picture-Theatrical—Dick Tucker
Photo Dept. Mgr.—Earl Martchenke
Radio-Television—Helen Merrell
Real Estate—John Coutts
Society—Hazel Bunker

COLORADO SPRINGS (Colo.), GAZETTE TELEGRAPH (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Geographically.
Special Editions: Tourist Edition (May); Home Fashions (Sept.); Men & Women Fall Fash. (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. G. Hutchinson
Book—John Fetler
Business-Financial—Byron Akers
Columnist—Alfred Goldfarb (Sport)
Credit Manager—Ernest Grimes
Editorial Writer—Robert LeFevre

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

COLORADO SPRINGS (Colo.) GAZETTE—Cont'd
Farm—Delbert Kindschi
Fashion—Glad Morath
Food—Glad Morath
Garden—Delbert Kindschi
Librarian—Mrs. Ruth Erwin
Motion Picture-Theatrical—W. G. Hutchinson
Music—John Fetler
Personnel Mgr.—Ernest Grimes
Music—John Fetler
Photo. Dept. Mgr.—Stan Payne
Picture Editor—W. G. Hutchinson
Radio-Television—Ruth Erwin
Real Estate—Byron Akers
Society—Glad Morath

DENVER (Colo.), POST (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily and Sunday.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor (S).
Special Editions (S): Auto (March); Travel (June & Dec.).
Syndicated Magazine Section Carried: This Week.
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily food column and household page. Magazine food page (roto).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Randall Gould
Book—Stanton Peckham
Business-Financial—Robert Murray
Cartoonists—Paul F. Conrad
Columnists—Barnet Nover; Bruce Gustin; Jack Carberry; James Quinn
Credit Manager—Louis Cherbeneau
Editorial Writers—Lawrence Martin; Robert Lucas; L. A. Chapin; Bruce Gustin; Stanton Peckham
Farm—Ralph L. Partridge
Fashion—Gretchen A. Weber
Food—Helen Messenger
Garden—Ralph L. Partridge
Librarian—Lorena M. Jones
Motion Picture-Theatrical—Robert Tweedell
Personnel Mgr.—Robert Shanahan
Photo. Dept. Mgr.—Floyd McCall
Radio-Television—Tom Watt
Travel—Bruce Hamby
Society—Patricia Collins

DENVER (Colo.), ROCKY MOUNTAIN NEWS (m) (S)
Run-of-Paper Color Advs.: Up to 1 color. Daily and Sunday.
Split Run Advertising: Every-other Paper.
Special Editions: Auto Show Section
Syndicated Magazine Section Carried: Parade; American Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Warren Lowe
Aviation—Warren Lowe
Book—Robert Perkin
Business-Financial—Warren Lowe
Columnists—Pasquale Marranzino; Robert L. Chase
Credit Manager—Victor R. Weberg
Editorial Writer—Robert L. Chase
Fashion—Darlene Wycoff
Librarian—Frank Willis
Motion Picture-Theatrical—Frances Melrose
Personnel Mgr.—Edward W. Estlow
Photo. Dept. Mgr.—Bill Peery
Society—Elizabeth Wyner

DURANGO (Colo.), HERALD-NEWS (e) (S)
Special Editions: Basin Booster (May); Fiesta Edition (July).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Bogle
Book—Morley Ballantine
Business-Financial—Dick Cunningham
Church—Nancy Elliott
Editorial Writers—Arthur Ballantine, Jr.; Morley Ballantine
Education—Bill Hemingway
Farm—Bill Bogle
Fashion—Nancy Elliott
Food—Nancy Elliott
Garden—Nancy Elliott
Motion Picture-Theatrical—Morley Ballantine
Music—Nancy Elliott
Photo. Dept. Mgr.—Bill Bogle
Picture Editor—Gene Perkin
Real Estate—John Nilsen
Travel—Nancy Elliott
Society—Nancy Elliott

FORT MORGAN (Colo.), TIMES (e)
Advs. Not Accepted: Liquor; beer.
Special Editions: Howdy Day (Aug.); Back to School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Home Demonstration Agent's column weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe Boggs
Book—Fern H. Spencer
Church—R. B. Spencer
Editorial Writer—R. B. Spencer
Farm—Robert W. Spencer
Fashion—Anna Mary Brock
Food—Fern H. Spencer
Garden—Madge Houston
Librarian—Madge Houston
Motion Picture-Theatrical—Anna Mary Brock
Music—Fern H. Spencer
Photo. Dept. Mgr.—Madge Houston
Picture Editor—Robert W. Spencer
Travel—Joe Boggs
Society—Anna Mary Brock

GRAND JUNCTION (Colo.), DAILY SENTINEL (e) (S)
Run-of-paper Color Advs.: Up to 2 colors. Subject to press limitations.
Special Editions: Home-Building Editions-Spring (Apr. or May), Fall (Sept. or Oct.).
No Editions: Christmas; Thanksgiving.
Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mildred Shaw
Editorial Writers—Walter Walker; Estelle Walker Reese
Fashion—Mary Louise Giblin
Society—Mary Louise Giblin

GREELEY (Colo.), DAILY TRIBUNE (e)
Run-of-paper Color Advs.: Up to 2 colors. Daily except Thurs.
Advs. Not Accepted: Liquor; vending machines.
No Editions: July 4th. Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Robert Widlund
Credit Manager—John W. Jones
Editorial Writer—F. E. Merrill
Farm—Paul H. Emery
Fashion—Josephine Miller
Librarian—Beverly Barrett
Motion Picture-Theatrical—Marilyn Tammany
Personnel Mgr.—Leo G. Koenig
Photo. Dept. Mgr.—James Moore
Radio-Television—Beverly Barrett
Society—Josephien Miller

LA JUNTA (Colo.), TRIBUNE DEMOCRAT (e)
Split Run Advertising: Geographically.
Special Editions: Early Settlers (Aug.); Kids Rodeo (June).
No Editions: Christmas; New Years; July 4th; Decoration Day; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Spencer Burtis
Editorial Writer—Al Burtis
Farm—Maxine Cash
Motion Picture-Theatrical—Maxine Cash
Photo. Dept. Mgr.—Al Burtis
Society—Vivien Griffith

LAMAR (Colo.), NEWS (e)
Special Editions: Lamar Day (May); Rodeo and Fair (Aug.); Christmas (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years.
Radio Station Affiliation: KLMR
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Virginia Downing
Columnist—Alfonso Martinez
Editorial Writers—Fred M. Betz, Sr.; Fred M. Betz, Jr.
Education—Barbara Brown
Society—Virginia Downing

LEADVILLE (Colo.), HERALD DEMOCRAT (e)
Advs. Not Accepted: Liquor ads accepted. Right reserved on other.
Special Editions: New Year (Dec. 31).
No Editions: July 4th; Thanksgiving; Christmas; New Years; Memorial Day; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Joe McConnell
Church—Joann Kern
Editorial Writer—Joe McConnell
Food—Joe McConnell
Picture Editor—Joe McConnell
Real Estate—Joe McConnell
Society—Joann Kern
Travel—Joann Kern
Address other editorial correspondence to Joe McConnell.

LOVELAND (Colo.), REPORTER-HERALD (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas; Dollar Day.
No Editions: Christmas; Thanksgiving; New Years; Labor Day; Memorial Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. E. Holden
Aviation—H. E. Holden
Book—Helen Beaird
Business-Financial—H. E. Holden
Church—Pat Brennan
Editorial Writer—H. E. Holden
Education—Helen Beaird
Farm—Pat Brennan
Fashion—Helen Beaird
Food—Helen Beaird
Garden—Helen Beaird
Motion Picture-Theatrical—J. E. Holden
Music—Helen Beaird
Photo. Dept. Mgr.—Pat Brennan
Picture Editor—Pat Brennan
Real Estate—H. E. Holden
Society—Helen Beaird

MONTROSE (Colo.), PRESS (e ex. Sat)
Special Editions: Christmas (Dec.); Rodeo (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Maury Teague.
Society—Lois Stakebake

PUEBLO (Colo.), CHIEFTAIN (m); STAR-JOURNAL (e); STAR-JOURNAL & SUNDAY CHIEFTAIN (S)
Run-of-Paper Color Advs: 1 color
Split Run Advertising: Daily & Sun. By special Inquiry.
Special Editions: New Year (Jan.); Colo. State Fair (Aug.).
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Paul Milford
Editorial Writers—Frank S. Hoag; Frank S. Hoag, Jr.
Society—Helen Trent

ROCKY FORD (Colo.), DAILY GAZETTE (e)
Special Editions: Arkansas Valley Fair (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursdays.

SALIDA (Colo.), MOUNTAIN MAIL (e ex. Sat)
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George E. Oyler
Aviation—George E. Oyler
Book—Eleanor Fry
Business-Financial—George E. Oyler
Church—Ethel Purdom
Editorial Writers—George E. Oyler; Eleanor Fry
Education—Eleanor Fry
Farm—George E. Oyler
Fashion—Eleanor Fry
Food—Eleanor Fry
Garden—Eleanor Fry
Librarian—Ethel Purdom
Motion Picture-Theatrical—Eleanor Fry
Travel—Eleanor Fry
Society—Eleanor Fry
Music—Eleanor Fry
Picture Editor—George E. Oyler
Real Estate—George E. Oyler

STERLING (Colo.), JOURNAL-ADVOCATE (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Rodeo & Fair (Aug.); Soil Conservation (Mar.); Christmas Greeting (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: NEA 8 page colored comics.
Group Membership: Home-Town Newspapers.
Food and/or Household Dept.: Food Pages every Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. E. Wood
Business-Financial—Jack Fought
Church—Margaret Martin
Editorial Writers—Robert Petteys; Anna C. Petteys
Fashion—Margaret Martin
Photo. Dept. Mgr.—Sherman Sigler
Oil Editor—Mark Card
Photo. Dept. Mgr.—Sherman Sigler
Picture Editor—Jack Fought
Real Estate—Don Johnson
Society—Margaret Martin

TRINIDAD (Colo.), CHRONICLE-NEWS (e)
Special Editions: Roundup (Aug.); Back to School (Aug.); Christmas (Dec).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Elisia Montez
Address other editorial correspondence to Fred Winsor.

WALSENBURG (Colo.), WORLD-INDEPENDENT (e)
Special Editions: Spanish Peaks Fiesta (Aug.);
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

CONNECTICUT

ANSONIA (Conn.), SENTINEL (e)
Advs. Not Accepted: Mail Order; Home Work.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Joseph P. Heaphy
Cartoonist—Dana Tinti
Church—F. A. Princevalli
Columnists—Joseph P. Heaphy; H. A. Stocking.
Editorial Writer—Charles H. Flynn
Picture Editor—Charles H. Flynn

BRIDGEPORT (Conn), HERALD (S)
Run-of-paper Color Advs.: 1 color.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. J. Miller
Aviation—Eric Sandahl
Book—Leigh Danenberg
Farm—Leo Gold
Fashion—Anne Bridge
Food—A. J. Miller
Garden—Eric Sandahl
Librarian—Kay Gay
Business-Financial—Ed Murray
Church—John P. Kelly
Columnists—Harry Neigher; Ethel Beckwith; Eric Sandahl; Ed Murray; Joe DeBona; John P. Kelly; Anne Bridge; Sam Cohen
Credit Mgr.—Harold A. Rubin
Editorial Writers—Leigh Danenberg; Eric Sandahl; John P. Kelly; Fred M. Hechinger
Motion Picture-Theatrical—Harvey Katz
Music—Ethel Beckwith
Photo. Dept. Mgr.—Frank Gerratana
Picture Editor—Harvey Katz
Radio-Television—Leigh Danenberg, Jr.
Real Estate—Eric Sandahl
Travel—Martin J. Allen
Society—Anne Bridge

BRIDGEPORT (Conn.), TELEGRAM (m); POST (e) (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—John H. Reck (e); Robert L. Sawyer (S)
Book—Taylor F. Glenn (S)
Cartoonist—Edward C. Kozlowski (S)
Editorial Writers—George C. Waldo (m) (e) (S); Charles J. McGill (m) (e) (S); Charles A. Thomas (m) (e) (S)
Fashion—Alice Connolly (e) (S)
Librarian—Katharine C. O'Sullivan (e); Thomas F. Magner (S)
Motion Picture-Theatrical—Fred H. Russell (m) (e) (S)
Photo. Dept. Mgr.—Alfred R. Mathewson (m) (e) (S)
Radio-Television—Fred H. Russell (m) (e) (S)
Society—Winfred Nicholas (m) (e) (S)

BRISTOL (Conn.), PRESS (e)
Advs. Not Accepted: Hard liquor.
No Editions: Jan. 1; May 30; July 4; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Wednesdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John M. Hahn
Aviation—C. S. Barnes
Book—C. S. Barnes
Business-Financial—E. B. Barnes
Church—C. S. Barnes
Columnists—Lou Bachman; Chuck McCarthy.
Editorial Writers—Lou Bachman; E. J. Phelan
Education—E. B. Barnes
Farm—C. S. Barnes
Fashion—Genevieve Trella
Food—Genevieve Trella
Garden—E. B. Barnes
Librarian—C. S. Barnes
Motion Picture-Theatrical—C. S. Barnes
Music—Elsie Bochus
Photo. Dept. Mgr.—E. B. Barnes
Picture Editor—C. S. Barnes
Radio-Television—Elizabeth Mattoon
Real Estate—E. B. Barnes
Travel—E. B. Barnes
Society—Elsie Bochus

DANBURY (Conn.), NEWS-TIMES (e)
Advs. Not Accepted: Mail order; speculative investments.
Special Editions: Auto Show (Feb.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Stephen A. Collins
Book—Marshall C. Rogers
Business-Financial—Max H. Foley Jr.
Cartoonist—Robert J. Donovan
Church—Stephen A. Collins
Editorial Writer—Marshall C. Rogers
Education—Stephen A. Collins
Fashion—Robina C. Clark
Food—Robina C. Clark
Garden—William J. Lauf
Librarian—Jerrold H. Davis
Motion Picture-Theatrical—Stephen A. Collins
Music—Robina C. Clark
Picture Editor—Stephen A. Collins
Radio-Television—Lillian Paiva
Real Estate—Robert E. Lauf
Society—Robina C. Clark

GREENWICH (Conn.), TIME (e ex. Sat)
Special Editions: Fashion (2) (Apr. Sept.); Cooking School (Feb.).
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Column Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Young
Aviation—Pete Donahue
Book—Ted Yudain
Cartoonist—Ted Yudain
Church—William Young
Columnist—Charles Pirro, Jr.
Editorial Writer—Ted Yudain
Education—Pete Donahue
Fashion—Helen Flynn
Food—Martha Adams
Motion Picture-Theatrical—William Young
Personnel Mgr.—Ellis Rietzel
Photo. Dept. Mgr.—Nick Venderosa
Picture Editor—Nick Venderosa
Real Estate—William Young
Travel—Pete Donahue
Society—Helen Flynn

HARTFORD (Conn.), COURANT (m) (S)
Split Run Advertising: Every-other-paper daily. Also Sunday Magazine and Society Section.
Annual Special Editions: (Sunday only) Financial Section (Jan.); Auto Section (Feb.); Spring Fashion Section (Mar.); Industrial Review Section (Apr.); Garden Section (Apr.); Air Conditioning Section (May); Travel and Resort Section (May; June; Dec.; Jan.); Air Conditioning Section (May); Back to School Section (Aug.); Home Heating Section (Sept.); National Home Week Section (Sept.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert St. Martin
Book—H. Viggo Andersen
Business-Financial—Alfred E. Magnell
Cartoonist—Philip Uzanas
Church—Mary Goodwin
Columnists—Daily—M. Oakley Stafford; Thomas E. Murphy; Jack D. Zaiman; William J. Lee; Harold Street; Robert B. Ficks
Sunday—T. H. Parker; Jack D. Zaiman; Keith Schonrock; Robert D. Byrnes; William J. Lee; Carl D. Jenson; George Ford; Clifford Knight; James F. Looby.
Credit Mgr.—Frank DeBella
Editorial Writers—Maurice R. Cronan; Thomas E. J. Keena; Thomas E. Murphy
Education—James F. Looby
Farm—Harold Street
Fashion—Harriet Eldredge
Food—Harriet Eldredge
Garden—H. Viggo Anderson
Librarian—Alice Lichtenstein
Motion Picture-Theatrical—T. H. Parker (Theatre); H. Viggo Andersen (Motion P)
Music—T. H. Parker
Photo. Dept. Mgr.—Philip Acquaviva
Picture Editor—H. Viggo Andersen
Radio-Television—H. Viggo Andersen
Real Estate—Robert Stinson
Travel—H. Viggo Andersen
Society—Betty Barrett

HARTFORD (Conn.), TIMES (e)
Split Run Advertising: Every other Paper.
Special Editions: Financial Section (Jan.); Automobile Section (Feb.); Home Show Section (Feb.);
Credit Mgr.—Theodore C. Blodgett
Editorial Writers—John Ramaker; Sereno Gammell; John Cleary
Farm—George W. Bragdon
Flower & Garden Section (Mar.); Industrial Section (May); Spring Vacation Guide (May); Dairy Month (June); Modern Home Section (June); Summer Vacation Guide (June); Heating Section (Sept.); Back to School (Aug.); Hi Fidelity Section (Sept.); Furniture Show Section (Oct.); National Home Week (Sept.); Winter Vacation Guide (Dec.).
No Editions: Thanksgiving; Christmas; July 4th.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Daniel O'Connell
Aviation—John W. Olson
Book—Theodore L. Holden
Business-Financial—Irving S. Copeland
Cartoonists—Edmund Valtman; John Anderson
Credit Mgr.—Theodore C. Blodgett
Editorial Writers—John Ramaker; Sereno Gammell; John Cleary
Farm—George W. Bragdon
Fashion—Eleanor Adams
Food—Eleanor Adams
Garden—Elsie H. Cochrane
Librarian—Doris B. Stewart
Motion Picture-Theatrical—Allen M. Widem
Music—Evans Clinchy
Photo. Dept. Mgr.—Einar G. Chindmark
Picture Editor—Robert R. Lewis
Radio-Television—Anthony Davenport
Real Estate—Allyn Hemenway
Travel—Anthony Davenport
Society—Patricia Macko

(Continued on Page 188)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

CONNECTICUT Cont'd

(Continued from page 185)

MANCHESTER (Conn.), HERALD (e)
Special Editions: Auto Section (Feb.).
No Editions: New Years; Memorial Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Mary Taylor
Editorial Writer—Alan Olmstead
Food—Leon A. Thorp
Photo. Dept. Mgr.—Sylvian Ofiara

MERIDEN-WALLINGFORD (Conn.), RECORD (m) JOURNAL (e)
No Editions: Labor Day; Thanksgiving (m only); Christmas; New Years; Memorial Day (m only); July 4th.
Food and/or Household Dept.: Thurs & Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles G. Iwanicki (m) (e)
Book—Blanche Hixson Smith (m); Sanford H. Wendover (e)
Columnists—Herman H. Angel (m); George Groobert (e)
Credit Mgr.—E. E. Eisenheimer
Editorial Writers—Blanche Hixson Smith; Barbara C. White; Warren F. Gardner (m); Sanford H. Wendover; Lawrence Fishbeck (e)
Education—Warren F. Gardner (m); S. H. Wendover (e)
Fashion—Blanche Hixson Smith (m) (e)
Food—Charles G. Iwanicki (m) (e)
Motion Picture-Theatrical—Blanche Hixson Smith (m); Barbara C. White (m); Sanford H. Wendover; Frank R. Corkin, Jr. (e)
Personnel Mgr.—Carter A. White
Travel—Blanche Hixson Smith (m); Wayne C. Smith (e)
Society—Joan Kingsford (m); Dorothea Lewis (e)

MIDDLETOWN (Conn.), PRESS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily except Thurs. and Sat.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Fred N. Smith, Editor.

NAUGATUCK (Conn.), NEWS (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—J. P. Donahue
Church—Delia Scheithe
Credit Mgr.—J. Joanides
Editorial Writer—Joseph Donahue
Librarian—Dorothy O'Donnell
Photo. Dept. Mgr.—Donald Anderson
Society—Delia Scheithe

NEW BRITAIN (Conn.), HERALD (e)
Split Run Advertising: Every-other-paper.
Special Editions: Spring Fashion (Apr.); Back-to-School (Aug.).
No Editions: Jan 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Womens Page; Food Section on Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Felix Scapellati
Cartoonist—Kermet Parker
Church—Joseph Sexton
Columnists—James Butler
Credit Mgr.—Gardner C. Weld
Editorial Writers—Henry M. Keezing; John Nisbet
Librarian—Eunice Williams
Personnel Mgr.—H. M. Peterson

NEW HAVEN (Conn.), JOURNAL-COURIER (m)
Run-of-Paper Color Advs: 1 color Mon., Tues., Wed.
No Editions: New Years; July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Robert Leeney; Paul Stevens
Fashion—Carol Chalfont
Society—Carol Chalfont

NEW HAVEN (Conn.), REGISTER (e) (S)
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.
Syndicated Magazine Section Carried: Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Walt Munson
Columnist—Frank Smith
Credit Mgr.—Harold N. Starbranch
Editorial Writers—Alden Smith; Robert Leeney; Edward Carlson
Fashion—Ruth Quint
Librarian—Frances McGraw
Music—Gordon Armstrong
Real Estate—Joseph McNeil
Society—Ruth Clouse

NEW LONDON (Conn.), DAY (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Joseph G. Ryan; George E. Clapp; O. G. Andrews; John J. DeGange; Bob Nauta.
Editorial Writers—Geo. E. Clapp; Joseph G. Ryan.
Librarian—Mrs. Phyllis W. Bankel

NORWALK (Conn.), HOUR (e)
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years; Washington's Birthday; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Alma M. Lycett

NORWICH (Conn.), BULLETIN (m); RECORD (S)
Group Membership: N.A.E.A. Bureau of Advertising, ANPA
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to H. M. Briggs

STAMFORD (Conn.), ADVOCATE (e)
Advs. Not Accepted: Mail order; classified medical and vending machines.
Special Editions: Home Owners' Edition (Mar.); Club Women's Edition (Sept.).
No Editions: Jan. 1; Feb. 22; May 30; July 4; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WSTC and WSTC-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Rockwell Hollands; Len Massell; Sylvia Yudain
Editorial Writer—Clarence Hertz
Garden—James H. Wilson
Society—Clara P. Gildemeister

TORRINGTON (Conn.), REGISTER (e)
Special Editions: Back To School (Aug.):
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years; Decoration Day.

WATERBURY (Conn.), REPUBLICAN (m) (S); AMERICAN (e)
Split Run Advertising: Every other Paper.
Advs. Not Accepted: Skilled help wanted-out of circulation area; mail order.
Special Editions: Baby (May); Cooking School (Oct.); Building (Apr.); Home Furnishings (Sept.); Auto Show (Feb.);
No Editions: (e) New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; (m) (e) Christmas.
Food and/or Household Dept.: Food page Thurs. & Fri.
Radio Station Affiliation: WBRY.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—K. M. Carter (m) (e) (S)
Aviation—G. Monaghan (m) (e) (S)
Cartoonist—C. Louis Mortison (m) (e) (S)
Church—Wm. Farrington
Columnists—E. Christy Erk; Wm. O'Donnell; Thomas Egan; Francis McInerney (m); E. Christy Erk; Neil Bulger; Chick Kelley (e); Sherman London; C. Louis Mortison (S)
Editorial Writers—C. Russell Sumpf; W. W. Vosburgh; R. J. Fanning (m) (S); Walter Wood; W. W. Vosburgh; R. J. Fanning (e); Walter Wood (S)
Farm—Stuart Halpine
Fashion—Marjorie Cole
Food—K. M. Carter (m) (e) (S)
Librarian—Clarissa D. Laukaitis (m) (e) (S)
Motion Picture-Theatrical—Wm. Vosburgh (m) (e) (S)
Photo. Dept. Mgr.—Thomas R. Goodman (m) (e) (S)
Radio-Television—E. Christy Erk (m) (e) (S)
Travel—J. H. Darcey
Society—Marie Hart

WILLIMANTIC (Conn.), CHRONICLE (e)
Special Editions: Willimantic Days (Jan.; Aug.); Christmas Shopping (Dec.); Sat. Building Page.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Roy W. Downer
Columnists—James M. Malone; Joyce Hemmings
Credit Mgr.—Irene C. Brassill
Editorial Writers—Roy W. Downer; Arthur W. Crosbie
Education—R. W. Downer
Fashion—Lucy B. Crosbie
Librarian—Roy W. Downer
Motion Picture-Theatrical—Roy W. Downer
Music—Roy W. Downer
Personnel Mgr.—A. W. Crosbie
Photo. Dept. Mgr.—James M. Malone
Picture Editor—James M. Malone
Radio-Television—Adrian Lambert
Society—Roy W. Downer

WINSTED (Conn.), CITIZEN (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Tee Vee; Robert J. McCarthy
Editorial Writer—Thomas A. Haggerty
Food—Theodore Vaill
Travel—Theodore Vaill

DELAWARE

DOVER (Del.), DELAWARE STATE NEWS (e ex Sat.)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John W. Beach
Aviation—Terry F. Pickwick
Book—Pixie Burger
Business-Financial—Bernard J. Smyth
Church—Bernard J. Smyth
Columnists—Bernard J. Smyth; Harry C. McSherry
Editorial Writer—Bernard J. Smyth
Education—Bernard J. Smyth
Farm—Jim Miller
Fashion—Kay Taylor
Food—Kay Taylor
Garden—Jim Miller
Librarian—Barbara Miller
Motion Picture-Theatrical—Bernard J. Smyth
Music—Pixie Burger
Photo. Dept. Mgr.—Bernard J. Smyth
Picture Editor—Bernard J. Smyth
Radio-Television—Jim Miller
Real Estate—Ed.F. Bowen
Travel—Bernard J. Smyth
Society—Kay Taylor

WILMINGTON (Del.), NEWS (m); JOURNAL-EVERY EVENING (e)
Run-of-Paper Color Adv.: Full color.
No Editions: (e) New Years; July 4th; Labor Day; Thanksgiving; Christmas. (m) Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—William P. Frank (m)
Credit Manager—Walter E. Frank
Editorial Writers—Martin A. Klaver; Lee Morris; Anthony Higgins; Carl T. Wise
Fashion—Eleanor Parrish
Food—Eleanor Parrish
Librarian—Norbert Robillard
Photo. Dept. Mgr.—Harry Lemmon (m); Charles C Minker (e)
Travel—W. Murray Metten
Society—Winifred Geisbert (m); Elizabeth M. Bullock (e)

DISTRICT OF COLUMBIA

WASHINGTON (D. C.), NEWS (e)
Run-of-Paper Color Advs.; 1 color. Daily.
Advs. Not Accepted: No objectionable medical, personal, matrimonial, clairvoyant, palmistry advertising accepted: no stock promotions or financial advertising, other than those of securities of known value will be accepted.
Special Editions: Financial (Jan.); Auto Show (
Food and/or Household Dept.: Food every Thursday; Household column occasionally.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Barrett
Aviation—Evert Clark
Business-Financial—William Maxwell
Book—Tom Donnelly
Cartoonist—H. M. Talburt
Church—Robert Tate Allen
Columnists—Tom Donnelly; John F. Cramer; Evelyn Peyton Gordon; Ev Gardner; Kennedy Ludlam; Morris Siegel
Credit Mgr.—James M. Johnson
Editorial Writers—John T. O'Rourke; Richard Hollander; Martha Strayer; Robert Buck
Fashion—Carol LeVarn
Food—Barbara Holmes
Garden—J. Morton Franklin
Librarian—Josephine Mocklar
Motion Picture-Theatrical—James O'Neil
Music—Milton Berliner
Photo. Dept. Mgr.—William Beall
Picture Editor—John McLeod
Radio-Television—Dave Reque
Real Estate—Gene Shumate
Travel—Myron Glaser
Society—Evelyn Gordon

WASHINGTON (D. C.) POST and TIMES-HERALD (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily and Sunday.
Split Run Advertising: Every-other paper.
Special Editions: Business-Government (Jan.); Travel & Resort (Nov., Dec., Mar., June); Children's Book (Nov.); Annual Book (Dec.); Homes of the Year (Sept.); Auto Show (Jan.).
Syndicated Magazine Section Carried: Parade; American Weekly.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: Washington D. C.. WTOP AM & FM; Jacksonville, Fla.: WMBR AM & FM.
Television Station Affiliation: Washington, D. C.: WTOP-TV; Jacksonville, Fla.: WMBR-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Glendy Dawdeit
Business-Financial—S. Oliver Goodman
Cartoonist—Herbert L. Block (Herblock)
Church—Kenneth Dole
Columnists—Jerry Kluttz; Bill Gold; Malvina Lindsay; Shirley Povich; Bob Addie; Mary Haworth; Herbert Elliston
Credit Mgr.—Wm. Reith
Editorial Writers—Robert H. Estabrook; Herbert Elliston; Merlo Pusey; Alan Barth; Joseph Lalley; Robert C. Albrook; Malvina Lindsay
Education—Jeanne Rogers
Farm—Aubrey Graves
Fashion—Ruth Wagner
Food—Elinor Lee
Garden—Robert P. Jordan
Librarian—Jack K. Burness
Motion Picture-Theatrical—Richard L. Coe
Music—Paul Hume
Personnel Mgr.—Elsie Carper
Photo. Dept. Mgr.—Hugh Miller
Radio-Television—Lawrence Laurent
Real Estate—Paul Herron
Travel—Lee Sullivan
Society—Marie McNair

WASHINGTON (D. C.), STAR (e) (S)
Split Run Advertising: Every-other-paper.
Special Editions: Business & Financial Review Section (Jan.); Winter Resort Section (Dec., Jan.); Automobile Section (Jan.); Farm and Garden-Flower Sections (2) (Mar.); Travel & Resort Section (April-June); Education & Music Section (Sept.); Christmas Book Review Section (Tabloid) (Dec.); Travel & Resort Section (Nov.).
Print Own Magazine: Yes, and also print TeleVue (TV Magazine).
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Group, Inc.; Nancy Sasser's Buy-Lines.
Food and/or Household Dept.: Tues., Thurs. & Sun.
Radio Station Affiliation: WMAL-AM & FM
Television Station Affiliation: WMAL-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Rudolph Kauffmann II
Aviation—Charles Yarbrough; Harry Lever
Book—Hudson Grunewald
Business-Financial—Donald B. Hadley
Cartoonists—James Berryman; Gibson Crockett
Church—Caspar Nannes
Columnists—Constantine Brown; Thomas Henry; Charles E. Tracewell; Francis Stann; G. Gould Lincoln; Doris Fleeson; Betty Beale
Credit Mgr.—Samuel Goodman
Editorial Writers—John H. Cline; N. Rex Collier;
Education—James Deane, Jr.
Farm—James Birchfield
Fashion—Eleni Sakes
Food—Violet Faulkner
Garden—W. H. Youngman
Librarian—Melvin Pettit
Motion Picture-Theatrical—F. J. Carmody
Music—Day Thorpe
Personnel Mgr.—Edward Duplinsky
Photo. Dept. Mgr.—John Mueller
Picture Editor—Walter Wood
Radio-Television—Bernie Harrison
Real Estate—Robert Lewis
Travel—Jacques Futrelle
Society—Lee Walsh

FLORIDA

BRADENTON (Fla.), HERALD (e)
Run-of-Paper Color Advs: 1 color daily.
Special Editions: Mail-away (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—John T. Hamner
Business-Financial—John T. Hamner
Church—Betty Wickham
Credit Mgr.—W. E. Wilson
Editorial Writer—John T. Hamner

CLEARWATER (Fla.), SUN (e ex Sat) (S)
Special Editions: Building (Feb.); Mailaway (Oct.); Christmas (Nov.)
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Nellie Petree
Business-Financial—Joyce Blum
Credit Mgr.—John Janinda
Editorial Writer—James Beardsley
Garden—Charlotte Pickering
Music—Rheinhold Rogers
Real Estate—Joyce Blum
Society—Charlotte Pickering

DAYTONA BEACH (Fla.), JOURNAL (m); NEWS (e); SUNDAY NEWS-JOURNAL (S).
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other paper.
Advs. Not Accepted: Questionable Medical Ads., or Ads obviously misleading.
Special Editions: Christmas Shopping (Nov.); Annual Dollar Days (Feb.); Daytona Beach Days (Aug.) Back-to-School (Aug.); Spring (Apr.); Air Conditioning (May); National Home Week (Sept.); "Dream Home" (Oct.).
No Editions: Christmas; One Edition (J) only on New Years Day; July 4; Labor Day; Thanksgiving.
Syndicated Magazine Section Carried: All Florida Magazine; Family Weekly.
Food and/or Household Dept.: Food section Thurs. (e); home page daily.
Radio Station Affiliation: WNDB and WNDB-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—C. H. Edmondson
Editorial Writers—Herbert M. Davidson; Fred Booth (N); James Southerland (J)
Real Estate—John Gallant
Society—Elizabeth Eastman (J); Dorothy Scoville (N)

DeLAND (Fla.) SUN NEWS (e) (S)
Advs. Not Accepted: Questionable medical ads.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: All Florida Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—May G. Horner
Columnist—May G. Horner
Editorial Writer—May G. Horner
Fashion—Ruby Strawn
Food—Ruby Strawn
Garden—Ruby Strawn
Librarian—Ruby Strawn
Real Estate—Helen Coble
Society—Ruby Strawn

FORT LAUDERDALE (Fla.), NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Every day, 3-day option required.
Special Editions: Auto Show (Feb. or Mar.); Home Show (Jan.); Furniture (Oct.); Mail-Away (Nov.).
No Editions: Christmas.
Food and/or Household Dept:: Thursday.
Radio Station Affiliation: WFTL.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Edmund W. Berry
Columnists—Orville Revelle; Wesley W. Stout; F. P. Pettijohn
Editorial Writer—J. W. Gore
Garden—Robert Doig
Motion Picture-Theatrical—Estelle Culmer
Photo. Dept. Mgr.—Steve Cresse
Real Estate—Glenn Hoffer
Travel—Estelle Culmer
Society—Frances Laslie

FORT MYERS (Fla.), NEWS-PRESS (m) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily and Sunday.
Advs. Not Accepted: Mail order.
Special Editions: Southwest Florida (Oct.); Pageant of Light (Feb.).
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Wm. R. Spear

FORT PIERCE (Fla.), NEWS-TRIBUNE (e ex. Sat.) (S)
Run-of-Paper Color Advs.: Up to One color. 5 day leeway requested.
Advs. Not Accepted: Certain medical claiming cures - out of city vending machine want ads.
No Editions: Labor Day; Christmas.
Food and/or Household Dept.: Household and Builders Pages Tuesday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—D. E. Harrison
Book—Meryl Scott (Mrs.)
Business—Financial—Paul G. Enns
Church—Meryl Scott (Mrs.)
Columnist—C. S. Miley
Editorial Writers—H. T. Enns, Jr.; C. S. Miley
Education—H. T. Enns, Jr.
Farm—R. N. Enns
Fashion—Meryl Scott (Mrs.)
Food—Meryl Scott (Mrs.)
Garden—R. N. Enns
Photo. Dept. Mgr.—Len S. McNulty
Picture Editor—Len S. McNulty
Real Estate—T. L. Perry
Travel—T. L. Perry
Society—Meryl Scott (Mrs.)

GAINESVILLE (Fla.), SUN (e ex. Sat.) (S)
Run-of-Paper Color Advs.: Up to 1 color. Must have 3-day option; 1000 li. minimum.
Advs. Not Accepted: No hard liquor.
Annual Special Editions: Spring Festival Sale (1st wk. May); Univ. of Fla. Welcome Ed. (Mid. Sept.); Christmas Gift Edition (Last wk. Nov.)
No Editions: Christmas.
Syndicated Magazine Sections Carried: All Florida Magazine; Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Education—R. B. Beard
Farm—R. B. Beard
Fashion—Eleanor Crom
Photo. Dept. Mgr.—Thomas E. Davis
Picture Editor—R. B. Beard
Radio-Television—R. B. Beard
Society—Eleanor Crom

JACKSONVILLE (Fla.), FLORIDA TIMES-UNION (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every day.
Advs. Not Accepted: Fortune telling; Share-the ride

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

JACKSONVILLE (Fla.) FLORIDA TIMES-UNION —Cont'd
Special Editions: Home & Garden (March); Home & Garden (Sept.)
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept.: Fridays - columns and menu features.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—John Walters
Credit Mgr.—J. C. Bialock
Editorial Writers—Caleb J. King, Jr.; C. R. Lyle, R. Robert H. Ackerman
Farm—Steve Willis
Fashion—Mrs. Elizabeth Cornelius
Food—Mrs. Elizabeth Cornelius
Garden—Mrs. Fred B. Noble
Motion Picture-Theatrical—Judge May
Photo. Dept. Mgr.—G. C. Henley
Real Estate—W. D. Erickson
Society—Mrs. Elizabeth Cornelius

JACKSONVILLE (Fla.), JOURNAL (e)
Run-of-Paper Color Advs.: 1 color. Daily except Sat.
Syndicated Magazine Section Carried: All Florida Magazine.
Food and/or Household Dept.: Wednesday.
Radio Station Affiliation: WJHP.
Television Station Affiliation: WJHP-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. P. White
Book—Thomas B. Logue
Business-Financial—Geo. R. Mason
Cartoonist—Jerry Shaw
Church—Wallace Pritchett
Columnist—Joy Reese Coleman; Lu Murphy
Credit Mgr.—C. E. Kunsman
Editorial Writer—Robert M. Dow, Jr.
Education—Joy Reese Coleman
Farm—Harry V. Crown
Fashion—Charlene Cranford
Motion Picture-Theatrical—Geo. R. Mason
Photo. Dept. Mgr.—James A. Chester
Society—Charlene Cranford

KEY WEST (Fla.), CITIZEN (e)
Split Run Advertising: Every-other Paper
No Editions: July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Dorothy Raymer Farmer
Business-Financial—Denis Sneigr
Cartoonist—O. B. Esquinaldo
Church—Hank Day
Columnists—Denis Sneigr; Joe Illsley
Editorial Writer—Sam Harris
Food—Dorothy Raymer Farmer
Motion Picture-Theatrical—Dorothy Raymer Farmer
Photo. Dept. Mgr.—Don Pinder
Picture Editor—Don Pinder
Real Estate—Denis Sneigr
Society—Dorothy Raymer Farmer

LAKELAND (Fla.), LEDGER (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color.
Advs. Not Accepted: Alcoholic beverages.
Annual Special Editions: Polk County Youth Fair Edition (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Harris G. Sims
Photo. Dept. Mgr.—Arthur Perkins
Society—Mrs. Olive Sykes

LAKE WORTH (Fla.), LEADER (m)
Run-of-Paper Color Advs.: Up to 2 colors.
Split Run Advertising: Every-other paper.
Special Editions: Christmas.(Dec.); Fiesta Del Sol (Feb.); Back-to-School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fenwick Cole
Aviation—Fenwick Cole
Book—Fenwick Cole
Business-Financial—Mark C. Green
Church—Dottie Mason
Editorial Writer—Mark C. Green
Education—Peter Haney, Sr.
Farm—Michael Cole
Fashion—Dottie Mason
Food—Dottie Mason
Garden—Mabel Sartoris
Librarian—Al Starita
Motion Picture-Theatrical—Al Starita
Music—Al Starita
Photo. Dept. Mgr.—Sam Orvis
Picture Editor—Patrick Hodges
Radio-Television—Peter Haney, Sr.
Real Estate—Arthur Carron
Travel—Arthur Carron
Society—Dottie Mason

LEESBURG (Fla.), COMMERCIAL (e) (S)
No Editions: New Year's; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: The All-Florida Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Courthouse and County Editor—Douglas R. Eller
City Hall and General Reporter—Norma Hendricks
Editorial Writer—Emmett Peter

MELBOURNE (Fla.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Sat., Sun.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: All Florida Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Ethel Fish
EditorialWriter—Pearl Leech
Fashion—Ethel Fish
Society—Ethel Fish

MIAMI (Fla.), HERALD (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Thurs., Fri., & Sun.
Split Run Advertising: Geographically.
Special Editions: Orange Bowl (Jan.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ned Aitchison
Aviation—Ned Aitchison
Book—Beatrice Washburn
Business-Financial—John Bonner
Cartoonist—Glenn Brethauer
Church—Aldon Taft
Columnists—Jack Bell; Larry Thompson; Jack Kofoed
Credit Mgr.—Glenn R. Lowell
Editorial Writers—Arthur Griffith; John D. Pennekamp; Ralph Burkholder; Jeanne Bellamy
Education—Doris MacAbee
Farm—Nixon Smiley
Fashion—Beverly Demming
Food—Jeanne Voltz
Garden—Nixon Smiley
Librarian—Kathryn Kelly
Motion Picture-Theatrical—George Bourke
Music—Doris Reno
Personnel Mgr.—Harry Horton
Photo. Dept. Mgr.—Tony Garnet
Picture Editor—Jim Dance
Radio-Television—Jack Anderson
Real Estate—Fred Sherman
Travel—Ned Aitchison
Society—Dorothy Jurney

MIAMI (Fla.), NEWS (e) (S)
Run-of-Paper Color Advs.; Up to 4 colors. Daily & Sun.
Split Run Advertising: Every other Paper. Daily only, 3 day option.
Advs. Not Accepted: Liquor (S).
Print Own Magazine; Yes.
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept: Food on Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Connell
Book—Howard V. Smith
Business-Financial—Chas. Forbes
Cartoonist—Anne Mergen
Church—Louise Leyden
Columnists—Bill Baggs; Morris McLemore; Chas. Forbes; Herb Rau; Tom Raines
Credit Mgr.—Charles Brack
Editorial Writers—Thomas Hagan; William Crawford; John Baiar
Education—Louise Blanchard
Farm—Bill Bischoff
Fashion—Betty Lips
Food—Bertha Cochran Hahn
Garden—Bill Bischoff
Home Fashions—Jean Sprain Wilson
Librarian—Nell Fletcher
Motion Picture-Theatrical—Herb Rau
Music—Edward Ireland
Photo. Dept. Mgr.—C. E. Pierce
Radio-Television—Herb Rau
Real Estate—Ben Schneider
Travel—Sylvan Cox
Society—Joan Nielsen

MIAMI BEACH (Fla.), SUN (e) (S)
Run-of-Paper Color Advs: 1 color. Every day.
Split Run Advertising: Every-other Paper
Special Editions: Invitation Issue (Nov.).
Radio, TV, Station Affiliation: WGBS, WGBS-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Hugh Booher
Book—Art Rhodes
Business-Financial—Dale Renault
Church—Maude Massengale
Columnists—Paul Bruun; Dale Renault; Maude Massengale; Mert Wetstein; James P. Wilber
Credit Manager—William Allen
Editorial Writer—Parks Rusk
Fashion—Maude Massengale
Food—Maude Massengale
Motion Picture-Theatrical—Paul Bruun
Music—Maude Massengale
Personnel Mgr.—William G. McKitterick
Picture Editor—Art Rhodes
Radio-Television—Maude Massengale
Real Estate—Dale Renault
Travel—James P. Wilber
Society—Maude Massengale

OCALA (Fla.), STAR BANNER (e ex. Sat) (S)
No Editions: Labor Day; Christmas.
Syndicated Magazine Section Carried: All Florida.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—R. N. Dosh.

ORLANDO (Fla.), SENTINEL (m) (S); STAR (e)
Special Editions: Cooking School (Apr.); Spring Garden (May); Fall Garden (Oct.); Citrus Edition (Feb.); Home Fashion (Oct.); Xmas Gift Ed. (Nov.); Heating Edition (Aug.); Spring Style (Jan.); Air Conditioning (June).
No Edition: (m only) New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Ruth Smith
Cartoonists—Lynn Brudon (m) (S); Patricia Brown (m) (S)
Church—Pat Pinkerton
Columnists—Jean Yothers (m); Robert Howard (m) (S); Hanley Pogue (e); Henry Balch (m); Ivan Clare (e)
Editorial Writers—Rolland L. Dean (m) (S); Ben F. Field (m) (S); Martin Andersen (m) (S); Henry Balch (m) (S); J. Clement Brossler (e); Wm. Conomos (m) (S)
Education—Pat Pinkerton (m) (e) (S)
Farm—Jack Gurnett (m) (e) (S)
Fashion—Emily Bavar (m) (e) (S)
Food—Grace Warlow Barr (m) (e) (S)
Garden—Emily Bavar (m) (e) (S)
Librarian—Violet Bludsworth (m) (e) (S)
Motion Picture-Theatrical—Jean Yothers (m) (e) (S)
Music—Sumner Rand (m) (e) (S)
Personnel Mgr.—Gracia B. Andersen
Photo. Dept. Mgr.—Jack McCollum
Real Estate—Ben Field (m) (e) (S)
Society—Emily Bavar

PALATKA (Fla.), NEWS (e ex. Sat.)
No Editions: New Years, July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Occasional.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Fred P. Green
Farm—Fred P. Green
Fashion—Memrie James
Food—Memrie James
Garden—Memrie James
Motion Picture-Theatrical—Memrie James
Music—Memrie James
Photo. Dept. Mgr.—Fred P. Green
Society—Memrie James

PALM BEACH (Fla.), NEWS (m) (S) (Dec. 2nd-Apr. 21st.)
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to the Editor, Tom Penick.

PANAMA CITY (Fla.), NEWS (m); HERALD (e); NEWS-HERALD (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Syndicated Magazine Section Carried: All Florida Magazine.
Radio Station Affiliation: W.D.L.P. - N.B.C.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Estelle Cunningham
Aviation—William Maxwell
Book—William Maxwell
Business-Financial—William Maxwell
Church—Mike Darley
Editorial Writers—Toni Veverka; William Maxwell
Education—Mike Darley
Farm—Robert Brown
Fashion—Jean Bosworth
Food—Jean Bosworth
Garden—Jean Bosworth
Librarian—Mary Ferguson
Motion Picture-Theatrical—Robert Brown
Music—Jean Bosworth
Picture Editor—William Maxwell
Radio-Television—William Maxwell
Real Estate—Robert Brown
Travel—Mike Darley
Society—Jean Bosworth

PENSACOLA (Fla.), PENSACOLA JOURNAL (m); PENSACOLA NEWS (e) (S)
Run-of-Paper Color Advs.: 4 colors.
Special Editions: Armed Forces Day (m) (May).
No Editions; Christmas (e).
Syndicated Magazine Section Carried: All Florida Magazine Section.
Radio Station Affiliation: WCOA.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Michael Leigh (m)
Cartoonist—Earle Bowden (m) (S)
Columnist—Maurice Harling (S)
Editorial Writer—Michael Leigh (e) (S)
Farm—Patricia Lloyd (e)
Fashion—Patricia Lloyd (m) (e)
Motion Picture-Theatrical—Patricia Lloyd (e)
Society—Hortensia Sublette (m) (e) (S)

ST. AUGUSTINE (Fla.), Record (e ex Sat.) (S)
Run-of-Paper Color Adv: Up to 1 color, 1,000 line minimum.
No Editions: Christmas; New Years; Independence Day; Labor Day; Thanksgiving.
Food and/or Household Dept.: Food every Wednesday; Real Estate Pages Sunday.
DEPARTMENTAL EDITOR and/or MANAGERS
Church—Margaret Mickler
Credit Manager—Jack Allen
Editorial Writers—Harvey Lopez; W. W. Wilson; A. H. Tebault
Farm—Tom King
Food—Frank Sturges
Garden—Margaret Pitts
Personnel Mgr.—W. W. Wilson
Photo Dept. Mgr.—Charles Olson
Real Estate—John Carroll

ST. PETERSBURG (Fla.), INDEPENDENT (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Special Editions: Annual Mail-Away (Nov.).
Syndicated Magazine Section Carried: All Florida Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Harr
Aviation—Bill Harr
Book—H. F. Ballew
Business-Financial—H. F. Ballew
Church—Letta O'Brien
Columnists—Wm. Wiley; M. Griffith; Martha Mayfair. C. W. Upchurch
Editorial Writer—Wm. Wiley
Education—Marian Coe
Farm—R. L. Longstreet
Fashion—C. McDonnell
Food—Cecelia Fickling
Garden—M. Griffith
Librarian—R. Blaydon
Motion Picture-Theatrical—Mani O'Mara
Music—Cecelia Fickling
Photo. Dept. Mgr.—Harold Ballew
Picture Editor—Wm. Pierce
Radio-Television—Harold Ballew
Real Estate—Bill Harr
Travel—Bill Harr
Society—Cecelia Fickling

ST. PETERSBURG (Fla.), TIMES (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Liquor (ex. beer); mail order.
Special Editions: Christmas Gift Sec. (Nov.) (m); Spring Fashion (March) (m); National Home Week (Sept.) (S); Suncoast Invitational (Sept.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried; Parade.
Food and/or Household Dept.: Fridays; Sunday; magazine.
Radio Station Affiliation: WTSP.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Warne
Aviation—Jack Thompson
Book—T. C. Harris
Business-Financial—Douglas Doubleday
Cartoonists—Jim Ivey; Jim Weakley
Church—Marianne Kelsey
Columnists—Archie Dunlap; Paul Davis.
Credit Mgr.—Harry J. Munyer
Editorial Writer—Jake Underhill
Education—Virginia Riley
Farm—Jack Thompson
Fashion—Betsy Blanton
Food—Ruth Gorrell
Librarian—Walter Brzozowski
Motion Picture-Theatrical—Lorna Carroll
Music—Harold Ober
Personnel Mgr.—Dan Hall
Photo. Dept. Mgr.—Bob Rogers
Picture Editor—Sandy Stiles
Radio-Television—Patricia Winchell
Real Estate—Don Warne
Travel—Sandy Stiles
Society—Nancy Osgood

FLORIDA'S FASTEST GROWING "BABY" COVERS SARASOTA'S BOOMING MARKET!

Sarasota's zooming population is now over 35,000 . . . an increase of 108% since 1950, according to the new Babson population poll, ranking ahead of any other city in the United States in growth. Retail sales in 1955 were $50,599,000, and the first nine months of 1956 indicate an increase of 36% above this figure.

Born October 7, 1954, THE NEWS is Florida's fastest-growing daily, now reaching over 13,000* families to blanket Sarasota's wide open market.

R.O.P. full color available. Represented by Ralph R. Mulligan.

*Publisher's figure subject to audit.

The News
Member Audit Bureau of Circulations

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

FLORIDA—Cont'd

(Continued from Page 187)

SANFORD (Fla.), HERALD (e ex. Sat)
Special Editions: Mail-A-Way (Feb.)
No Editions: Christmas.
Syndicated Magazine Section Carried: All Florida Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Fred P. Perkins; Marion Harmon, Sr.

SARASOTA (Fla.), HERALD-TRIBUNE (m); JOURNAL (e); HERALD-TRIBUNE (S)
Run-of-Paper Color Advs.: 1 color. Daily and Sunday.
Special Editions: Mail-Away (S) (Nov.); Art Supplement (S) (Apr.).
No Editions: All holidays.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Lawrence Dame
Columnists—Stan Windhorn (m); Harris Powers (e)
Editorial Writers—David B. Lindsay, Jr. (m); Harris Powers (e)
Fashion—Florence Swift Schneider (m); Monica Steiner (e)
Food—Kay Tromans (m)
Society—Florence Swift Schneider (m); Monica Steiner (e)

SARASOTA (Fla.), NEWS (e)
No Editions: Thanksgiving; Christmas; New Years; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Sag Kash
Columnist—Kent S. McKinley
Editorial Writers—Kent S. McKinley
Farm—David Lawrence
Fashion—Betty Vance
Food—Betty Vance; Fran Pollock
Motion Picture-Theatrical—Kent S. McKinley
Music—Jean Sharp
Real Estate—David Lawrence
Society—Betty Vance

TALLAHASSEE (Fla.), DEMOCRAT (e) (S)
Advs. Not Accepted: Liquor.
Magazine Section Carried: Family Weekly.

TAMPA (Fla.), TIMES (e)
Run-of-Paper Color Advs: Yes.
Special Editions: Industrial Section (Jan.); Electrical Exposition (Feb.); Gasparilla Edition (Feb.); Air Conditioning Ed. (May); Home Improvements (Apr., Sept.); Million Dollar Days (June); Greater Tampa Days (Sept.); Christmas Gift Ed. (Nov.).
Syndicated Magazine Section Carried: Family Weekly.
Radio Station Affiliation: WDAE & WDAE-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James D. Dustin
Aviation—Earl Dobert
Business-Financial—James D. Dustin
Columnists—Mike Morgan; Hampton Dunn; Sol Fleischman; Wilbur Kinley; Sam Stickney; W. W. Talbott
Credit Mgr.—E. W. Sisson
Editorial Writers—Joseph F. Smiley; Sam Stickney
Education—Elizabeth Milton
Fashion—Mrs. Ida Belle Kinley
Food—Mrs. Ida Belle Kinley
Librarian—Mrs. Pat Brown
Motion Picture-Theatrical—Mrs. Panky Glamsch
Photo. Dept. Mgr.—Dan Fager
Radio-Television—Earl Dobert
Real Estate—Wilton Martin
Society—Mrs. Ida Belle Kinley

TAMPA (Fla.), TRIBUNE (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily ex. Fri. (on Fri., black and 1 color available; Sun., black and 2 colors.)
Advs. Not Accepted: Fraudulent and objectionable matter.
Special Editions: Gasparilla Edition (Feb.).
Food and/or Household Dept.: Food Section Fri
Radio Station Affiliation: WFLA AM & FM.
Television Station Affiliation: NBC.
DEPARTMENTAL EDITORS and/or EDITORS
Book—E. D. Lambright
Cartoonist—George White
Church—Charles Benson
Columnists—Avery Means; Rev. Paul A. Wagner; Ann McDuffie; Byron Hollingsworth; John Cash; Bob Hudson; Bobby Hicks
Credit Mgr.—A. L. Brady
Editorial Writers—E. D. Lambright; Carleton Johnson; James Clendinen; James Porrell
Education—J. A. Murray
Farm—Milton Plumb
Food—Mrs. Lee Winter
Garden—Bert Livingston
Librarian—Mrs. Audrey Grimes
Motion Picture-Theatrical—Phil Barney
Music—Phil Barney
Picture Editor—Earl Sands
Radio-Television.—Paul Wilder
Real Estate—George Knight
Travel—Tom O'Connor

WEST PALM BEACH (Fla.), POST (m); TIMES (e); POST-TIMES (S)
No Editions: Christmas; New Years' Day; AM only.
Syndicated Magazine Section Carried: All Florida Magazine; Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Geo. B. McNab
Editorial Writer—E. F. Stumpf
Society—Ernestine Pernell

WINTER HAVEN (Fla.), NEWS-CHIEF (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily and Sunday.
Split Run Advertising: Yes.
Advs. Not Accepted: Liquor.
Special Editions: Progress-Tourist and Resort (Oct.); Citrus Exposition (Jan.).
No Editions: New Years; July 4th; Labor Day, Thanksgiving; Christmas.
Syndicated Magazine Section Carried: All Florida Magazine.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Boating—C. I. Goshorn
Book—Mrs. W. E. Rynerson
Credit Mgr.—Mrs. Sara Clayton
Editorial Writer—W. E. Rynerson
Farm—Bob Boboroff
Fashion—Mrs. Billie Ellis
Food—Mrs. W. E. Rynerson
Real Estate—Mike Zotti
Society—Mrs. Billie Ellis

GEORGIA

ALBANY (Ga.), HERALD (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs. & Sun.
Advs. Not Accepted: (Subject Publisher approval).
Special Editions: Christmas (Dec.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Group Membership: Southeastern Color Comic Group.
Food and/or Household Dept.: Thursday.
Radio Station Affiliation: WALB
Television Station Affiliation WALB-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Kimsey
Aviation—Don Kimsey
Book—James M. Robinson
Business-Financial—James M. Robinson
Church—James Walker
Columnists—H. T. McIntosh
Editorial Writers—James H. Gray; James M. Robinson
Education—Don Kimsey
Farm—Pete Rockett
Fashion—Louise Whiting
Food—Louise Whiting
Garden—Louise Whiting
Motion Picture-Theatrical—James M. Robinson
Music—James M. Robinson
Photo. Dept. Mgr.—Jack Holland
Picture Editor—Jack Holland
Radio-Television—James M. Robinson
Real Estate—Don Kimsey
Travel—Louise Whiting
Society—Louise Whiting

AMERICUS (Ga.), TIMES-RECORDER (e)
Advs. Not Accepted: Liquor.
Special Editions: R.E.A. (July); Christmas Greeting (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Rudy Hayes; Ann W. Sheffield.
Editorial Writers—James R. Blair; Rudy Hayes
Picture Editor—Rudy Hayes
Society—Ann W. Sheffield

ATHENS (Ga.), BANNER-HERALD (e ex. Sat) (S)
Advs. Not Accepted: Liquor
Special Editions: "Trade Days" (Apr.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. I. Groover
Aviation—Merritt B. Pound
Book—Mary Anne Braswell
Business-Financial—E. B. Braswell, Ed. and Pub.
Church—Horace Thom
Editorial Writers—Earl B. Braswell; B. C. Lumpkin
Education—Horace Thom
Farm—Gene Asher
Fashion—Mrs. Bunnie Cox
Food—Mrs. Russell Hobbs
Garden—Gene Asher
Librarian—Gene Asher
Motion Picture-Theatrical—Mrs. Russell Hobbs
Music—Gene Asher
Photo. Dept. Mgr.—B. C. Lumpkin
Picture Editor—B. C. Lumpkin
Radio-Television—Mrs. Russell Hobbs
Travel—B. C. Lumpkin
Society—Mrs. Bunnie Cox

ATLANTA (Ga.), CONSTITUTION (m); JOURNAL (e); JOURNAL and CONSTITUTION (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily and Sunday.
Split Run Advertising: Every-other Paper some days.
Advs. Not Accepted: Mail order if merchandise is sold locally.
Special Editions: After Thanksgiving (Nov.); Back to school (Aug.); Air Conditioning (Apr.).
Print Own Magazine: Yes.
Food and/or Household Dept.: Food.
Radio Station Affiliation: WSB
Television Station Affiliation: WSB-TV
DEPARTMENTAL EDITORS and/or MANAGERS*
Auto—Jim Montgomery (m); Jouett Davenport (e)
Aviation—Robert H. McKee (e)
Book—Luther D. McAlister (m) (e)
Business-Financial—Jim Montgomery (m); Jouett Davenport (e)
Cartoonist—Cliff Baldowski (m)
Church—Kay McLeod (m); Natalie Sweatt (e)
Columnists—(m) Leo Aikman; Dr. Chas. Allen; Bill Allen; Harold Martin; Celestine Sibley; (e) Dr. Pierce Harris; Ernest Rogers; Hugh Park
Credit Mgr.—J. Lester Moore
Editorial Writers—(m) Ralph McGill; Jack Spalding; Leo Aikman; George Boswell; (e) James Saxon Childers; Luke Greene; Harold Davis; Robert H. McKee; Eugene Patterson
Education—Marjory Smith (m); Margaret Shannon (e)
Farm—Harold Joiner (e)
Fashion—Mary Gray Anderson (m); Frances Cawthon (e)
Food—Jeanne Higgins (m); Grace Hartley (e)
Garden—Yolande Gwin (m); Lillian Whitner (e)
Librarian—Vivian Harris (m) (e)
Motion Picture-Theatrical—Paul Jones (m); Dane Harris (e)
Music—Alec Joiner (m); Katherine Skogstad (e)
Photo. Dept. Mgr.—Marion Johnson (m) (e)
Picture Editor—Richard Green (e)
Radio-Television—Paul Jones (m); Norman Shavin (e)
Real Estate—Jim Montgomery (m); George Erwin (e)
Travel—Sam Lucchese (e)
Society—Annie Lou Hardy (m); Sue Brown Sterne (e)
*All departments of both papers contribute to the Sunday paper.

ATLANTA (Ga.), WORLD (m ex Mon.)
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Rev. T. Arnold
Columnists—William Gordon; E. O. Jackson
Editorial Writers—T. J. Flanagan; C. A. Scott
Society—Oziel Woolcock

AUGUSTA (Ga.), THE AUGUSTA CHRONICLE (m) (S); THE AUGUSTA HERALD (e)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Advs. Not Accepted: palmists; "fortune tellers"; mail-order ads.
Special Editions: Dollar Days (Feb. & July); Back to School (Aug.); Home Fashion Time (Sept.); Sleep Show (Apr.).
Food and/or Household Dept.: Food Page Thurs. P.M., Fri. A.M.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Charles McIntosh (m) (S)
Church—Edith Bell Love (e)
Credit Mgr.—Jack Webb
Editorial Writers—Robert L. M. Parks (m) (S); Mrs. Mary Carter Winter (m); Randy Russell (e)
Farm—Earl DeLoach (e)
Garden—Mrs. Florence Hill (m) (S)
Librarian—Mrs. Alice Garren
Motion Picture-Theatrical—Spier Collins
Music—Speir Collins (m) (S)
Photo. Dept. Mgr.—Morgan Fritz (m) (S); Frank Christian (e)
Society—Marguerite Stelling (m) (S); Courtney Willard (e)

BRUNSWICK (Ga.), NEWS (e)
Advs. Not Accepted: Liquor, fortune telling, vending machine, etc.
Special Editions: Christmas (Dec.)
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—C. H. Leavy, Jr.; L. J. Leavy
Society—Mrs. John W. Jenkins

CARTERSVILLE (Ga.), TRIBUNE-NEWS (e)
Advs. Not Accepted: Alcoholic Beverages.
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. L. Fleetwood
Editorial Writers—M. L. Fleetwood; John T. Fleetwood
Photo. Dept. Mgr.—John T. Fleetwood
Picture Editor—George Evans
Society—Mrs. George Woodrow, Jr.

CEDARTOWN (Ga.), STANDARD (e)
Special Editions: Four-H Club (Mar.); Back-to-School (Aug.); Keep Ga. Green (Oct.); Graduation (June).
No Editions: Labor Day.
Food and/or Household Dept: Food Section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—J. C. Haire
Church—Mrs. Chester Garmon
Editorial Writers—J. W. Stuff; J. C. Haire
Farm—J. W. Stuff
Photo. Dept. Mgr.—Mrs. Chester Garmon
Picture Editor—Mrs. Chester Garmon

COLUMBUS (Ga.), ENQUIRER (m); LEDGER (e); LEDGER-ENQUIRER (s)
Run-of-Paper Color Advs.: Up to 4 colors. Every day within mechanical limitations.
Advs. Not Accepted: Palmist, Fortune Telling.
Special Editions: Cotton Edition (May); Home Edition (April); Back-to-School Edition (Aug.); Industrial Edition (Oct.).
Food and/or Household Dept: Food Page Thursday Evening; Friday morning.
Radio Station Affiliation: WRBL.
Television Affiliation: WRBL-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mrs. W. C. Tucker (m); Latimer Watson (e) (S)
Business-Financial—David G. Miller (m)
Cartoonist—Angelo Franco (m) (e) (S)
Church—David G. Miller (m); Ray Jenkins (e)
Columnists—(m) W. C. Tucker; (e) Edge R. Reid; Latimer Watson
Editorial Writers—W. C. Tucker (m); Edge R. Reid (e) (S)
Education—David G. Miller (m); Carroll Lisby (e) (S)
Farm—Roger A. Williams (m) (S); Richard Greenwald (e)
Fashion—Katherine McDuffie (m); Latimer Watson (e) (S)
Food—Julia Hawk (m); Latimer Watson (e) (S)
Garden—James W. Green (e) (S)
Librarian—Mrs. W. C. Tucker (m) (e) (S)
Motion Picture-Theatrical—Millard Grimes (e) (S)
Music—David G. Miller (m); Marvin Wall (e) (S)
Photo. Dept. Mgr.—Brady B. Bynum (m) (e) (S)
Picture Editor—Carlton M. Johnson (e) (S)
Radio-Television—Millard Grimes (e) (S)
Real Estate—James W. Green (e) (S)
Travel—David G. Miller (m); Ray Jenkins (e) (S)
Society—Katherine McDuffie (m); Mary Daly (e) (S)

CORDELE (Ga.), DISPATCH (e ex. Sat)
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. W. Mathews
Aviation—Bob Hunter
Book—E. W. Mathews
Business-Financial—E. W. Mathews
Columnists—E. W. Mathews; Bob Hunter; Jack C. Mathews; O. P. Wilson
Editorial Writers—E. W. Mathews; Bob Hunter; O. P. Wilson
Education—Bob Hunter
Farm—Bob Hunter
Fashion—Vira L. Mathews
Food—Vira L. Mathews
Garden—Vira L. Mathews
Librarian—Frances Lasseter
Music—Elden Mathews, Jr.
Photo. Dept. Mgr.—Gene Hunt
Travel—Jack C. Mathews
Society—Frances Lasseter

IT DOESN'T TAKE MAGIC TO BOOST SALES!

Just good common advertising sense and the right Newspaper for your market. This is it!

In the fast expanding Coastal Empire, with present population of 161,300, retail sales now reach an amazing

$166,022,000

The News and Press are EXCLUSIVE dailies in this rich market with circulation of 74,781. This spells opportunity for you!

Savannah Morning News
SAVANNAH EVENING PRESS

Represented by Ward-Griffith Company, Inc.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

GAINESVILLE (Ga.), TIMES (e ex. Sat) (S)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Christmas Opening (Nov.); Spring Fashion (Mar.); Fall Fashion (Sept.).
No Editions: Christmas.
Food and/or Household Dept.: Women's page and BOP food features Thursday.
Radio Station Affiliation: WGGA, Gainesville, Ga.; WRGA, Rome, Ga.; WCAS, Gadsden, Ala.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Sylvan Meyer
Columnists—Sylvan Neyer; Phil Jackson
Editorial Writer—Sylvan H. Meyer
Farm—George Porter
Fashion—June Woodruff
Food—June Woodruff
Garden—June Woodruff
Society—June Woodruff

GRIFFIN (Ga.), NEWS (e)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Christmas Opening (Nov.).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Russell Smith
Book—Q. Melton, Jr.
Business-Financial—Cary Reeves
Church—Roger Dix
Columnist—Quimby Melton, Jr.
Editorial Writer—Quimby Melton, Jr.
Education—B. Knight
Farm—L. Woodle
Fashion—Jackie Wright
Food—Betty McKneely
Garden—Jackie Wright
Librarian—Jackie Wright
Motion Picture-Theatrical—Cary Reeves
Music—Jackie Wright
Photo. Dept. Mgr.—Bill Knight
Picture Editor—Bill Knight
Radio-Television—H. Reeves
Real Estate—B. Knight
Travel—Q. Melton, Sr.
Society—Jackie Wright

LAGRANGE (Ga.), NEWS (e)
Special Editions: Football Opening (Sept.).
No Editions: Christmas; July 4th; Thanksgiving.
Radio Station Affiliation: WLAG.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Asher
Aviation—W. A. Coker
Book—W. A. Coker
Business-Financial—Jim Wood
Church—Jim Asher
Columnist—Eleanor H. Orr
Editorial Writers—R. C. Swank; Jim Wood; Wm. A. Coker
Education—Jim Wood
Farm—Jim Wood
Fashion—Eleanor H. Orr
Food—W. A. Coker
Garden—W. A. Coker
Librarian—Sue K. Whatley
Motion Picture-Theatrical—Eleanor H. Orr
Music—Eleanor H. Orr
Photo. Dept. Mgr.—Lee Stietenroth
Picture Editor—Lee Stietenroth
Radio-Television—Jim Wood
Real Estate—Jim Asher
Travel—Wm. A. Coker
Society—Eleanor H. Orr

MACON (Ga.), TELEGRAPH (m); NEWS (e); TELEGRAPH & NEWS (S)
Run-of-Paper Color Advs.: 1 color. Mon., Tue., Wed., Sat., Sun.
Special Editions: Business & Industrial Review (Feb.).
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tommie Haden (m) (e) (S)
Book—Katherine Anderson (m) (e) (S)
Church—Bert Struby (m)
Columnists—Susan Myrick (m); DeWitt Matthew (m); Bert Struby (m) (S); Chas. J. Bayne (m) Walter Bragg (e); Joe Parham (e) (S): Nathan Gans (S)
Editorial Writers—Bert Struby (m) (S); Chas. J. Bayne (m) (S); Nathan Gans (m) (S); Joe Parham (e) (S)
Education—Luther Thigpen
Farm—Susan Myrick (m) (e) (S)
Fashion—Blythe McKay (m) (S); Grace Crawford (e)
Food—Jeanette Gausch (m) (e) (S)
Garden—Kate Greenleaf (m) (S)
Librarian—Julia Northrup (m) (e) (S)
Photo. Dept. Mgr.—Ralph Jones (m) (e) (S)
Radio-Television—Mrs. Donald McDonald (m) (e) (S)
Society—Blythe McKay (m) (S); Grace Crawford (e)

MARIETTA (Ga.), JOURNAL (e ex. Sat) (S)
Advs. Not Accepted: Liquor.
No Editions: Christmas; Labor Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Mark Waits
Photo. Dept. Mgr.—Charles McGee
Society—Mrs. Joyce Howard

MOULTRIE (Ga.), OBSERVER (e)
Advs. Not Accepted: Alcoholic beverages; Clairvoyant.
Special Editions: Tobacco Festival (Aug.); Christmas Greetings (Dec.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—W. D. Avera
Farm—Frank Dunn
Society—Annie Mae Adams

ROME (Ga.), NEWS-TRIBUNE (e & S)
Advs. Not Acceptes: Liquor.
No Editions: Christmas; Thanksgiving.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Isabel Gammon

SAVANNAH (Ga.), NEWS (m) (S); PRESS (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Anna C. Hunter (m) (S); John L. Sutlive (e)
Business-Financial—J. E. Lambright (m) (S)
Church—Frank Rossiter (m) (S); John L. Sutlive
Columnists—Frank Rossiter (m) (S); John L. Sutlive; Richard Conley (e)
Credit Mgr.—F. J. Mulling
Editorial Writers—(m) (S) J. E. Lambright; William J. Fielder, Jr.; (e) John L. Sutlive; Jack J. Cook.
Education—Henry Clemens (S); Kenneth Palmer (e)
Farm—Larry Powell (m) (S)
Food—Anne Jones (m) (S); John L. Sutlive (e)
Garden—Jos. E. Lambright (m) (S)
Librarian—T. W. Martin (m) (S)
Motion Picture-Theatrical—Frank Rossiter (m) (S); John L. Sutlive (e)
Music—Anna C. Hunter (m) (S); Kenneth E. Palmer (e)
Photo Dept. Mgr.—J. H. Bisson (m) (S)
Picture Editor—J. E. Lambright (m) (S)
Radio-Television—John L. Sutlive (e)
Society—Mary Keating (m) (S)

THOMASVILLE (Ga.), TIMES-ENTERPRISE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily on 48-hour notice.
Advs. Not Accepted: Liquor.
No Editions: Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lee E. Kelly
Columnists—Lee E. Kelly; E. R. Jerger; Sam Glassman, Jr.
Editorial Writer—E. R. Jerger
Farm—Lee E. Kelly, Jr.
Fashion—Esther Shane
Food—Emily R. Jerger
Photo. Dept. Mgr.—Lee E. Kelly, Jr.
Picture Editor —Lee E. Kelly, Jr.
Radio-Television—Lee E. Kelly, Jr.
Society—Esther Shane

TIFTON (Ga.), GAZETTE (e)
No Editions: July 4th; Thanksgiving; Christmas.

VALDOSTA (Ga.), TIMES (e)
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—M. L. Strong
Editorial Writers—J. Davis; Turner Rockwell
Farm—M. L. Strong
Fashion—Mrs. Elizabeth Ashley
Society—Mrs. Elizabeth Ashley

WAYCROSS (Ga.), JOURNAL-HERALD (e)
Advs. Not Accepted: Whiskey, Beer & Wine; Fortune-telling.
Special Editions: Tobacco (July); Christmas Greetings (Dec.).
No Editions: Christmas; Thanksgiving; Labor Day; July 4th.
Group Membership: Metropolitan.
Radio Station Affiliation: WAYX.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Wynn
Aviation—James Wynn
Book—Jack Williams, Jr.
Business-Financial—Jack Williams, Jr.
Church—Mrs. Laurie Lee Sparrow
Columnist—Mrs. Laurie Lee Sparrow
Editorial Writer—James A. Pinson
Education—Mrs. Laurie Lee Sparrow
Farm—Mrs. Laurie Lee Sparrow
Fashion—Jane Hart
Food—Jane Hart
Garden—Jane Hart
Motion-Picture-Theatrical—Dorothy Smith
Music—Miss Dorothy Smith
Photo. Dept. Mgr.—Wm. Brantley
Picture Editor—Miss Dorothy Smith
Radio-Television—Miss Dorothy Smith
Real Estate—James Wynn
Travel—Jack Williams, Jr.
Society—Jane Hart

WEST POINT (Ga.), LANETT (Ala.), VALLEY TIMES-NEWS (e ex Sat.).
Special Editions: Dollar Day Edition (Feb.); Dollar Day Edition (July); Spring Fashions (Mar.); Back to School (Aug.); Fall Fashions (Sept.); Harvest Festival (Oct.).
No Editions: Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Cohen
Aviation—Heddy Duke
Book—Davis Haines
Business-Financial—Davis Haines
Church—Ann Vinson Campbell
Editorial Writer—Davis Haines
Education—Billie Hay
Farm—Fred Sands
Fashion—Ann Vinson Campbell
Food—Ann Vinson Campbell
Garden—Ann Vinson Campbell
Librarian—Ann Vinson Campbell
Motion Picture-Theatrical—Martha Fetner
Music—Ann Vinson Campbell
Photo. Dept. Mgr.—Davis Haines
Picture Editor—Davis Haines
Radio-Television—Clo Stance
Real Estate—Frances Ledbetter
Travel—Davis Haines
Society—Ann Vinson Campbell

HAWAIIAN ISLANDS

HILO (Hawaii), TRIBUNE-HERALD (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Annual Special Editions: Opportunity Days (Apr. & Oct.); Women's Fashion (Mar.); Electric Living (May); Father's Day (June).
No Editions: New Years; July 4th; Thanksgiving; Christmas.

(Continued on Page 190)

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SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

HILO (Hawaii) TRIBUNE-HERALD—Cont'd

(Continued from Page 189)

DEPARTMENTAL EDITORS and/or MANAGERS
Church—Maxine Hughes
Columnists—Martha Stermer; Helen Shiras Baldwin
Credit Mgr.—S. Nakamura
Editorial Writer—Harry M. Blickham
Education—Maxine Hughes
Farm—Howard Pierce
Fashion—Thelma Olival
Food—Thelma Olival
Garden—Howard Pierce
Librarian—Dorothy Carpenter
Motion Picture-Theatrical—Maxine Hughes
Personnel Mgr.—Lester A. Carpenter
Photo. Dept. Mgr.—Larry Kadooka
Picture Editor—Larry Kadooka
Society—Thelma Olival

HONOLULU (Hawaii), HAWAII HOCHI (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily.
Special Editions: New Years (Jan.).
No Editions: Federal holidays.

HONOLULU (Hawaii), STAR-BULLETIN (e)
Run-of-Paper Color Advs.: Up to 4 colors. Every day.
Print Own Magazine: Yes.
Magazine Section Carried: Parade

HONOLULU (Hawaii), THE HAWAII TIMES (e)
Special Editions: New Year (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Photo. Dept. Mgr.—Akira Furukawa

IDAHO

BLACKFOOT (Idaho), BULLETIN (e)
Special Editions: Farm Edition (Feb.); Style Show (May); State Fair (Sept.).
No Editions: Labor Day; Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Harold H. Smith

BOISE (Idaho), IDAHO STATESMAN (m) (e) (S)
Advs. Not Accepted: Liquor.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Andrew M. Andersen

CALDWELL (Idaho), NEWS TRIBUNE (e)
All Alcoholic Beverage Adv. Accepted.
No Editions: July 4th; Christmas; Labor Day.
Special Editions: Xmas Mdse. (last Thurs. in Nov.); Fashion (Spring); Fashion (Fall); Back-to-School (Aug.); Farm Mag. Sect. (1 a month last Fri., Spring through Summer).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. E. Hackworth
Book—R. E. Hackworth
Business-Financial—R. E. Hackworth
Columnist—Dick Nafsinger
Church—R. E. Hackworth
Editorial Writer—R. E. Hackworth
Farm—R. E. Hackworth
Fashion—Alice Ballantyne
Food—Alice Ballantyne
Garden—Alice Ballantyne
Motion Picture-Theatrical—R. E. Hackworth
Photo. Dept. Mgr.—Ken Spiekerman
Picture Editor—Ken Spiekerman
Travel—Alice Ballantyne
Society—Alice Ballantyne

COEUR D'ALENE (Idaho), PRESS (e) (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Patrick King
Aviation—Charles Sowder, Jr.
Book—Frances Cope
Business-Financial—Duane Hagadone
Church—Frances Cope
Editorial Writer—R. J. Brunning
Education—Mary Minster
Farm—Claude Turner
Fashion—Mary Minster
Food—Patrick King
Garden—Frances Cope
Photo. Dept. Mgr.—C. J. Tremblay
Radio-Television—Sharon Carlson
Society—Mary Minster

IDAHO FALLS (Idaho), POST-REGISTER (e ex. Sat.) (m ex. Mon.) (S)
Advs. Not Accepted: Liquor.
Special Editions: Spring Style (April); Fall Style (Sept.).
No Editions: Christmas; July 4th; Labor Day.
Radio Station Affiliation: KIFI.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Robb Brady
Church—Gussie Mitchel
Editorial Writers—E. F. McDermott
Farm—James Melton
Food—Virginia Rider
Photo. Dept. Mgr.—Ken Mansfield
Picture Editor—J. Robb Brady
Society—Virginia Rider

KELLOGG (Idaho), NEWS (e)
No Editions: New Years; July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Dora Mohr

LEWISTON (Idaho), TRIBUNE (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun; Color Comic Section, 4 colors.
Special Editions: Auto Show (May); Fishing Resorts (June); Roundup (tab.) (Sept.); Back-to-School (Aug.); Spring Fashions (March); Home Fashions (Sept.); Christmas Shopper (Nov.); (S) Yearend (Jan. 1).
Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Al Booze
Book—Ladd Hamilton
Church—C. P. Boren
Columnists—Bill Johnston; Melvin C. Snow
Editorial Writers—Bill Johnston; Ladd Hamilton; Claude E. Baskett
Education—Rosalyn Barry
Farm—Rosalyn Barry
Fashion—Bonnie C. Butler
Food—Sylvia Harrell
Garden—W. E. Johnson
Librarian—Sula Keeling
Motion Picture-Theatrical—Jeff Grigsby
Photo. Dept. Mgr.—Forrest Reinhardt
Picture Editor—Al Booze
Radio-Television—Phyllis Budweg
Society—Lora Campbell

MOSCOW (Idaho), IDAHONIAN (e)
Advs. Not Accepted: Vending machine.
Special Editions: Soil Conservation (Apr.); County Fair (Sept.); Christmas (Nov.).
No Editions: All Government Holidays.
Food and/or Household Dept.: Food Ads (Mon. & Thurs.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—P. W. Schammel
Aviation—A. B. Robinson
Book—W. T. Marineau
Business-Financial—W. T. Marineau
Church—Sarah Hutchinson
Editorial Writer—L. A. Boas
Education—L. A. Boas
Farm—Maribel Schupfer
Fashion—Sarah Hutchinson
Food—W. T. Marineah
Garden—Sarah Hutchinson
Librarian—Sarah Hutchinson
Motion Picture-Theatrical—Maribel Schupfer
Music—Sarah Hutchinson
Photo. Dept. Mgr.—A. J. Marineau
Picture Editor—L. A. Boas
Radio-Television—A. F. Barackman
Real Estate—L. A. Boas
Travel—Sarah Hutchinson
Society—Sarah Hutchinson

NAMPA (Idaho), IDAHO FREE PRESS (e)
Special Editions: Christmas Mdse. (last Thurs. in Nov.); Fashion (Spring); Fashion (Fall).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Douglas Wachs
Aviation—Douglas Wachs
Book—Jack Scudder
Business-Financial—Jack H. Scudder
Church—Douglas Wachs
Columnist—Ed Baker
Editorial Writer—Jack H. Scudder
Education—Ed Baker
Farm—Jack Scudder
Fashion—Bernice Crofton
Food—Bernice Crofton
Motion Picture-Theatrical—Jack H. Scudder
Photo. Dept. Mgr.—Jerald Cornilles
Picture Editor—Jack Scudder
Radio-Television—Douglas Wachs
Real Estate—Ann Allbright
Travel—Bernice Crofton
Society—Bernice Crofton

POCATELLO (Idaho), IDAHO STATE JOURNAL (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors & Black. Daily & Sun.
Advs. Not Accepted: (S) Liquor; beer.
No Editions: (e) Christmas.
Syndicated Magazine Section Carried; Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—David Bowers
Aviation—Lee Ester
Book—Hugh Wagnon
Business-Financial—Lee Ester
Church—Gene Klare
Columnists—G. N. Iift
Credit Mgr.—Ralph R. Beers
Editorial Writers—G. N. Iift; Hugh Wagnon
Education—David Bowers
Farm—Stewart Haas
Fashion—Joy Morrison
Food—Joy Morrison
Garden—Hugh Wagnon
Music—G. N. Iift
Photo. Dept. Mgr.—Lloyd Furniss
Picture Editor—Lloyd Furniss
Radio-Television—Joy Morrison
Real Estate—Lee Estes
Travel—Joy Morrison
Society—Joy Morrison

TWIN FALLS (Idaho), TIMES-NEWS (d) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Any day ex. Sat. (3 colors by advance arrangement).
Special Editions: Christmas (Dec.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Larry Hovey (m)
Aviation—Larry Hovey (m)
Book—Lowell Dick (m) (e) (S)
Business-Financial—Don Peterson (m); Fay Laley (S)
Church—Marjorie Lake (m) (e) (S)
Columnist—Lowell Dick (m) (e) (S)
Editorial Writer—R. S. Tofflemire (m) (e) (S)
Education—Lowell Dick (m) (e) (S)
Farm—Elwyn Nellis (m)
Fashion—Peggy Wray (m) (e) (S)
Food—Lowell Dick (m) (e) (S)
Garden—Lowell Dick (m) (e) (S)
Librarian—Mel Crawford (e); Elwyn Nellis (S)
Motion Picture-Theatrical—Larry Hovey (m); Elwyn Nellis (S)
Music—Peggy Wray (m); Katherine Jasper (e) (S)
Photo. Dept. Mgr.—Lowell Dick (m) (e) (S)
Picture Editor—Lowell Dick (m) (e) (S)
Radio-Television—Marjorie Lake (m); Larry Hovey (e) (S)
Real Estate—Mel Crawford (m); Fay Laley (e) (S)
Travel—Marjorie Lake (m); Fay Laley (e) (S)
Society—Peggy Wray (m) (e) (S)

WALLACE (Idaho), PRESS (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Grant
Book—W. S. Grant
Church—Jane Cantrell
Editorial Writer—W. S. Grant
Food—Jane Cantrell
Garden—Marjorie Clark
Radio-Television—Marge Clark
Travel—Marjorie Clark
Society—Jane Cantrell

ILLINOIS

ALTON (Ill.), TELEGRAPH (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas; New Year; July 4; Memorial Day; Labor Day; Thanksgiving.
Food and/or Household Dept.: Food section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. J. Payne
Columnists—Harold D. Brand
Credit Mgr.—Henry McAdams
Editorial Writers—Paul B. Cousley, J. J. Dromgoole, Paul S. Cousley
Fashion—John D. Focht
Food—John D. Focht
Garden—John D. Focht
Librarian—Gladys Hine
Music—Paul S. Cousley
Photo. Dept. Mgr.—Robert K. Graul
Real Estate—John D. Focht
Society—Margaret Visioni

AURORA (Ill.), BEACON NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Mon., Tues., Sun.
Special Editions: Year End Review (Jan. 1).
No Editions: National Holidays.
Food and/or Household Dept: Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lewis Mrkvicka
Aviation—Dale Lancaster
Church—Ralph Hubley
Columnist—Robert Budler
Credit Mgr.—Wm. B. Chawgo
Editorial Writer—John A. Cookery
Radio-Television—Robert Budler

BEARDSTOWN (Ill.), ILLINOIAN-STAR (e)
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Thanksgiving; Veterans Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Laverne Roegge
Columnists—Mrs. Kathryn MacClinchie; W. H. Rodgers
Editorial Writer—Mrs. Vivian Rodgers
Fashion—Helen M. Schaeffer
Food—Helen M. Schaeffer
Garden—Helen M. Schaeffer
Picture Editor—Mrs. Vivian Rodgers
Radio-Television—Laverne Roegge
Society—Helen M. Schaeffer

BELLEVILLE (Ill.), ADVOCATE (e)
Special Editions: New Year Baby Contest (Dec.-Jan.); Dollar Days (Feb.); Friday 13 (when date coincides); Paint-Up-Clean-Up (March); County Fair Ed. (July); Dollar Day (Aug.); Christmas (day before Thanksgiving).
No Editions: New Years; Memorial Day; July 4th, Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food feature.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Alfred G. Henninger
Aviation—Irvin W. Baechle
Book—Leslie S. Crow
Business-Financial—Al R. Schmidt
Church—Leslie S. Crow
Editorial Writers—Leslie S. Crow; Al R. Schmidt
Education—I. W. Baechle
Farm—I. W. Baechle
Fashion—Yvonne T. Arnold
Food—Anna L. Stolle
Garden—I. W. Baechle
Librarian—Leslie S. Crow
Motion Picture-Theatrical—Al R. Schmidt
Music—Yvonne T. Arnold
Photo. Dept. Mgr.—Willard N. DeMestrie
Picture Editor—Leslie S. Crow
Radio-Television—Leslie S. Crow
Real Estate—I. W. Baechle
Travel—Anna L. Stolle
Society—Yvonne T. Arnold

BELVIDERE (Ill.), REPUBLICAN (e)
Special Editions: Dollar Day (Feb.); Dollar Day (Aug.); Christmas (Dec.).
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—David Manthey
Aviation—David Manthey
Book—James Marchewka
Church—James Marchewka
Editorial Writer—James Marchewka
Farm—David Manthey
Fashion—Dorothy Coombes
Food—Dorothy Coombes
Librarian—James Marchewka
Music—James Marchewka
Radio-Television—Dorothy Coombes
Society—Dorothy Coombes

BENTON (Ill.), NEWS (e)
No Editions: July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Elizabeth Heinemeier; Steve Choisser
Church—Edna Choisser
Columnist—Joe Jurich
Credit Mgr.—Steve Choisser
Editorial Writer—Joe Jurich
Education—James Choisser
Food—Edna Choisser
Garden—Edna Choisser
Music—Elizabeth Heinemeier
Personnel Mgr.—Steve Choisser
Photo. Dept. Mgr.—Joe Bortoletto
Picture Editor—James Choisser
Society—Edna Choisser

BLOOMINGTON (Ill.) PANTAGRAPH (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily except Sun.
Special Editions: Graduation (Apr.); Dollar Day (Feb.) (Aug.); Christmas (Nov.); Men's, Women's, Shoes; Building; Back-to-School.
Syndicated Magazine Section Carried: Family Weekly.
Radio Station Affiliation: WJBC - WJBC-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Fred Young; Frank Bill; Jim Barnhart
Credit Mgr.—E. V. Gunn
Editorial Writer—H. C. Tate
Farm—Frank Bill
Fashion—Joan Cullers
Food—Lolita Driver
Garden—Lolita Driver
Librarian—Ethel Sinclair
Motion Picture-Theatrical—Dave Haake
Music—Dave Haake
Photo. Dept. Mgr.—Don Goodrich
Picture Editor—Don Goodrich
Radio-Television—Carole Carpenter
Society—Joan Cullers

CAIRO (Ill.), CITIZEN (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Mrs. John C. Fisher; Victor Rose
Education—George B. Curry
Farm—Victor Honey
Food—Earl Jewell
Librarian—Jane Gore
Music—Pruden Malone
Real Estate—George B. Curry
Society—Jane Gore

CARBONDALE-HERRIN-MURPHYSBORO (Ill.), SOUTHERN ILLINOISAN (e) (S)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Kelso Towle

CARMI (Ill.), TIMES (e)
Advs. Not Accepted: Alcoholic Beverages.
No Editions: New Years Day; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—D. Fred Endicott
Farm—Howard M. Reedy
Photo. Dept. Mgr.—Howard M. Reedy
Society—Marie Bassimer

CASEY (Ill.); REPORTER (e)
Special Editions: Christmas (Dec.).
No Editions: New Years; Memorial; July 4th; Labor Day; Veteran's Day (Nov. 11); Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and / or MANAGERS
Editorial Writer—H. L. Hamilton, Pub.
Society—Nancy Dulgar

CENTRALIA (Ill.), SENTINEL (e)
Run-of-Paper Color Advs.: 1 color. Thurs.
Special Editions: Spring Fashion (April); Ridiculous Days (May, Oct.); Dollar Days (Jan., July); Back-to-School (Aug.).
No Editions: New Years; Christmas; July 4th; Thanksgiving; Labor Day.
Food and/or Household Dept.,: Food Pages Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. Joy
Business-Financial—A. J. Perrine
Church—Rev. Louis Bean
Credit Mgr.—James Fetgatter
Editorial Writers—Verne E. Joy; C. A. Frazer; A. J. Perrine.
Farm—Earl Jupin
Fashion—Opal Loucks
Food—Opal Loucks
Garden—Mrs. Mercer
Librarian—Pat Badget
Photo. Dept. Mgr.—Bob Frazer
Picture Editor—C. A. Frazer
Travel—Verne Joy
Society—Opal Loucks

CHAMPAIGN-URBANA (Ill.), COURIER (e) (S)
Special Editions: Father's Day (June); Spring Fashion (Mar.); Christmas Greetings (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Illinois Color Comic Group.
Food and/or Household Dept.: Yes.

CHAMPAIGN-URBANA (Ill.), NEWS-GAZETTE (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Evening only.
Split Run Advertising: Evening only. Every-other Paper thru 24 pages.
Advs. Not Accepted: Liquor (Sunday only).
Special Editions: Dollar Day (Jan.); Spring Edition (Mar.); Cotton Ed. (Apr.); Baby Week (Apr.); Mothers Day (May); Straw Hat (May); Fathers Day (June); Dollar Day (Aug.); Back to School (Aug.); Shoe Edition (Sept.); Fall Opening Ed. (Sept.); Furniture Ed. (Sept.); Men's Wear Ed. (Sept.); Christmas Edition (Nov.).
No Editions: July 4th; Christmas; Labor Day.
Syndicated Magazine Section Carried: Family Weekly Magazine
Radio Station Affiliation: WDWS.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—T. O. White (sp); Bill Schrader
Editorial Writers—W. E. Hansen; E. Borman; W. J. Schmelzle; Harold Holmes
Farm—N. E. Shere
Fashion—Ruth Weinard
Librarian—Louise Hall
Photo. Dept. Mgr.—Joe Blessman
Radio-Television—Harold Holmes
Society—Grace Underwood

CHARLESTON (Ill.), COURIER (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Photo. Dept. Mgr.—Harry Read
Picture Editor—Harry Read
Society—Florence Lacey

CHARLESTON (Ill.), NEWS (m ex Mon.).
Advs. Not Accepted: Liquor
Special Editions: School (Sept.); Christmas (Dec.).
No Editions: Normal National Holidays; New Year's July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jack A. Rardin
Columnists—Jack A. Rardin; John B. Rardin; Claude S. Rardin
Editorial Writers—Jack A. Rardin
Photo. Dept. Mgr.—Jack A. Rardin
Society—Claudine Mason

CHICAGO (Ill.), AMERICAN (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Misleading or extravagant claims; medical cures.

FOR 14 STRAIGHT YEARS,

the Chicago Daily News has led all other U.S. newspapers, morning, evening and Sunday, IN TOTAL GROCERY ADVERTISING!

HERE ARE THE IMPORTANT WHY'S FOR THIS TRULY REMARKABLE RECORD:

1. Actual cash-register results are what retail grocers get from ads in the News.
2. National advertisers look to local-level results and place their ads in the News.
3. All over the nation, retail grocers vote evening papers first for grocery ads.
4. In the Chicago area, in 1955, retail grocers favored the Chicago Daily News by more than 3 to 1 over the morning Daily Tribune.

"THE TILL TELLS THE TALE."

CHICAGO DAILY NEWS

A great newspaper . . . and a great advertising buy

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ILLINOIS—Cont'd

(Continued from Page 190)

CHICAGO (Ill.) AMERICAN—Cont'd

Special Editions: Cooking Guide (Nov.); Business Review (Jan.), Automobile (Jan.).
No Editions: New Years; July 4th; Christmas.
Print Own Magazine: Yes, (Rotogravure)
Syndicated Magazine Section Carried: American Weekly and Puck Comics
Food and/or Household Dept.: Food column daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H.D. Wilson
Business-Financial—H. C. Thompson
Cartoonist—J. W. Walbridge
Church—S. B. Pieza
Columnists—N. L. Gross, H. N. Bundesen; Warren W. Brown; George Murray
Credit Mgr.—M. L. Lathy
Editorial Writer—R. R. Knotts
Farm—Leland L. Chesley
Fashion—Bette Woods
Food—Dorothy Thompson
Garden—William C. Blaesing
Librarian—Ben Cupan
Motion Picture—Ann Marsters
Music-Theatrical—Roger C. Dettmer
Personnel Mgr.—J. LaFavre
Photo. Dept. Mgr.—A. C. Berardi
Picture Editor—Vern Whaley
Radio-Television—Janet Kern
Real Estate—E. M. Weber
Travel—H. H. Beck

CHICAGO (Ill.), DAILY CALUMET (e)
Special Editions: Christmas (Dec.); Spring (Mar.); Fall (Nov.).
No Editions: Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Arcus
Book—Pat Salberg
Business-Financial—Agnes Crowe
Church—Robert L. Nelson
Columnist—Lewis G. Hansen
Credit Mgr.—Oscar Johanson
Editorial Writer—Robert L. Nelson
Education—Pat Salberg
Farm—Pat Salberg
Fashion—Pat Salberg
Food—Pat Salberg
Garden—Pat Salberg
Librarian—Pat Salberg
Motion Picture-Theatrical—Pat Salberg
Music—Pat Salberg
Personnel Mgr.—Oscar Johanson
Photo. Dept. Mgr.—Oscar Johanson
Picture Editor—Lewis G. Hansen
Real Estate—Connie Rivas
Society—Pat Salberg

CHICAGO (Ill.), DEFENDER (m)
Run-of-Paper Color Advs.: 3 colors.
Special Editions: Automotive (Jan.); Brotherhood (Feb.); Easter (Apr.); Bud Billiken (Childrens') (Aug.); Labor Day (Sept.); Home Service (Oct.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles A. Davis
Book—Audrey Weaver
Business-Financial—Albert Barnett
Cartoonist—Chester Commodore
Church—Rev. Richard Keller
Editorial Writers—Louis E. Martin; Enoc P. Waters, Jr.
Education—Lee Blackwell
Fashion—Marion Campfield
Food—Marion Campfield
Librarian—Alice Ottley
Motion Pictures-Theatrical—Al Monroe
Music—Theodore Charles Stone
Personnel Mgr.—Bertram Pratt
Photo. Dept. Mgr.—Herman Rhoden
Picture Editor—Meredith Johns
Radio-Television—Charles A. Davis
Real Estate—Bolin V. Bland
Society—Marion Campfield

CHICAGO (Ill.), NEWS (e)
Run-of-Paper Color Advs.: One and black-all days; Full Color Advs.: Thurs.
Advs. Not Accepted: Liquor.
Split Run (Sectional) Advertising Geographically: Thursday.
Special Editions: Annual Business Review (Jan. 2); Mid-Winter Travel (Jan. 5); Auto Show Number (Jan. 5); Spring Fashion Section (Mar. 26); Spring Travel (Apr. 20); Mid-Western Travel (May 11); Summer Travel (June 8); Mid-Year Savings & Loan (June 28); Fall Fashions (Sept. 10); International Travel (Oct. 26); Christmas Gift Guide (Nov. 29); Winter Travel (Dec. 7); Year-End Savings & Loan (Dec. 27).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept.: Food Section Thurs.
Radio Station Affiliation: W. I. N. D.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edward Kandlik
Aviation—Edward Kandlik
Book—Van Allen Bradley
Business-Financial—Herman Seely
Cartoonist—Cecil Jensen
Church—Carlton Ihde
Columnists—Sydney J. Harris; Tony Weitzel; Edan Wright
Credit Mgr.—Norman L. Walgren
Editorial Writers—A. T. Burch; John Johnston; Fred Pannwitt; Van Allen Bradley
Education—Helen Fleming
Farm—George Thiem
Fashion—Peg Zwecker
Food—Isabel DuBois
Librarian—Thomas Sayers
Motion Picture-Theatrical—Samuel Lesner; Sydney J. Harris
Music—Irving Sablosky
Photo. Dept. Mgr.—Alden Brown
Picture Editor—Joseph Mann
Radio-Television—Ethel Daccardo
Real Estate—Albert Jedlicka Jr.
Travel—Lucia Lewis

CHICAGO (Ill.), SUN-TIMES (m) (e) (S)
Run-of-Paper Color Advs.: 2 colors. Daily & Sun. in issues up to 80 pages.
Split Run Advertising: Every-other Paper.
Special Editions: Travel (Jan., Apr., May, June, July, Nov., Dec.); Business Review (Jan.); Modern Living (Apr.); Spring Home Preview (May); Autumn Home Review (Sept.); Back to School Fall Fashion (Aug.); Christmas Gift Roto (Dec. 2).
Magazine Sections Carried: Parade; Midwest; TV Preview
Group Membership: Metropolitan
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Stewart Ramsey
Book—Herman Kogan
Business-Financial—Austin Wehrwein
Cartoonist—Jacob Burck
Church—Dolores McCahill
Columnists—Irv Kupcinet; Herb Graffis; John Dreiske; Mike Connolly; Gene Kessler; Ann Landers
Credit Mgr.—H. A. Taylor
Editorial Writers—Robert E. Kennedy; Gerard Robichaud
Education—Ruth Dunbar
Fashion—Jean Davisson
Food—Martha Reynolds
Garden—James Burdett
Librarian—Virginia McEachern
Motion Picture-Theatrical—Doris Arden; Herman Kogan
Photo. Dept. Mgr.—Ralph Frost
Picture Editor—Maury Falstein
Radio-Television—Robert Vanderpool
Real Estate—Parker Lusk
Travel—Wade Franklin
Society—Mary Dougherty

CHICAGO (Ill.), TRIBUNE (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Geographically Thursday & Sunday; Every-other Paper daily & Sunday.
Advs. Not Accepted: some medical; fortune tellers
Special Editions: Annual Business Review (m); Four Resort & Travel Editions (S).
Print Own Magazine: Yes.
Group Membership: Metropolitan Sunday Newspapers; First 3 Markets Group.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WGN
Television Station Affiliation: WGN-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Hal Foust
Aviation—Wayne Thomis
Book—Frederic Babcock
Business-Financial—Philip Hampson
Cartoonists—Carey Orr; Joseph Parrish; Daniel Holland
Church—Richard Philbrick
Columnists—Delos Avery; Sheila Daly; John T. McCutcheon, Jr.; Ruth McKay; Lucy Miller; David Condon; Herb Lyon; Adaline Starr
Credit Mgr.—C. S. Hogarth
Editorial Writers—Leon Stolz; George Morgenstern; Joseph Ator; Percy Wood; Carl Wiegman
Education—Richard Philbrick
Farm—Richard T. Orr
Fashion—Eleanor Nangle
Food—Mary Meade
Garden—Art Kozelka
Librarian—Charles Smutny
Motion Picture—Anna Nangle
Music—Claudia Cassidy
Photo. Dept. Mgr.—Al Madsen
Picture Editor—Walter Willey
Radio-Television—Larry Wolters
Real Estate—E. B. Fuller
Travel—Wm. Yates

CHICAGO (Ill.), THE WALL STREET JOURNAL (Midwest Edition) (m)
No Editions: Jan. 1; Feb. 22; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
Editorial Writers—William H. Grimes; Vermont C. Royster; Joseph E. Evans; William H. Fitzpatrick
Librarian—Florence Wagner

CLINTON (Ill.), JOURNAL-PUBLIC (e)
No Editions: New Years; Christmas; Thanksgiving; Labor Day; July 4th; Decoration Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Helen Craven
Editorial Writers—Margaret Peltz

in CHICAGO

SCENE FROM 1956
DEFENDER HOME SERVICE SHOW

Everybody knows there's one best way to reach the *Negro market!

Chicago Defender

Daily Defender

* 700,000 CONSUMERS SPENDING
$1 BILLION A YEAR

3435 INDIANA AVE. CHICAGO 16, ILL.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

DANVILLE (Ill.), COMMERCIAL-NEWS (e) (S)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Farm Bureau Edition (Jan.); Dollar Day (Feb.); Graduation (May); Clean Up-Paint-Up-Fix Up (May); Farm Safety Edition (June); Good Neighbor Days (July); Eastern-Illinois Fair Assn. Ed. (July); Back to School Edition (Aug.); Dollar Day (Aug.); National Home Week Edition (Sept.); Fire Prevention Week (Oct.); Santas Good Neighbor Days (Oct.); Gifts for the Home Furniture Ed. (Nov.); Christmas Gift Day (Dec.); Christmas Greeting Edition (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food & Household Page on Wednesdays.
Radio Station Affiliation: WDAN.
Television Station Affiliation: WDAN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. J. Gagie
Book—M. J. Gagie
Business-Financial—M. J. Gagie
Church—Frank Williams
Columnists—Robert Wright; Regina LePage; William Houpt
Editorial Writers—M. J. Gagie; Merrill Faulk
Education—George Burow
Farm—Merrill Faulk
Fashion—Mrs. Marie Hutton
Food—Mrs. Marie Hutton
Garden—Bernice Franklin
Librarian—Norma Ellis
Motion Picture-Theatrical—Lloyd Combs
Photo. Dept. Mgr.—Robert Wittig
Picture-Editor—Robert Wright
Radio-Television—Joe Townsley
Society—Mrs. Marie Hutton

DECATUR (Ill.), HERALD (m); REVIEW (e); HERALD & REVIEW (S)
Special Editions: Fashion (Feb. & Sept.);
Food and/or Household Dept.: Household page daily except Sun; Food Wed. & Thurs.
Radio Station Affiliation: WSOY.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—J. M. Painter

DeKALB (Ill.); CHRONICLE (e)
No Editions: New Years; Decoration Day; Labor Day; July 4th: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. F. Raymond
Editorial Writer—Robert F. Greenaway

DIXON (Ill.), TELEGRAPH (e)
Run-of-Paper Color Advs.: Up to 4 colors daily.
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Home Show (Apr.); High School (June); Back to School (Aug); Christmas Greeting (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Illinois Market Assn; Inland Daily Press Assn.
Food and/or Household Dept: Food section Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Clifford Coughlin
Columnist—Clifford Coughlin
Photo. Dept. Mgr.—Mrs. Ethel Buchner
Society—Beverly Strouss

EAST ST. LOUIS (Ill.), JOURNAL (e) (S)
Special Editions: Bldg. Edition (Mar.)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Harold Keller

EDWARDSVILLE (Ill.), INTELLIGENCER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Everett L. Myers over all departments.

EFFINGHAM (Ill.), NEWS (e)
Special Editions: Farm-Fair Edition (Aug.); Year-End-Progress (Dec.).
No Editions: Memorial Day; Labor Day; July 4th; Christmas; New Years; Veterans Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Franklin Dooling
Business-Financial—Franklin Dooling
Editorial Writers—F. F. McNaughton; Joe E. McNaughton; John McNaughton
Farm—Marge Schuch
Fashion—Gladys Halterman
Food—Franklin Dooling
Radio-Television—Franklin Dooling
Society—Gladys Halterman

ELGIN (Ill.), COURIER-NEWS (e)
Special Editions: Auto Show (Jan.); Graduation (May); Back to School (Aug.); Christmas Gift (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas; Memorial Day.
Food and/or Household Dept.: Daily food column; household features Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Kendall White
Editorial Writer—C. Raymond Long
Farm—Arthur Johnson
Fashion—Irene Miller
Librarian—June Ross
Music—Frank Sorn
Photo. Dept. Mgr.—Alex Clark
Picture Editor—John Thompson
Radio-Television—Edward Joyce

FLORA (Ill.), NEWS-RECORD (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); New Years (Dec.).
No Editions: Christmas; New Years; July 4th; Memorial Day; Labor Day; Veterans Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. Earl Wood
Garden—G. Earl Wood
Oil—G. Earl Wood
Real Estate—G. Earl Wood
Society—Pauline J. Colborn

FREEPORT (Ill.), JOURNAL-STANDARD (e)
Special Editions: Building (May); Fair (Aug.); Fashions (Apr. & Sept.).
No Editions: Jan. 1st; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. W. Taylor
Book—E. Yager
Church—Grace Barnett
Editorial Writer—D. L. Breed
Education—E. Yager
Farm—H. R. Patton
Fashion—Olga Carlile
Food—Olga Carlile
Garden—H. R. Patton
Motion Picture-Theatrical—Grace Barnett
Photo. Dept. Mgr.—Heinz Vaterlaus
Picture Editor—Ford Fuller
Radio-Television—Grace Barnett
Society—Olga G. Carlile

GALESBURG (Ill.), REGISTER-MAIL (e)
Special Editions: Spring Opening (Mar. or Apr.); Fall Opening (Sept. or Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food section Thurs.
Radio Station Affiliation: WGIL
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Henry Clay
Book—M. H. Eddy
Business-Financial—Charles M. Morrow
Cartoonist—Henry Clay
Church—Emil Dalberg
Columnists—Adeline Kerr; M. H. Eddy
Editorial Writers—R. F. Jelliff; M. H. Eddy
Education—M. H. Eddy
Farm—Henry Clay
Fashion—Adeline Kerr
Food—Adeline Kerr
Garden—Henry Clay
Motion Picture-Theatrical—M. H. Eddy
Music—M. H. Eddy
Photo. Dept. Mgr.—Charles Morrow
Picture Editor—W. B. Carthers
Radio-Television—Leo Sullivan
Society—Adeline Kerr

HERRIN (Ill.), SOUTHERN ILLINOISAN (See Carbondale listing)

HOOPESTON (Ill.), CHRONICLE-HERALD (e ex. Sat)
Special Editions: Sweet Corn Festival (Sept.); Farm City Day (Mar.); Dollar Days (Feb.-Aug.).
No Editions: July 4th; Christmas; New Years; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Frank R. Mills; Cary Clive Burford; James Sedgwick

JACKSONVILLE (Ill.), JOURNAL (m); COURIER (e); JOURNAL AND COURIER (S)
Advs. Not Accepted: Mail order
Annual Special Editions: Cooking School (Mar.)
No Editions: New Years; July 4; Memorial Day; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WLDS-AM WLDS-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. A. Fay (m)
Editorial Writers—W. L. Fay (m) (S); B. B. Ridgway (e)
Fashion—M. L. Hempel (m)
Food—M. L. Hempel (m)
Photo. Dept. Mgr.—C. Tendick (m) (S)
Travel—R. A. Fay (e)
Society—M. L. Hempel (m) (S)

JOLIET (Ill.), HERALD-NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun. except Thurs. and Fri.
Split Run Advertising: Geographically
Special Editions: Progress Edition (Jan. 1); Farm Edition (Feb. & Aug.); Bldg. Supply (Monthly ex. Aug.); Fashion (Spring & Fall)
No Editions: Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ray Howk
Church—Elmer Ott
Columnists—Jack Thorne; Dan Albrecht; Don Merwin; Bob Cary.
Editorial Writers—John F. Lux; Dan Albrecht
Education—Madeline Wellnitz
Fashion—Joan Thorpe
Food—Joan Thorpe
Garden—Joan Thorpe
Motion Picture-Theatrical—Jack Thorne
Radio-Television—Jack Thorne
Society—Joan Thorpe

KANKAKEE (Ill.), JOURNAL (e) (S)
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.
Radio Station Affiliation: WKAN
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Maynard Benshausen
Church—Maynard Benshausen
Columnists—Gilbert Brenner; Herbert Jannusch; Mary Jean Houde
Editorial Writer—Bruce Brown
Farm—Joseph Larson
Food—Mary Jean Houde
Librarian—Alicia Christiansen
Photo. Dept. Mgr.—Robert Bydalek
Picture Editor—Ed Shipley
Radio-Television—Howard Schmalzried
Society—Mary Jean Houde

KEWANEE (Ill.), STAR COURIER (e)
Run-of-Paper Color Advs.: Up to 1 color. Thurs. and other days according to press capacity.
Special Editions: Dollar Day (Feb. and Aug.); Christmas (Nov.); Christmas Greeting (Dec.).
No Editions: July 4th; Labor Day; Christmas; New Years.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. G. Moriarity
Aviation—James Rawlings
Book—Norma Blewett
Business-Financial—Emil Anson
Church—Norma Blewett
Columnist—G. G. Moriarity
Editorial Writer—C. R. Ketridge
Education—G. G. Moriarity
Farm—G. G. Moriarity
Fashion—Norma Blewett
Food—Norma Blewett
Garden—Darlene Nelson
Librarian—Norma Blewett
Motion Picture-Theatrical—Norma Blewett
Music—Norma Blewett
Photo. Dept. Mgr.—Roger Smith
Picture Editor—G. G. Moriarity
Radio-Television—Norma Blewett
Real Estate—G. G. Moriarity
Travel—Norma Blewett
Society—Norma Blewett

LaSALLE-PERU-OGLESBY (Ill.), NEWS TRIBUNE (e)
Run-of-Paper Color Advs.: 3 color. Daily.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly.

LEWISTOWN (Ill.), NEWS (e)
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.

LINCOLN (Ill.), COURIER (e)
No Editions. New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Delber D. Geskey
Aviation—Wm. Sparling
Business-Financial—John L. Nugent
Church—O. E. Werth
Columnist—Allyne V. Nugent
Editorial Writers—Allyne V. Nugent; John L. Nugent
Farm—Wm. Danley
Fashion—L. M. Wertheim
Food—Mabel Musick
Librarian—Albertha Koller
Motion Picture-Theatrical—David Emery
Music—Ken Goodrich
Photo. Dept. Mgr.—D. Geskey
Radio-Television—D. Emery
Travel—L. Wertheim
Society—Mabel Musick

LITCHFIELD (Ill.), NEWS-HERALD (e)
Special Editions: Dollar Days (Feb.-Aug.); Christmas (Nov.).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—A. G. Kleinbeck
Address all editorial correspondence to John P. Hanafin.

MARION (Ill.), REPUBLICAN (e)
Advs. Not Accepted: Hard liquor—beer & wines only.
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Audrey Lockhart
Aviation—Dorotha Fry
Book—Oldham Paisley
Business-Financial—O. Paisley
Church—H. Butler
Editorial Writers—Oldham Paisley; Homer Butler
Fashion—Dorotha Fry
Food—Annetta Paisley
Radio-Television—F. Cornwell
Real Estate—Jack Hagler
Travel—O. Paisey
Society—Annetta Paisley

MARSEILLES (Ill.), PRESS (e)
Special Editions: Christmas (Dec.).
No Editions: Thanksgiving; Christmas; New Years; Labor Day; Memorial Day.

MATTOON (Ill.), JOURNAL-GAZETTE (e)
Run-of-Paper Color Advs.: 1 color and black, back page daily.
Special Editions: Dollar Days (Feb. & Aug.); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: daily food page, weekly building page, weekly school page; weekly farm page.

MOLINE (Ill.), DISPATCH (e)
Split Run Advertising. Every-other Paper.
Special Editions. Year End (Dec.); Auto Show (Jan.).
No Editions. Christmas.
Food and/or Household Dept. Food, Wed.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Thompson
Aviation—Jack Sundine
Book—Nannette Carter
Columnists—Fred A. Klann, John Warren, Jim Dix; Elizabeth McCarthy, Mabel Weise
Credit Manager—Ralph J. Wilson
Editorial Writer—Jack Sundine
Education—James Dix
Farm—Clifford Lant
Fashion—Carla Reynolds
Food—Mabel Weise
Garden—Mabel Weise
Librarian—Florence Hopkins
Motion Picture-Theatrical—George Golson
Music—Bill McElwain
Photo. Dept. Mgr.—John A. Mills
Picture Editor—Duke Woods
Radio-Television—Carla Reynolds
Real Estate—Art Hobbs
Society—Nannette Carter

MONMOUTH (Ill.), REVIEW ATLAS (e)
Advs. Not Accepted: Alcoholic beverage; mail order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—D. R. Moffet
Aviation—Ralph Eckiey
Book—V. L. Moffet
Business-Financial—V. L. Moffet
Church—H. R. Moffet
Editorial Writer—H. R. Moffet
Education—R. B. Eckley
Farm—R. B. Eckley
Fashion—Phyllis Fusch
Food—D. R. Moffet
Garden—L. A. Ryan
Librarian—C. Heeren
Motion Picture-Theatrical—V. L. Moffet
Music—T. M. Hamilton
Photo. Dept. Mgr.—V. L. Moffet
Picture Editor—V. L. Moffet
Radio-Television—D. R. Moffet
Real Estate—V. L. Moffet
Travel—V. L. Moffet
Society—Phyllis Fusch

MORRIS (Ill.), HERALD (e)
No Editions: New Years; Christmas, July 4th; Decoration Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Thomas E. West.

MT. CARMEL (Ill.), REPUBLICAN-REGISTER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

MURPHYSBORO (Ill.), SOUTHERN ILLINOISAN (See Carbondale listing)

OLNEY (Ill.), MAIL (e)
Special Editions: Dollar Day (Feb. & July); Seasonal Fashions.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.

OTTAWA (Ill.), REPUBLICAN-TIMES (e)
Run-of-Paper Color Advs.: 2 colors. Daily.
Special Editions: Building Progress Edition (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herbert Hames
Church—Miss Eliza Barkshire
Columnists—C. C. Tisler; J. Ray Beffel
Editorial Writer—Herb Hames
Farm—C. C. Tisler
Fashion—Helen Copeland
Food—Miss Eliza Barkshire
Garden—Helen Copeland
Society—Helen Copeland

PEKIN (Ill.), TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily except Thursday.
Advs. Not Accepted: Liquor.
Annual Special Editions: New Years (Dec. 31); Spring Fashions (before Easter); Fall Fashions (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Virginia Smith
Editorial Writers—F. F. McNaughton; John T. McNaughton
Farm—Paul Ketcham
Fashion—Irene Quevy
Food—Marie Lewis; Irene Quevy
Photo. Dept. Mgr.—John Anderson
Picture Editor—John Anderson
Radio-Television—Marie Lewis
Society—Irene Quevy

PEORIA (Ill.) JOURNAL STAR (m) (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Geographically.
No Editions: Christmas
Magazine Section Carried: Parade.
Food and/or Household Dept: Food, Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—George Triff
Cartoonist—Les Immel
Church—Wilma Lemberg
Columnists—Gomer Bath (m) (S); Sidney Baldwin (m); Evabeth Miller (m); Bill Conver (m); William Little (e); George Magenheimer (S); Joclyn Gerry (S)
Credit Mgr.—A. L. Jilly
Editorial Writers—Gomer Bath; Jerry Klein; F. George Magenheimer
Education—Arthur Andrews (m); William Little (e)
Farm—Jack Everly
Fashion—Ellen Derges (m); Sara Haskins (e)
Food—Nevah Simmons
Garden—John Wenke (e) (S)
Librarian—Mary Jo Hatfield
Motion Picture-Theatrical—Evabeth Miller (m); Theo Powell Smith (e)
Music—Evabeth Miller (m) (S); Theo Powell Smith (e) (S)
Photo. Dept. Mgr.—Ted Newburgh
Picture Editor—Ted Newburgh
Radio-Television—William Lyttleton
Society—Ellen Derges (m); Sara Haskins (e)

PONTIAC (Ill.), LEADER (e)
Special Editions: Dollar Days (Feb., Aug.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

QUINCY (Ill.), HERALD-WHIG (e) (S)
Run-of-Paper Color Advs.: 1 color and black. Daily ex. Sun & Thurs.
Advs. Not Accepted: Dishonest or harmful.
No Editions: Jan. 1; July 4; Labor Day; Christmas.
Magazine Section Carried: Family Weekly.
Radio Station Affiliation: WGEM
Television Station Affiliation: WGEM-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—A. R. Higgins; Don S. Kesler

ROBINSON (Ill.), DAILY NEWS (e)
Special Editions: Spring Fashion (Apr.); Dollar Day (Feb.); Dollar Day (Aug.); Back-to-School (Aug.); Fall Festival (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Nov. 11; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Irene Flannery
Photo. Dept. Mgr.—Bill Burkart
Society—Juanita Fox

ROCKFORD (Ill.), STAR (m) (s); REGISTER-REPUBLIC (e)
Run-of-Paper Color Advs.: 3 color and black
Radio Station Affiliation; WROK.
DEPARTMENTAL EDITORS and/or MANAGERS
Business Financial—C. H. Nelson (m) (s); Rex Karney (e)
Church—Oliver Cremer (m) (S); Fred Pease (e)
Columnists—John W. Grimes; C. H. Nelson (m) (S);
Credit Mgr.—J. R. McDaniel
Editorial Writers—Howard Blomberg (m) (S); Wayne E. Phillips (e)
Farm—John P. Scholler (m) (S)
Fashion—Robert Heck (m) (e) (S)

(Continued on Page 194)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ILLINOIS—Cont'd

(Continued from Page 193)

ROCKFORD (Ill.) STAR—Cont'd
Food—Isadora Nelson (m) (e) (S)
Motion Picture-Theatrical—Isadora Nelson (m) (S); Robert Monahan (e)
Music—Mollie Grimes (m) (e) (S)
Personnel Mgr.—Upton E. Bartlett
Photo. Dept. Mgr.—Fred F. James (m) (e) (S)
Radio-Television—William H. Klusmeier (m) (e) (S)
Travel—C. H. Nelson (m) (S); Rex Karney (e)
Society—Robert Heck (m) (e) (S)

ROCK ISLAND (Ill.), ARGUS (e)
Split Run Advertising: Every-other Paper.
Special Editions: Year End. (Dec.); Auto Show (Jan.).
No Editions: Christmas.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WHBF
Television Station Affiliation: WHBF-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lynn L. Ash.
Aviation—Lynn L. Ash
Book—J. W. Ramsey
Business-Financial—C. W. Bleuer
Church—Phyllis Owens
Columnists—George R. Smith; J. W. Ramsey; William V. Kinney
Editorial Writers—J. W. Ramsey; William V. Kinney; Lynn L. Ash; G. R. Smith
Education—Dean Collins
Farm—Charles E. Hallam
Fashion—Phyllis Owens
Food—Phyllis Owens
Garden—Kenneth K. Brandt
Librarian—Marilyn Kettering
Motion Picture-Theatrical—Robert Lucken
Music—Phyllis Owens
Personnel Mgr.—E. F. Burpee
Photo. Dept. Mgr.—Sam Bjorkman
Picture Editor—George R. Smith
Radio-Television—Charles Sanders
Real Estate—Kenneth K. Brandt
Travel—Lynn L. Ash
Society—Phyllis Owens

SAVANNA (Ill.), TIMES-JOURNAL (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Wm. Kennedy
Editorial Writer—Paul C. Allen
Photo. Dept. Mgr.—Paul C. Allen
Picture Editor—Paul C. Allen
Society—Nels Schmidt

SPRINGFIELD (Ill.), JOURNAL (m) REGISTER (e) JOURNAL & REGISTER (S)
Run-of-Paper Color Advs: Up to 4 colors. Almost every day.
Special Editions: Christmas (Nov.); Year-End (Dec.); Pictorial (Jan.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Walter Henkes
Columnists—J. Emil Smith (m); V. Y. Dallman (e) (S)
Credit Mgr.—Louis L. Schuler
Editorial Writers—Virgil Tipton (m); V. Y. Dallman (e) (S)
Librarian—Mary C. Collins
Motion Picture-Theatrical—Wayne Allen
Photo. Dept. Mgr.—Charles Bilyeu

4 COLOR
ADVERTISING

IN

You can add the punch of 4-color advertising in the rich 13 county Rockford, Illinois marketing area. Two new multi-million dollar factories reflect the growth of the community. Write for new "Facts" booklet today.

ABC City Zone 134,488

ROCKFORD MORNING STAR
Rockford Register-Republic
Rockford, Illinois

STERLING (Ill.), GAZETTE (e)
Run-of-Paper Color Advs.: Black and 1 color. Daily, except Sun.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Farm and Farm Bureau (Feb.); Builders (Mar.); Spring & Fall Fashion (Mar; Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Preston F. Grandon; Robert J. Unzicker; Harry E. Kidd
Editorial Writer—Preston F. Grandon
Farm—Jack Adney
Society—Wilda Adams

STREATOR (Ill.), TIMES-PRESS (e)
Special Editions: Automobile Show (March).
No Editions: Christmas; New Years; December Day; July 4th; Labor Day; Thanksgiving.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. Godfrey
Business-Financial—J. R. Fornof
Editorial Writer—J. R. Fornof
Farm—L. Kennedy
Fashion—B. Gardner
Food—D. Myers
Photo. Dept. Mgr.—H. McDonald
Society—B. Gardner

TAYLORVILLE (Ill.), BREEZE-COURIER (e)
Run-of-Paper Color Advs: 1 color. Daily.
Special Editions: Christmas (Dec.); First Baby (Dec.); County Fair (July).
No Editions: Veterans Day; Labor Day; Christmas; Thanksgiving; July 4th; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harold Hixenbaugh
Aviation—James F. Cooper
Book—James F. Cooper
Business-Financial—James F. Cooper
Church—James F. Cooper
Credit Mgr.—Eugene Sears
Editorial Writer—James F. Cooper
Education—James F. Cooper
Farm—James F. Cooper
Fashion—James F. Cooper
Food—James F. Cooper
Garden—James F. Cooper
Librarian—James F. Cooper
Motion Picture-Theatrical—Harold Hixenbaugh
Music—Harold Hixenbaugh
Personnel Mgr.—James F. Cooper
Picture Editor—James F. Cooper
Real Estate—James F. Cooper
Travel—James F. Cooper
Society—James F. Cooper

WATSEKA (Ill.), IROQUOIS COUNTY TIMES (e)
Special Editions: Basket Ball (Jan.); $ Day (Feb.-Aug.); Thanksgiving (Nov.); Christmas (Dec.); New Years Day; Iroquois County Farmer (monthly).
No Editions: December Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Cloyce K. Nichols
Book—Mrs. A. A. Allegretti
Church—Cloyce K. Nichols
Credit Mgr.—Mrs. A. A. Allegretti
Editorial Writers—Cloyce K. Nichols; Anthony A. Allegretti; Mrs. A. A. Allegretti; Leslie Stansbury
Farm—Cloyce K. Nichols
Fashion—Eva Bess Nichols
Food—Eva Bess Nichols
Garden—Cloyce K. Nichols
Librarian—Mrs. A. A. Allegretti
Photo. Dept. Mgr.—Anthony A. Allegretti
Picture Editor—Cloyce K. Nichols
Radio-Television—Cloyce K. Nichols
Society—Eva Bess Nichols

WAUKEGAN (Ill.), NEWS-SUN (e)
Run-of-Paper Color Advs.: Up to 3 colors, Mon., Wed. & Fri; one color and black, Tue. & Fri.
Special Editions: Spring Fashion (Mar.); Annual Building (Apr.); Fall Fashion Section (Aug.); Radio-TV Furniture (Sept.).
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day.
Food and/or Household Dept.: Daily articles.
Radio Station Affiliation: WKRS
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Crawford
Aviation—George Crawford
Book—Mrs. Margaret Searing
Business-Financial—Mr. R. A. Kennedy
Cartoonist—Don Moore
Church—Mrs. Margaret Searing
Columnists—George Crawford; William Stuart; Chick Hunt
Editorial Writers—George Crawford; F. Ward Just
Education—George Crawford
Farm—George Rinehart
Fashion—Mrs. Margaret Searing
Food—Mrs. Margaret Searing
Garden—Howard Tuckritz
Librarian—Mrs. Doris Paizer
Motion Picture-Theatrical—Chick Hunt
Music—Chick Hunt
Photo. Dept. Mgr.—James McNeany
Picture Editor—George Crawford
Radio-Television—Mrs. Doris Paizer
Real Estate—Roland Kennedy
Travel—Roland Kennedy
Society—Mrs. Margaret Searing

WEST FRANKFORT (Ill.), AMERICAN (e)
Advs. Not Accepted: Wine and liquor.
No Editions: New Years; Christmas; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving.

WHEATON (Ill.), DAILY JOURNAL (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Grant Phillips
Society—Alma Jilek

INDIANA

ANDERSON (Ind.), HERALD (m) (S); BULLETIN (e)
Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Food section Thurs. (e) and Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Floyd Schuyler (m); Margaret Horton (e)
Aviation—Thamar Vermillion (m); Robert Quinn (e)
Book—Floyd Schuyler (m); Margaret Horton (e)
Business-Financial—Floyd Schuyler (m); Robert Quinn (e)
Church—Ralph Byers (m); Robert Quinn (e)
Columnists—Thom Gephardt & William Wade (m); H. M. Kennedy (e); Byron E. Louiso (e)
Credit Mgr.—R. A. Reed
Editorial Writers—Thom Gephardt (m); H. M. Kennedy (e)
Education—Thamar Vermillion (m); Margaret Horton (e)
Farm—Paul Lane (m); James Bannon (e)
Fashion—Jane Heritage (m); Juliet Crittenberger (e)
Food—Jane Heritage (m); Margaret Horton (e)
Garden—Floyd Schuyler (m); James Bannon (e)
Librarian—Thamar Vermillion (m); Jo Ann Bronnenberg
Motion Picture-Theatrical—Floyd Schuyler (m); Margaret Horton (e)
Music—William Wade (m); Margaret Horton (e)
Personnel Mgr.—Robert E. Jackson
Photo. Dept. Mgr.—Floyd Schuyler (m); Gene Bock (e)
Picture Editor—Floyd Schuyler (m); Gene Bock (e)
Radio-Television—Floyd Schuyler (m); Juliet Crittenberger
Real Estate—Floyd Schuyler (m); Robert Quinn (e)
Travel—Floyd Schuyler (m); Juliet Crittenberger (e)
Society—Jane Heritage (m); Marilyn Daugherty (e)

ATTICA (Ind.), LEDGER-TRIBUNE (e ex. Sat
Split Run Advertising: Geographically.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Don M. Montgomery.

BEDFORD (Ind.), TIMES-MAIL (e)
Run-of-Paper Color Advs.: 1 color. Daily except Wed. and Fri.
Special Editions: Spring Opening (Mar.); Back to School (Aug.); Fall Opening (Oct.).
No Editions: New Years; Memorial Day; July 4; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Four times a week.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Joyce Todd
Credit Mgr.—Paul Kern
Editorial Writers—Stewart Riley; Ray Snapp
Farm—John Fancher
Food—Joyce Todd
Society—Joyce Todd

BICKNELL (Ind.), NEWS (e)
Special Editions: Fair Edition (Aug.); Christmas Greeting Edition (Dec.).
No Editions; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mrs. Avenell Powell
Business-Financial—Mrs. Avenell Powell
Church—Mrs. Avenell Powell
Editorial Writer—James R. Murray
Education—Mrs. Avenell Powell
Farm—James R. Murray
Fashion—Mrs. Avenell Powell
Food—Mrs. Avenell Powell
Garden—Mrs. Avenell Powell
Librarian—Mrs. Avenell Powell
Motion Picture-Theatrical—Mrs. Avenell Powell
Radio-Television—Mrs. Avenell Powell
Travel—Mrs. Avenell Powell
Society—Mrs. Avenell Powell

BLOOMFIELD (Ind.), WORLD (e)
No Editions: 5 Legal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—William C. Miles
Editorial Writer—John A. Watkins
Society—Margaret Hudson

BLOOMINGTON (Ind.), HERALD-TELEPHONE (e)
Run-of-Paper Color Advs.: 1 color. Any day except Thursday.
Advs. Not Accepted: Class; help wanted.
Special Editions: Cooking School (Mar.).
No Editions: Christmas; Memorial Day; July 4th; Labor Day; Thanksgiving; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—J. D. Burton
Church—Zo Jordan
Columnist—Robert Gildea
Editorial Writers—Bruce Temple; Stewart Riley
Education—J. D. Burton
Fashion—Lola Graham
Food—Lola Graham
Librarian—Bennett Reed
Photo. Dept. Mgr.—Richard Wiley

BLUFFTON (Ind.), NEWS-BANNER (e) (S)
Advs. Not Accepted: Alcholic beverages.
Special Editions: Christmas Greeting (Dec.).
No Editions: New Years; Decoration Day; Labor Day; July 4th; Thanksgiving; Christmas.

BRAZIL (Ind.), TIMES (e)
Special Editions: Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Veterans Day; Thanksgiving; Christmas.

COLUMBIA CITY (Ind.), POST (e); COMMERCIAL-MAIL (e)
Advs. Not Accepted: Liquor; Vending Machines.
Special Editions: Auto Show (Mar.); Dollar Day (Aug. & Feb.); Clearance (Jan. & July); Back-to-School (Aug.).
No Editions: Jan. 1; May 30; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Hogg
Church—Hester Adams
Credit Mgr.—Lucille Staples
Editorial Writer—Edwin Meitzler
Education—Hester Adams
Farm—Roger Metzger
Fashion—Gertrude Meredith
Garden—Hester Adams
Librarian—Hester Adams
Personnel Mgr.—Mrs. John Q. Adams
Photo. Dept. Mgr.—Robert Fahl
Picture Editor—Robert Fahl
Society—Gertrude Meredith

COLUMBUS (Ind.), REPUBLICAN (e)
Run-of-Paper Color Advs.: 1 color, 1 day leeway.
Advs. Not Accepted: Liquor.
Special Editions: Back-to-School (Aug.); Christmas Greetings (Dec.).
No Editions: Christmas; July 4th; Thanksgiving; Labor Day; Memorial Day.
Food and/or Household Dept: Household Dept. (Tues)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Gordon
Aviation—Robert Marshall
Book—Ann Green
Business-Financial—Robert Gordon
Cartoonist—James Gilmore
Church—Opal Tellman
Columnists—Robert Gordon; Ann Green; Opal Tellman
Credit Mgr.—Tom Hamilton
Editorial Writer—Robert Gordon
Education—Robert Marshall
Farm—Opal Tellman
Fashion—Ann Green
Food—Ann Green
Garden—Marjory Peterson
Librarian—Barbara Good
Motion Picture-Theatrical—James Gilmore
Music—James Gilmore
Photo. Dept. Mgr.—Stewart Huffman
Picture Editor—Stewart Huffman
Radio-Television—Opal Tellman
Real Estate—Robert Marshall
Travel—Ann Green
Society—Ann Green

CONNERSVILLE (Ind.), NEWS-EXAMINER (e)
Run-of-Paper Color Advs.: Up to 2 colors daily.
No Editions: July 4th; Labor Day; Memorial Day; Christmas; Thanksgiving.
Radio Station Affiliation: WCNB AM & FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George S. Tatman
Book—Candace Murray
Church—Mrs. Ruth Davis
Columnists—Arthur E. Neal; Candace Murray
Editorial Writers—Arthur Neal; Emmett Jackson
Education—Candace Murray
Farm—Dorothy Gray
Fashion—Carolyn Hopkins
Food—Carolyn Hopkins
Garden—Dorothy Gray
Librarian—Carolyn Hopkins
Motion Picture-Theatrical—Mrs. Ruth Davis
Music—Emmett Jackson
Radio-Television—Emmett Jackson
Real Estate—H. D. Gilliland
Travel—Carolyn Hopkins
Society—Carolyn Hopkins

CRAWFORDSVILLE (Ind.), JOURNAL-REVIEW (e)
Special Editions: Spring Opening (Mar.); Back-to-School (Aug.); Fall Opening (Sept.); Homes Section (Sept.); Auto Show (Jan.).
No Editions: Jan. 1; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.

DECATUR (Ind.), DEMOCRAT (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas Greetings (Dec.); Basketball (Feb.).
No Editions: New Years; Christmas; Labor Day; Decoration Day; July 4th. Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Dick Beller, Gen. Mgr.

ELKHART (Ind.), TRUTH (e)
Run-of-Paper Color Advs.: Up to 1 color.
Advs. Not Accepted: Liquor.
No Editions: New Years; Christmas; July 4th; Labor Day; Thanksgiving.
Radio Station Affiliation: WTRC
Television Station Affiliation: WSJV
DEPARTMENTAL EDITORS and/or MANAGERS
Church—address City Editor
Editorial Writer—Robert W. Schnuck
Farm—address City Editor
Fashion—address Shirley Tellander
Food—address Shirley Tellander
Radio-Television—Tom Stephenson
Society—address Shirley Tellander

ELWOOD (Ind.), CALL LEADER (e)
No Editions: Christmas; Thanksgiving; Labor Day; Memorial Day; New Years Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Dorothy Durham

EVANSVILLE (Ind.), COURIER (m); PRESS (e); COURIER & PRESS (S)
Run-of-Paper Color Advs.: Up to 3 colors.
Split Run Advertising: Every-other Paper.
Special Editions: Vacation (May); Picnic Month (July); Recipe (June & Nov.); Christmas Greetings (Dec.); Oil Progress Week (Oct.); Home Show (May & Oct.); Year End (Dec.).
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Townsend (m); Ed Klingler (e); R. E. Kirkpatrick (S)
Aviation—Paul Townsend (m); Ed Klingler (e)
Book—Jeanne Suhrheinrich (m); Bish Thompson (e); Phil Jeffries (S)
Business-Financial—Paul Townsend (m); Ed Klingler (e) Phil Jeffries (S)
Cartoonists—Karl Kae Knecht (m); Larry Hill (e); Merrill Snethen (S)
Church—Howard Hall (m); Janice Besing (e)
Columnists—Dan Scism (m); Marie Horton Woods (m); Homer Bow (m); Bish Thompson (e); Dick Anderson (e); James Fraser (S); Margaret Emrich (S)
Editorial Writers—John Hillman (m); Paul Ziemer (m); Earl Richert (e)
Education—Howard Hall (m); Mace Brodie (e)
Farm—Forrest Black (m); Fred Sievers (e); Bill Greer (S)
Fashion—Martha McKenna (m); Harriet Jenner (e); Margaret Emrich (S)
Food—Martha McKenna (m); Harriet Jenner (e); Margaret Emrich (S)
Garden—Martha McKenna (m); Harriet Jenner (e); R. H. Kirkpatrick (S)
Librarian—Fritzi Menshouse (m); Lucille Loewenkamp (e); Dorothy Reising (S)
Motion Picture-Theatrical—Jeanne Suhrheinrich (m); Ruth Ellen Thompson (e); Phil Jeffries (S)
Music—Jeanne Suhrheinrich (m); Ruth Ellen Thompson (e); R. H. Kirkpatrick (S)
Photo. Dept. Mgr.—Jerry Wichser (m); Byron Scott (e); Jack Alexander (S)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

EVANSVILLE (Ind.) COURIER—Cont'd

Picture Editor—Fred Foster (m); James Margedant (e); Jack Alexander (S)
Radio—Dorothy Young (m); Sally Kincaid (e); Dorothy Reising (S)
Television—Dorothy Young (m); Mary Butterfield (e); Dorothy Reising (S)
Real Estate—Paul Townsend (m); Ed Klingler (e)
Society—Martha McKenna (m); Harriet Jenner (e); Margaret Emrich (S)

FORT WAYNE (Ind.), JOURNAL-GAZETTE (m); NEWS-SENTINEL (e); JOURNAL-GAZETTE (S)
Run-of-Paper Color Advs.: 1 color. Daily except Sunday.
Split Run Advertising: Every-other Paper.
Special Editions: Cook Book (June and Nov.); Home Bldg. Tabloid (Apr.); June Bride (May);
No Editions: Christmas evening.
Print Own Magazine: Yes. (Roto) (e).
Syndicated Magazine Section Carried: Parade (S).
Radio Station Affiliation: WGL (e).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Lovett (e) (m) (S)
Aviation—Louis Deinzer (m) (S); John Bird (e)
Book—Marjorie Barnhart (e)
Business-Financial—Jeanne Franke (m) (S); Ernest Williams (e)
Cartoonist—William Sandeson (e)
Church—Don Berring
Columnists—Cliff Milnor (m) (S); Clifford B. Ward (e); James Costin (e); Howard A. Tenny (e); Paul Gallmeier (e)
Credit Mgr.—M. L. Branning
Editorial Writers—Frank Roberts (m) (S); Herbert Miller (e)
Education Harold Watkins (m) (S)
Fashion—Aloyse Moritz (m) (S); Sue Webber (e)
Food—Aloyse Moritz (m) (S); Sue Webber (e)
Librarian—Ruthanna Frye (e)
Motion-Picture-Theatrical—Jeanne Franke (m) (S); Marjorie Barnhart (e)
Picture Editor—James Luecke (m) (S); Robert L. Manth (e)
Radio-Television—Jean Mack (m) (S)
Society—Aloyse Moritz (m) (S); Sue Webber (e)

FRANKFORT (Ind.), TIMES (m)
Special Editions: Back-to-School (Aug.); Christmas (Nov.).
No Editions: New Year's; Memorial Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Allen Wardrip
Farm—Herb Rodgers
Motion Picture-Theatrical—Allen Wardrip
Radio-Television—Allen Wardrip
Society—Helen Toeppe

FRANKLIN (Ind.), STAR (e)
Advs. Not Accepted: Alcoholic Beverages.
No Editions: Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Betty McCaslin
Columnists—Allan R. Hass; Jack Alexander; Jerry Wallace
Editorial Writers—Allan R. Hass
Farm—Allan R. Hass
Society—Ruby R. Butler

GARY (Ind.), POST-TRIBUNE (e) (S)
Run-of-Paper Color Advs.: 1 color.Daily.
Split Run Advertising: Every-other Paper.
Magazine locally edited: Panorama (S)
No Editions: 6 major holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Dault
Aviation—Arnold Coons
Book—Mrs. H. B. Snyder
Business-Financial—Arnold Coons
Church—Janet Burton
Columnists—Edgar Mills; Jack Parry; Norman Werry
Credit Mgr.—Jack T. Snyder
Education—Art Todd
Farm—Eugene Borden
Food—Janet Burton
Garden—Jerrie Atkins
Librarian—Cora Pripps; Nell Gruel
Photo. Dept. Mgr.—Herb Lukman
Picture Editor—Michael Tzouanakis
Real Estate—Terry O'Rourke

GOSHEN (Ind.), THE GOSHEN NEWS (e)
Run-of-Paper Color Advs.: Up to 5 colors.
Advs. Not Accepted: Liquor
No Editions: Christmas; New Years; July 4th; Decoration Day; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dale Peffley
Aviation—Lee H. Summy
Church—Miss Sue Cozzi
Editorial Writer—Roscoe C. Lehman
Farm—Norman Schweikart
Fashion—Mrs. Vernon Chapman
Food—Mrs. Vernon Chapman
Motion Picture-Theatrical—Miss Sue Cozzi
Photo. Dept. Mgr.—Melvin Troyer
Society—Mrs. Vernon Chapman; Miss Sue Cozzi

GREENFIELD (Ind.), REPORTER (e)
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. B. Spencer
Aviation—R. B. Spencer
Book—Dale Spencer
Business-Financial—Dale Spencer
Church—M. E. Glascock
Editorial Writer—Dale Spencer
Education—Mary E. Crider
Farm—Dale Spencer
Fashion—Mary E. Crider
Garden—Dale Spencer
Music—Violet Brown
Photo. Dept. Mgr.—Ralph Duncan
Society—Mary E. Crider

GREENSBURG (Ind.), NEWS (e)
Advs. Not Accepted: Liquor, palm reading, etc.
Special Editions: Spring, Easter (Mar.); County Fair (July); Back to School, Fall (Aug.).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Murray L. Gordon
Columnist—Murray L. Gordon
Editorial Writer—Walter B. Lowe
Farm—Fred Netherland
Photo. Dept. Mgr.—Don Austin
Society—Mary K. Emmert

HAMMOND (Ind.), TIMES (e) (S)
Split Run Advertising: Every-other Paper.
Special Editions: Women's Spring Fashions (Mar.); Spring Shoes (Mar.); Men's Fashions (Mar.); Brand Names (Apr.); Clean-Up Paint-Up Fix-Up (May); Mothers Day (May); Brides (May); Father's Day (June); Back-To-School (Aug.); Home Fashions (Sept.); National Home Week (Sept.); Your Kitchen (Sept.); Men's Fall Fashions (Sept.); Women's Fall Fashions (Sept.); Do-It-Yourself (Oct.); Oil Progress (Oct.); Operation Snowflake (Nov.); Christmas Gifts (Dec.); Jewelers (Dec.).
No Editions: New Year; Memorial Day, July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily food pix & recipes. Thursday food pages. Food recipes & pix in women's section every Sunday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Carl M. Davidson
Business-Financial—Carl M. Davidson
Church—Carl M. Davidson
Columnists—John Whitaker
Credit Mgr.—Melvin T. Bohling
Editorial Writer—Carl M. Davidson
Fashion—Evelyn Schaefer
Food—Evelyn Schaefer
Picture Editor—Carl M. Davidson
Society—Evelyn Schaefer

HARTFORD CITY (Ind.), NEWS-TIMES (e)
Advs. Not Accepted: Liquor; beer.
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Nelson C. Townsend.

HUNTINGTON (Ind.), HERALD-PRESS (e ex. Sat)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Mail order.
Special Editions: Agricultural Achvmt. (Feb.); Spring Opening (Mar.); Four-H Fair (Aug.); Cook Book (Aug.).
No Editions: Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert E. Ackerman
Book—Howard Houghton
Business-Financial—James E. Pauloski
Church—Robert Hammel
Columnist—Robert Hammel
Editorial Writers—Howard Houghton
Education—S. Marie Heiney
Farm—Richard Seagly
Fashion—Kay A. Stoffel
Food—Howard Houghton, Jr.
Librarian—S. Marie Heiney
Motion Picture-Theatrical—Robert Hammel
Music—S. Marie Heiney
Personnel Mgr.—James E. Pauloski
Photo. Dept. Mgr.—Robert Hammel
Picture Editor—George W. Frye
Radio-Television—Richard Seagly
Real Estate—Robert E. Ackerman
Travel—S. Marie Heiney
Society—Kay A. Stoffel

HUNTINGTON (Ind.), NEWS (e)
Run-of-Paper Color Advs. 3 colors. Any day. Not less than full page.
Split Run Advertising: Geographically.
Special Editions: 25th Anniversary number (Sept. '55).
No Editions: All Indiana legal holidays.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—M. F. Bangs
Editorial Writers—C. W. H. Bangs; Betty Lou Strader
Motion Picture-Theatrical—C. E. Bangs
Society—M. F. Bangs

INDIANAPOLIS (Ind.), STAR (m) (S); NEWS (e)
Run-of-Paper Color Advs.: 3 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Annual Special Editions: Speedway (May); Cookbook (Sept.); 50-year (Dec.).
Print Own Magazine: Yes.
Magazine Section Carried: This Week.
Group Membership: Metropolitan; Locally-Edited Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. L. Kern (m) (S); Harry Daniels (e)
Aviation—Larry Connor (m) (S); Red Leiter (e)
Book—Corbin Patrick (m) (S); Herbert Kenney, Jr. (e)
Business-Financial—Don Campbell (m) (S); Bart Grabow (e)
Cartoonists—Charles Werner (m) (S); W. B. Robinson (e)
Church—Ruth Banta (m) (S)
Columnists—Lowell Nussbaum (m) (S); James Farmer (m); C. W. McCarty (e); Wayne Guthrie (e); Bill Wildhack (e)
Credit Mgr.—James McDaniel
Editorial Writers—Jameson G. Campaigne (m) (S); John P. Edmison (m) (S); Edward Fitzpatrick (m) (S); Frank Crane (m) (S); John Ackelmire (e); Griffith Niblack (e); Alex Tolle (e)
Education—Donald W. Ruby (m) (S); Red Leiter (e)
Farm—Robert Kellum (m) (S); Frank Salzarulo (e)
Fashion—Lotys Benning Stewart (m) (S); Ann Montgomery (e)
Food—Ann Harrington (m) (S); Connie McCown (e)
Garden—Gordon Milne (m) (S); Leon Stanley (e)
Librarian—Lawrence Arany (m) (S) (e)
Motion Picture-Theatrical—Corbin Patrick (m) (S); Jackie Stahl (e)
Music—Corbin Patrick (m) (S); Walter Whitworth (e)
Personnel Mgr.—Howard S. Wilcox
Photo. Dept. Mgr.—Frank Fisse (m) (S); Robert Lavelle (e)
Picture Editor—Don McClure (m) (S); Joe Jarvis (e)
Radio-Television—Julia Daugherty (m) (S); Jackie Stahl (e)
Real Estate—Fred Corts (m) (S); Harry Daniels (e)
Travel—Corbin Patrick (m) (S); Harry Daniels (e)
Society—Kathryn E. Picket (m) (S); Thelma Machael (e)

INDIANAPOLIS (Ind.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper.
Special Editions: Speedway Section (May); Parade of Homes (Sept.); Christmas Gift Edition (S) (Dec.).
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food pages Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Moore; Traver Watson
Book—Henry Butler
Business-Financial—Harold Hartley
Cartoonists—Robt. Hendrixson
Church—Mrs. Emma Milner
Columnists—James Rourke; Harold Hartley; Marguerite Smith; Henry Butler; Irving Leibowitz
Credit Mgr.—J. W. Lauer
Editorial Writer—Walter Leckrone
Fashion—Opal Crockett
Food—Joan Bey
Garden—Mrs. Marguerite Smith
Librarian—Mrs. Carole McKinney
Motion Picture-Theatrical—Henry Butler
Music—Henry Butler
Photo. Dept. Mgr.—Henry Glesing
Picture Editor—Frank Widner
Radio-Television—"Casey"
Real Estate—Noble Reed
Travel—Bob Key

JASPER (Ind.), HERALD (e)
Special Editions: Back-To-School (Aug.); County Fair (Aug.); Basketball Tourney (Feb.); Christmas Opening (Dec.); Boy Scout (Feb.); Soil Conservation (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—S. E. Stemle; Chas. McPherron
Editorial Writer—A. T. Rumbach
Fashion—Mildred Smith
Photo. Dept. Mgr.—S. E. Stemle
Radio-Television—Jack Rumbach
Society—Mildred Smith

JEFFERSONVILLE (Ind.), NEWS (e)
Special Editions: Spring Openings (Mar.); Fall Openings (Sept.); Christmas; Back-to-School; Cooking School; Auto Opening.
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Charles McGregor; Carol Miebollan; Carolyn Willis
Food—Marilyn Bottorf

KENDALLVILLE (Ind.), NEWS-SUN (e)
Advs. Not Accepted: Liquor.
Annual Special Editions: Spring (Mar.); Summer (June); Fall (Oct.); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joseph K. Gaskill
Aviation—Joseph K. Gaskill
Book—R. V. Fischer
Business-Financial—R. V. Fischer
Church—Joseph K. Gaskill
Columnist—Joseph K. Gaskill
Credit Mgr.—Ruby Baad
Editorial Writer—R. V. Fischer
Education—R. V. Fischer
Farm—Joseph K. Gaskill
Fashion—Joseph K. Gaskill
Food—Joseph K. Gaskill
Garden—Joseph K. Gaskill
Librarian—R. V. Fischer
Motion Picture-Theatrical—R. V. Fischer
Music—R. V. Fischer
Photo. Dept. Mgr.—Joseph K. Gaskill
Picture Editor—Joseph K. Gaskill
Radio-Television—R. V. Fischer
Real Estate—Joseph K. Gaskill
Travel—Joseph K. Gaskill
Society—Joseph K. Gaskill

KOKOMO (Ind.), TRIBUNE (e)
Advs. Not Accepted: Liquor; beer.
Food and/or Household Dept.: Food and household pages Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Welden
Business-Financial—Kay Kuhns
Church—Kathleen Cooper
Columnists—Kay Kuhns; Margaret Buhrman
Editorial Writer—Dow Richardson
Education—Kay Kuhns
Farm—R. J. Hamp, Jr.
Fashion—Frieda Haseltine
Motion Picture-Theatrical—Lee J. Noble
Photo. Dept. Mgr.—Harold Swope
Picture Editor—George Welden; William Conant
Radio-Television—Margaret Buhrman
Society—Frieda Haseltine

LAFAYETTE (Ind.), JOURNAL AND COURIER (e)
Run-of-Paper Advs.: 1 color.
Split Run Advertising: Every-other Paper
Special Editions: Back to School (Aug.); Fall Fashion (Sept.); Spring Fashion (Mar.).
Print Own Magazine: Yes
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edward L. Hitze
Book—Barbara M. Hawkins
Business-Financial—George Lamb
Church—David Livingstone
Columnists—Bernice H. Ezra; Frank Arganbright; Gordon Graham
Editorial Writer—Herbert H. Heimlich
Education—Donald L. Reeder
Farm—Dirrell Q. Harper
Fashion—Bea Martin
Food—Marjoe Creamer
Garden—D. Q. Harper
Librarian—Monna Cuppy
Motion Picture-Theatrical—Barbara M. Hawkins
Music—Frank Arganbright; Barbara Hawkins
Photo. Dept. Mgr.—Edward L. Hitze
Picture Editor—George W. Lamb
Radio-Television—Monna Cuppy
Real Estate—George Lamb
Travel—Brabara M. Hawkins
Society—Marjoe Creamer

LA PORTE (Ind.), HERALD-ARGUS (e)
Special Editions: Home and Garden Show (May); Back to School (Aug.); Christmas Edition (Nov.).
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Forbes Julian
Aviation—Abe Zaidan
Business-Financial—Forbes Julian
Church—Forbes Julian
Columnists—Karl Christ; Don Benn; Florence Gevers
Editorial Writer—Forbes Julian
Farm—James McDonald
Fashion—Florence Gevers
Food—Florence Gevers
Garden—Jim McDonald
Music—Forbes Julian
Photo. Dept. Mgr.—John Chase
Picture Editor—Don Benn
Radio-Television—Gwen Northam
Society—Florence Gevers

LEBANON (Ind.), REPORTER (e)
Advs. Not Accepted: Help wanted out-of-town, mediums.
Special Editions: Christmas Greeting (Dec.).
No Editions: Christmas; July 4th; Labor Day; New Years; Memorial Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James R. Mossman
Church—Allison Downs
Editorial Writer—Jack Mossman
Farm—Stephen A. Spitznagle
Photo. Dept. Mgr.—Toby McDaniel
Society—Laura Elliott

LOGANSPORT (Ind.), PHAROS-TRIBUNE (e); PRESS (m ex. Mon.) (S)
Special Editions: Spring Fashion (Mar.); Fall Fashion Edit (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Homemaker's Page.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry Rinier (m) (S); John Strey (e)
Book—Fred Franklin (m) (S); Allen Sauers (e)
Church—Mary Derby (m) (S); Don Freehafer (e)
Editorial Writers—Fred Franklin (m) (S); Don Freehafer (e)
Farm—Richard Salomon (m) (S); J. Seits (e)
Fashion—Mary Jo Bardsley (m) (S); Mary O'Conner (e)
Food—Richard Salomon (m) (S); William Draper (e)
Librarian—Mary Derby (m) (S)
Motion Picture-Theatrical—Fred Franklin (m) (S); Allen Sauers (e)
Photo. Dept. Mgr.—Robert McKee (m) (S); Bryce Bogard (e)
Picture Editor—Robert McKee (m) (S); Bryce Bogard (e)

(Continued on Page 196)

THINGS ARE JUMPING IN THE HAMMOND-EAST CHICAGO MARKET!

▶ industry flourishing!
▶ housing booming!
▶ retail sales spiraling!
▶ earning power rising!

and the HAMMOND TIMES is keeping pace!

CIRCULATION UP!
FOOD LINAGE UP!

YOUR "SALES-WEDGE" in the DUAL Hammond-East Chicago Market

Hammond Times
HAMMOND INDIANA

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SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

INDIANA—Cont'd

(Continued from Page 195)

LOGANSPORT (Ind.) PHAROS-TRIBUNE—Cont'd
Radio-Television—Richard Salomon (m) (S), J. Seits (e)
Society—Mary Jo Bardsley (m) (S); Mary O'Connor (e)

MADISON (Ind.), COURIER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Earl Douglas
Aviation—Earl Douglas
Book—Pat Oyler
Business-Financial—Don Wallis
Cartoonist—Gayle Clapp
Church—Earl Douglas
Columnist—Earl Douglas
Editorial Writers—Lloyd Neal; Earl Douglas; Phil Cole; Don Wallis
Education—Phil Cole
Farm—Earl Douglas
Fashion—Pat Oyler
Food—Betty Page
Garden—J. D. Coleman
Librarian—Pat Oyler
Motion Picture-Theatrical—Don Wallis
Music—Don Wallis
Photo. Dept. Mgr.—Phil Cole
Picture Editor—Phil Cole
Radio-Television—Phil Cole
Real Estate—Don Wallis
Travel—Don Wallis
Society—Pat Oyler

MARION (Ind.), LEADER-TRIBUNE (m); CHRONICLE (e); CHRONICLE-TRIBUNE (S)
Run-of-Paper Color Advs: 2 colors. Mon. to Fri. (e); Tues. to Sat. (m).
No Editions: July 4; Labor Day; Christmas.
Radio Station Affiliation: WMRI and WMRI-FM.

MARTINSVILLE (Ind.), REPORTER (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas; July 4th; Memorial Day; Labor Day; Thanksgiving.
Food and/or Household Dept.: Home and farm pages every Monday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert S. Kendall
Columnists—Wilber L. Kendall; Robert S. Kendall
Editorial Writers—Wilber L. Kendall; Robert S. Kendall
Food—Robert S. Kendall
Garden—W. Barton Cartmel
Society—Ruth Collier

MICHIGAN CITY (Ind.), NEWS-DISPATCH (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily.
Special Editions: Spring Fashion (March); Home (Building) (March); Beach Welcome (June); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Weekly Market Column and food and household pages each Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elwin Greening
Aviation—A. W. Spiers
Book—Elwin Greening
Business-Financial—Jack Howey
Church—Goldie Hermance
Credit Mgr.—Mary Bauer
Editorial Writers—A. W. Spiers, Jr.; Elwin Greening
Education—Arthur Deutsch
Farm—William Allen
Fashion—Gladys Kemeny
Food—Lalan Philpott
Garden—Elwin Greening
Librarian—Ruth Seeling
Motion Picture-Theatrical—Jack Howey
Music—Gladys Kemeny
Photo. Dept. Mgr.—William Swedenberg
Picture Editor—Arthur Deutsch
Radio-Television—Goldie Hermance
Real Estate—Andrew Sbroccio
Travel—Gladys Kemeny
Society—Lalan Philpott

MT. VERNON (Ind.), DEMOCRAT (e)
Advs. Not Accepted: Out-of-town help wtd. classified.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—O. R. Hall
Editorial Writer—O. R. Hall
Fashion—Ruby Ranes
Food—Ruby Ranes
Picture Editor—John W. Doane
Society—Ruby Ranes

MUNCIE (Ind.), STAR (m) PRESS (e) STAR (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles H. Poorman (m) (S); Leon J. Parkinson (e)
Aviation—William Jamieson (m) (S); Leon J. Parkinson (e)
Book—John O. Ferris (m) (S); Leon J. Parkinson (e)
Business-Financial—John O. Ferris (m) (S); Leon J. Parkinson (e)
Church—John F. Pettibone (m) (S); Evan Owens (e)
Columnists—Richard Greene (m) (S); Naomi F. Campbell (m) (S); Robert Barnet (m) (S); Evan Owens (e); Ruth McFadden (e); Herbert Silverburg (e); John Farrell (e); Vernon Winder (e)
Credit Mgr.—John A. Horton
Editorial Writers—John O. Ferris (m) (S); Richard Greene (m) (S); Leon J. Parkinson (e)
Education—Alberta Grecius (m) (S); Ernest Sears (e)
Farm—Don Morrissey (m) (S); Vernon Winder (e)
Fashion—Naomi F. Campbell (m) (S); Ruth McFadden (e)
Food—John O. Ferris (m) (S); Vernon Winder (e)
Garden—C. G. Milne (m) (S); Evan Owens (e)
Librarian—Eugenia Cloud (m) (e) (S)
Motion Picture-Theatrical—John O. Ferris (m) (S)
Music—Alberta Grecius (m) (S); Betty Harris (e)
Photo. Dept. Mgr.—William Jamieson (m) (e) (S)
Radio-Television—John F. Pettibone (m) (S); Leon J. Parkinson (e)
Real Estate—Don Morrissey (m) (S); Vernon Winder (e)
Travel—William Jamieson (m) (S)
Society—Naomi F. Campbell (m) (S); Ruth McFadden (e)

NEW ALBANY (Ind.), TRIBUNE (m ex. Mon.) TRIBUNE (e ex. Sat); LEDGER & TRIBUNE (S)
Run-of-Paper Color Advs.: Up to 2 colors.
Special Editions: Paint-up (May); Fall; Christmas
No Editions: Labor Day; Thanksgiving; Christmas; New Years; Memorial Day; July 4th
Syndicated Magazine Section Carried: Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Guy Keller
Aviation—Wayne Marshall
Book—Nell Brown
Business-Financial—Joseph Oglesby
Church—Maxine Hook
Columnists—Guy Keller; Wally Criswell; John Tighe
Editorial Writers—Clair McTurnan; James MacPherson; Guy Keller; Wayne Marshall
Education—John Tighe
Farm—Guy Keller
Fashion—Maxine Hook
Food—Jane Parlier
Garden—Maxine Hook
Motion Pictures-Theatrical—Art Caulfield
Music—Maxine Hook
Photo. Dept. Mgr.—Don Beck
Picture Editor—Wayne Marshall
Radio-Television—Mary Walker
Real Estate—Guy Keller
Travel—Wayne Marshall
Society—Maxine Hook

NEW CASTLE (Ind.), COURIER-TIMES (e)
Run-of-Paper Color Advs.: Up to 2 colors Wed. & Fri
Split Run Advertising: Every-other Paper.
Special Editions: Fashion Edition (Mar.); Back to School (Aug.); Christmas (Nov.).
No Editions: Christmas
Radio Station Affiliation: WCTW

NOBLESVILLE (Ind.), LEDGER (e)
Advs. Not Accepted: Liquor & beer.
No Editions; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—James T. Neal; William Gifford; Keith Wellman
Credit Mgr.—John R. Neal
Editorial Writer—James T. Neal
Personnel Mgr.—Ralph B. Neal
Society—Gladys Ingram

PERU (Ind.), TRIBUNE (e)
Run-of-Paper Color Advs: Up to 3 colors. Daily.
No Editions: Christmas; New Years; Thanksgiving; July 4th; Labor Day; Memorial Day.

PLYMOUTH (Ind.), PILOT-NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Mon., Tues., Fri. & Sat.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Auto Show (Feb); Spring Opening (March-April); Plymouth Days (April); Home Show (May); Dollar Days (Feb and July); Back-To-School (Aug); Cooking School (Sept); Fall Opening (Oct); Christmas Opening (Nov); Christmas Edition (Dec); New Years Edition (Dec.); Harvest Festival (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Ruth Early
Columnists—Ruth Early;
Editorial Writer—S. E. Boys
Farm—Don Cramer
Food—Ruth Early
Photo. Dept. Mgr.—Don Cramer
Picture Editor—Don Cramer
Society—Ruth Early

PORTLAND (Ind.), COMMERCIAL-REVIEW (e)
Advs. Not Accepted: Liquor. Beer only.
No Editions: Christmas; July 4th; Thanksgiving; Labor Day; Memorial Day.
Food and/or Household Dept: Sat.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Rus Figert
Aviation—Rus Figert
Book—Rus Figert
Business-Financial—Rus Figert
Church—Rus Figert
Editorial Writers—Paul V. Elsberry; Rus Figert; E. W. Porter
Education—Rus Figert
Farm—Rus Figert
Fashion—Lucille Gelzleichter
Food—Lucille Gelzleichter
Garden—Lucille Gelzleichter
Librarian—Lucille Gelzleichter
Motion Picture-Theatrical—Lucille Gelzleichter
Music—Lucille Gelzleichter
Photo. Dept. Mgr.—Rus Figert
Picture Editor—Rus Figert
Radio-Television—Rus Figert
Real Estate—Rus Figert
Travel—Rus Figert
Society—Lucille Gelzleichter

PRINCETON (Ind.), CLARION-DEMOCRAT (e) (S)
Special Editions: Dollar Day (Jan. & July); Fair Edition (Aug.); Spring (Feb.); Fall (Sept.); Christmas (Nov.).
No Editions: Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mabel Michel
Editorial Writers—Roy Owens; Ernest Miskell
Education—Roy Owens
Farm—Roy Owens
Fashion—Jean Grant Meeks
Photo. Dept. Mgr.—Roy Owens
Picture Editor—Ernest Miskell
Society—Mabel Michel

RENSSELAER (Ind.), REPUBLICAN (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

RICHMOND (Ind.), PALLADIUM-ITEM (e ex. Sat) (S)
Split Run Advertising: Retail Only. Geographically city only-Wed.
Advs. Not Accepted: Liquor—in most editions.
No Editions: Fourth of July; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—John Overturf

ROCHESTER (Ind.), NEWS-SENTINEL (e)
Special Editions: Christmas Shopping (Dec.); Dollar Days (Feb., Aug.); Basketball (Feb.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Jack K. Overmyer
Church—Marylou Howard
Columnist—Jack K. Overmyer
Editorial Writer—Jack K. Overmyer
Farm—Mike Jewett
Fashion—Virginia Michael
Librarian—Ruth Sutherland
Photo. Dept. Mgr.—Howard Archer
Picture Editor—Howard Archer
Radio-Television—Howard Archer
Society—Virginia Michael

RUSHVILLE (Ind.), TELEGRAM (e); REPUBLICAN (e)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: County Fair (July).
No Editions: Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Louis Hiner, Sr.
Columnist—Cy McIlwain
Editorial Writers—Cy McIlwain, Louis Hiner, Sr.
Farm—Louis Hiner, Sr.
Photo. Dept. Mgr.—Richard Hiner
Picture Editor—Richard Hiner
Society—Estella Rittenmeier

SEYMOUR (Ind.), TRIBUNE (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas Greetings (Dec.).
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—John H. Conner

SHELBYVILLE (Ind.), NEWS (e)
Run-of-Paper Color Advs: 2 colors Daily
Special Editions: Spring (April); Back to School (Aug.); Christmas (Nov.); Year-End (Dec.)
No Editions: Memorial Day; July 4th; Thanksgiving; Christmas.
Group Membership: Indiana League of Home Dailies. Inland Daily Press Assn.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John D. Scott
Book—Ave Lewis
Business-Financial—N. L. Thurston
Cartoonist—G. L. Stubbs
Columnist—Jim McKinney
Editorial Writer—John D. Scott
Education—J. D. Scott
Farm—John D. Scott
Fashion—Ave Lewis
Food—Ave Lewis
Photo. Dept. Mgr.—Stan Koester
Picture Editor—Stan Koester
Radio-Television—Jim McKinney
Society—Ave Lewis

SOUTH BEND (Ind.), TRIBUNE (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Everyday.
Split Run Advertising: Geographically; Every other Paper.
Advs. Not Accepted: Liquor; beer.
Special Editions: Home Builders' Edition (Mar. and Sept.); Men's Wear Edition (Mar. and Oct.); Back-to-School Edition (Aug.); Home Fashion Edition (Sept.); Christmas Gift Edition (Nov.); Operation Snowflake (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily Sunday; Food and Woman's Section every Thursday.
Radio Station Affiliation: WSBT
Television Station Affiliation: WSBT-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—George A. Scheuer
Book—Gerald Cosgrove
Business-Financial—Ray Gregg
Columnists—James Carroll; Joseph Doyle; Frank Schmidt
Credit Mgr.—Laurence G. Livengood
Editorial Writers—Gerald Cosgrove; Jack Powers
Education—Roger Birdsell
Fashion—Katherine W. Stoops
Food—Katherine W. Stoops
Librarian—Florence Ford
Motion Picture-Theatrical—Frank Schmidt
Music—Frank Schmidt
Personnel Mgr.—Warren G. Wheeler, Jr.
Picture Editor—Tom Phillipson
Radio-Television—James McNeile
Real Estate—Ray Gregg
Travel—Pearl Hafstrom
Society—Anabel Lickey

SPENCER (Ind.), WORLD (e)
Annual Special Editions: County Fair (Aug.); Christmas (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to T. Perry Wesley.

SULLIVAN (Ind.), TIMES (e)
Annual Special Editions: Christmas (Dec.); Easter (Apr. or May); School Opening (Aug.).
No Editions: All legal holidays.

TERRE HAUTE (Ind.), STAR (m) TRIBUNE (e) TRIBUNE-STAR (S)
Advs. Not Accepted: Mail Order.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Helen Ryan
Church—J. T. Brassie (e) (S)
Credit Mgr.—B. K. Cox
Editorial Writers—James Benham (m); Marcee Cox (e) (S)
Education—Harry Hamby (S)
Farm—John Stevens (m); Harry Hamby (e) (S)
Motion Picture-Theatrical—Sarah Bence (m); Howard Stevens (e) (S)
Music—Frederick Black (m); Madeline Barry (e) (S)
Society—Jane Natkemper (S)

TIPTON (Ind.), TRIBUNE (e)
Advs. Not Accepted: Liquor.
Special Editions: Cooking School (May); Christmas (Dec.); Dollar Days (3).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Rural Gravure.
Television Station Affiliation: WFBM-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—R. D. Maney
Church—Rosemary Beck
Editorial Writer—R. D. Maney
Education—Ben Acishuler
Fashion—Rosemary Beck
Food—Rosemary Beck
Garden—Rosemary Beck
Librarian—Rosemary Beck
Motion Picture-Theatrical—Rosemary Beck
Music—Rosemary Beck
Photo. Dept. Mgr.—R. D. Maney
Radio-Television—Rosemary Beck
Real Estate—Rosemary Beck
Travel—Rosemary Beck
Society—Rosemary Beck

UNION CITY (Ind.), TIMES-GAZETTE (e)
Special Editions: Christmas (Dec.); Dollar Days (Aug.); Spring Edition (Apr.); Side Walk Sale.
No Editions: All legal holidays.
Food and/or Household Dept.: Yes
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to James J. Patchell.

VALPARAISO (Ind.), VIDETTE-MESSENGER (e)
Advs. Not Accepted: Mail Order.
Special Editions: Christmas (Dec.); Dollar Day (Jan; July)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Publish menus & food pictures, Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Avery B. Weaver
Editorial Writers—Herbert Steinbach; Avery B. Weaver; Leo Kinman
Food—Irene Bosstick
Photo. Dept. Mgr.—Rollie Bernhart
Picture Editor—Herbert Steinbach
Society—Irene Bosstick

VINCENNES (Ind.), VINCENNES SUN COMMERCIAL (e) (S)
Special Editions: Basketball Edition (Feb.); Back School (Aug.); County Fair (Aug.); Graduation (May).
No Editions: Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Ross H. Garrigus
Society—Ruth Ashby

WABASH (Ind.), PLAIN DEALER (e)
Run-of-Paper Color Advs.: Up to 2 colors. Mon., Tues., Sat.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—J. H. Nixon

WARSAW (Ind.), TIMES-UNION (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily except Wed. & Thurs. Back page only.
Special Editions: New Years (Dec.); Christmas (Dec.); Easter; Dollar Days (Feb-Aug.); "Today Women" (Sat.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Veteran's Day; Christmas.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WRSW AM & FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. O. Nusbaum
Aviation—Wm. Mollenhour
Book—Virginia Zuch
Business-Financial—C. R. Williams
Church—Marguerite Sand
Columnists—Curtis Garber; Barbara Long; Marguerite Sand; Virginia Zuch
Credit Mgr.—Wm. Mollenhour
Editorial Writer—Curtis Garber
Education—Barbara Long
Farm—Milo Clase
Fashion—Marguerite Sand
Food—Marie Snyder
Garden—Marguerite Sand
Librarian—Marlene Sand
Motion Picture-Theatrical—Marie Snyder
Music—Marie Snyder
Personnel Mgr.—Wm. Mollenhour
Photo. Dept. Mgr.—Ronald Sharp
Picture Editor—Ronald Sharp
Radio-Television—Fred Gresso
Real Estate—Jack Essenberg
Travel—Barbara Lozier
Society—Virginia Zuch

WASHINGTON (Ind.), HERALD (e)
Advs. Not Accepted: Mail order.
Special Editions, Dollar Days (Aug.); Christmas (Nov.).
No Editions: New Years; July 4th; Christmas; Veteran's Day; Thanksgiving; Memorial Day; Decoration Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Morris E. Tolbert
Book—Eileen Hatfield
Business-Financial—David A. Draper
Church—Donald Ellis
Editorial Writers—David A. Draper; Don Ellis
Education—Ronald Arvin
Farm—Ronald Arvin
Fashion—Eileen Hatfield
Food—Eileen Hatfield
Librarian—Mildred Chappell
Motion Picture-Theatrical—Mary J. Jones

(Continued from Page 197)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

WASHINGTON (Ind.) HERALD—Cont'd

Music—Katherine Clauss
Photo. Dept. Mgr.—Ronald Arvin
Picture Editor—Donald Ellis
Radio-Television—David A. Draper
Real Estate—Mary Jones
Travel—D. A. Draper
Society—Eileen Hatfield

WASHINGTON (Ind.), TIMES (e)
Special Editions: Christmas (Nov.).
No Editions: Legal Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Backes
Aviation—Richard Backes
Book—Ray Baker
Business-Financial—John Backes
Editorial Writers—John Backes
Education—Ray Baker
Farm—John Backes
Fashion—Mary Walsh
Food—Ray Baker
Garden—Ray Baker
Motion Pictures-Theatrical—Henry Gill
Photo. Dept. Mgr.—Richard Backes
Picture Editor—Ray Baker
Radio-Television—Richard Backes
Real Estate—Ray Baker
Travel—Richard Backes
Society—Mary Walsh

IOWA

AMES (Iowa), TRIBUNE (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor; mail order; slot machine.
No Editions: Christmas; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving.
Radio Station Affiliation: KASI.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Howard Lindquist
Credit Mgr.—Erma Erickson
Editorial Writer—Howard Lindquist
Farm—Robert Talbott
Food—Nola Sample
Society—Nola Sample

ATLANTIC (Iowa), NEWS-TELEGRAPH (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas; New Years; Thanksgiving; July 4th; Labor Day; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Walter Tracy
Aviation—Walter Tracy
Book—F. D. Simpson
Business-Financial—F. D. Simpson
Church—Walter Tracy
Columnist—F. D. Simpson
Editorial Writer—F. D. Simpson
Farm—Phil Chinitz
Fashion—Walter Tracy
Motion Pictures-Theatrical—Walter Tracy
Photol Dept. Mgr.—Phil Chinitz
Society—Walter Tracy

BOONE (Iowa), NEWS-REPUBLICAN (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); Spring Opening (Mar. or Apr.); Building (May); Fall Opening (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mrs. H. A. Garvey
Editorial Writer—Mrs. H. A. Garvey
Farm—Harlan Weeks
Fashion—Mrs. H. A. Garvey
Food—Mrs. H. A. Garvey
Motion Picture-Theatrical—Mrs. L. M. Hines
Society—Mrs. L. M. Hines

BURLINGTON (Iowa), HAWK-EYE GAZETTE (e)
Advs. Not Accepted: Vending machine.
Special Editions: Year End Progress (Dec.); Annual Christmas edition (Nov.).
No Editions: Christmas; New Years; Thanksgiving; Memorial Day; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Hill
Aviation—Robert Bruegger
Book—Lloyd Maffitt
Business-Financial—C. W. McLaury
Church—Olive Sullivan
Columnists—C. W. Moody; Lloyd Maffitt
Credit Mgr.—J. B. Bishop
Editorial Writers—C. W. Moody; C. W. McLaury
Education—Robert Bruegger
Farm—LeRoy Pelca
Fashion—Olive Sullivan
Food—Frank Hill
Garden—C. W. McLaury
Librarian—Ann Miller
Motion Picture-Theatrical—James Eland
Music—Lloyd Maffitt
Photo. Dept. Mgr.—Ronald Bliesener
Picture Editor—C. W. McLaury
Radio-Television—James Eland
Real Estate—Robert Bruegger
Travel—C. W. Moody
Society—Olive Sullivan

CARROLL (Iowa), TIMES HERALD (e)
Advs. Not Accepted: Liquor.
No Edition: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—James W. Wilson; H. B. Wilson
Food—Gladys Holland
Society—Harriet Anderson

CEDAR FALLS (Iowa), DAILY RECORD (e)
Advs. Not Accepted. Alcoholic beverages.
Special Editions: Christmas Greeting (Dec.); Progress (July).
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Merrill Hach
Book—Wm. V. Anthony
Church—Alice Myers
Columnist—A. B. Turnbull
Editorial Writer—A. B. Turnbull
Farm—Wm. V. Anthony
Fashion—Alice Myers
Food—Merrill Hach
Motion Picture-Theatrical—Alice Myers
Photo. Dept. Mgr.—Art Immer
Picture Editor—A. B. Turnbull
Real Estate—Cora Blaker
Society—Alice Myers

CEDAR RAPIDS (Iowa), GAZETTE (e)
Run of Paper Color Advs.: Up to four colors. Daily and Sunday-except Saturday.
Advs. Not Accepted: Liquor; mail order.
Special Editions: Home Show (April or May); Bldg. & Home Planning (April) (S); Farm (Feb.) (S); Fair (Aug.) (S); Brides (May) (S); Home Fashion Time (Sept.).
Food and/or Household Dept.: Food column daily & Sunday; food section Thursday.
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Pat McPortland
Aviation—Lou Breuer
Book—Elizabeth North Hoyt
Church—Bruce Fishwild
Columnists—John Reynolds
Credit Mgr.—L. S. Wright
Editorial Writers—Harry Boyd; Frank Nye; Donald Key
Farm—Rex Conn
Fashion—Marge Kayser
Food—Naomi Doebel
Garden—Naomi Doebel
Librarian—Helen Goddard
Motion Picture-Theatrical—Nadine Subotnik
Music—Donald Key
Photo. Dept. Mgr.—John Reynolds
Picture Editor—Robert Kenyon
Radio-Television—Nadine Subotnik
Real Estate—Naomi Doebel
Travel—John Reynolds

CENTERVILLE (Iowa), IOWEGIAN & CITIZEN (e)
Advs. Not Accepted: Liquor; beer.
Special Editions: Farm Supplement (April; Oct.).
No Editions: Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—C. B. DePuy
Editorial Writers—R. K. Beck
Education—Lloyd Finks
Farm—C. B. DePuy
Society—Gladys DePuy

CHARLES CITY (Iowa), PRESS (e)
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion (Mar.); Farm Edition (Apr.); Fall Fashion (Sept.); Christmas Greeting (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food column Wednesday and Saturday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Fischer
Book—Paul R. Bumbarger
Business-Financial—Bob Fisher
Columnists—Paul R. Bumbarger; Glenn Ortmayer
Editorial Writer—Paul R. Bumbarger
Education—Bob Fisher
Farm—Bob Fisher
Fashion—Phyllis Allison
Food—Bob Fisher
Garden—Bob Fisher
Motion Picture-Theatrical—Bob Fischer
Music—Phyllis Allison
Photo. Dept. Mgr.—Bob Fischer
Picture Editor—Bob Fischer
Radio-Television—Bob Fischer
Real Estate—Bob Fischer
Travel—Paul R. Bumbarger
Society—Phyllis Allison

CHEROKEE (Iowa), TIMES & CHIEF (e)
Advs. Not Accepted: Liquor.
Special Editions: County Fair (Aug.); Christmas (Nov.).
No Editions: New Years, Christmas; Memorial Day; Labor Day; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Dwight R. Clark
Photo. Dept. Mgr.—Irv Begler

CLINTON (Iowa), HERALD (e)
Special Editions: Christmas Opening (Nov.); Fall Fashions (Sept.); Spring Fashions (Apr.).
No Editions: Christmas; July 4th.

COUNCIL BLUFFS (Iowa), NONPAREIL (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun. ex. Thurs. 1 color Thurs.
Split Run Advertising: Geographically or alternate copies.
Advs. Not Accepted: Nat'l mail order.
Special Editions: Building Special (Mar.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Food column & Features Thurs. 3 Page full color food section Sunday Magazine section.
Radio Station Affiliation: KSWI
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank M. Lane
Book—Harry Mauck, Jr.
Business-Financial—Burke M. Gillespie
Church—Mary McGrath
Columnists—C. W. McManamy; Miss Margaret Tinley; Ken James; Fred Hawks
Editorial Writer—A. M. Piper
Education—Frank Barak
Farm—C. W. McManamy
Fashion—Miss Margaret Tinley
Food—Miss Judith Pike
Garden—C. W. McManamy
Librarian—Mrs. Rose Witke
Motion Picture-Theatrical—Harry Mauck, Jr.
Music—Norman Filbert, Jr.
Photo. Dept. Mgr.—Jack Kennedy
Picture Editor—Frank M. Lane
Radio-Television—Harry Mauck, Jr.
Real Estate—Larry Parrott
Travel—Frank M. Lane
Society—Miss Margaret Tinley

CRESTON (Iowa), NEWS-ADVERTISER (e)
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Soil Conservation (June); Graduation (May); Harvest Festival (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.; Mon. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. L. Kelly
Columnists—E. J. Van Nostrand; Max Sandeman.
Editorial Writer—E. J. Van Nostrand
Farm—E. J. Van Nostrand
Food—Ione T. Hoyt
Photo. Dept. Mgr.—C. L. Kelly
Picture Editor—C. L. Kelly
Society—Ione T. Hoyt

DAVENPORT (Iowa), DEMOCRAT (m); TIMES (e); DEMOCRAT & TIMES (S).
Run-of-Paper Color Advs.: 4 colors. Daily & Sun. except Fri. (e).
Split Run Advertising: Every-other Paper (not Sunday).
Special Editions: Auto Show (Jan.); Parade of Homes; Dollar Days; Fashion Editions
Food and/or Household Dept.: Food Column; Recipes, Wed (m), Thurs (e).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Feeney (m) (e) (S)
Aviation—Forrest Kilmer (m) (S)
Book—Ed Moffitt
Business-Financial—Forrest Kilmer (m) (S)
Church—Virginia Davisson (m) (e) (S)
Columnists—Bob Feeney (m) (S); Sylvia Strum Bremer (e)
Credit Mgr.—Charles Grayson
Editorial Writers—Bob Feeney (m) (S); M. A. Fulton (e)
Farm—Jim Colby (m) (S); Harold Kruwell (e)
Fashion—Pat Ilten (m) (S); Elizabeth True (e)
Food—Pat Ilten (m) (S); Ina Wickham (e)
Librarian—Ina Wickham (e)
Motion Picture-Theatrical—John O'Donnell (m) (S); Herb Sawinski (e)
Music—Ina Wickham (m) (S); Elizabeth True (e)
Photo. Dept. Mgr.—Harry Boll (m) (S); Philip Hutchinson (e)
Picture Editor—James Wahrer (e)
Radio-Television—Forrest Kilmer (m) (S); Ron Lorenzen (e)
Real Estate—Ron Lorenzen (e)
Travel—Ron Lorenzen (e)
Society—Elizabeth True (m) (e) (S)

DES MOINES (Iowa), REGISTER (m) (S); TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Alcoholic Beverages.
Special Editions: Iowa Farm and Home Register (Monthly); Iowa Business Review and Outlook (Jan.); Home and Flower Show (Spring); National Home Week (Sept.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Sunday Newspapers; Outdoor Tips.
Food and/or Household Dept.: Daily & Sun.
Radio Station Affiliation: KRNT; WNAX; WHTN
Television Station Affiliation: KRNT-TV; KVTV; WHTN-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. L. Vaile (S)
Aviation—Donald Ultang (S)
Book—Ogden G. Dwight (S)
Business-Financial—Thomas M. Clark (m) (e) (S)
Cartoonists—Frank Interlandi (m) (S); Robert Artley (e); Frank Miller (m) (S)
Church—Jane Boulware (e)
Columnists—Harlan Miller (m) (S); Paul Cotton (m) (S); Herbert Owens (e); Elizabeth Clarkson Zwart (e) (S); Gordon Gammack (e) (S); Ries Tuttle (e) (S)
Credit Mgr.—L. F. Sullivan
Editorial Writers—Lauren Soth (m) (e) (S); Herbert Kelly (m) (e) (S); Gilbert Cranberg (m) (e) (S); Marr McGaffin (m) (e) (S); Charles F. Ransom (m) (e) (S); Richard Hopkins (m) (e) (S)
Farm—J. S. Russell (m) (e) (S)
Fashions—Norma Eckmair
Food—Jean Tallman (e) (S); Alvina I. Mattes (m) (S)
Garden—Fleeta B. Woodroffe (S)
Librarian—Jack Suttek (m) (e) (S)
Motion Picture-Theatrical—Carl Gartner (m) (e) (S)
Music—Clifford Bloom (m) (S)
Photo. Dept. Mgr.—George Yates (m) (e) (S)
Picture Editor—Florence Swihart (m) (S); James Wilt (e)
Radio-Television—Marjory Laws (m) (e) (S)
Real Estate—E. L. Vaile (S)
Travel—Josie Thurston (S)
Society—Susette Foster (m) (e) (S)

DUBUQUE (Iowa), TELEGRAPH HERALD (e) (S)
Split Run Advertising: Geographical.
Advs. Not Accepted: Vending; matrimonial.
Special Editions: Farm (Mar.); Garden (Apr.); Building (May); Picnic (June); Back-to-School (Aug.); Home Fashion (Sept.).
Syndicated Magazine Section Carried: Family Weekly.
Group Membership: NEA Comic Group.
Food and/or Household Dept.: Weekly food articles on Thursdays
Radio Station Affiliation: KDTH
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—H. C. Slichter
Farm—Ruth Wilson
Fashion—Nona Nigg
Garden—Vera Williams

ESTHERVILLE (Iowa), NEWS (e)
Advs. Not Accepted: Liquor; wine.
Annual Special Editions: Agr. Fair Edition (Aug.); Home Building (Mar.); Dairy Month (June.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Deemer Lee
Food—Robert N. Lee
Music—Robert N. Lee

FAIRFIELD (Iowa), LEDGER (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Labor Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Van Garrison
Editorial Writer—Walter E. Williams
Farm—Dean Gabbert
Society—Irene Garrison

FORT DODGE (Iowa), MESSENGER & CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily except Thursday.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor; Mail order.
Special Editions: Farm edition (March).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Walter B. Stevens

FT. MADISON (Iowa), DEMOCRAT (e)
No Editions: Christmas; New Years; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—W. T. Mershon
Columnists—R. G. Mershon; Dick Fleckenstein;
Editorial Writers—R. G. Mershon
Education—Richard Mershon
Society—Nada Pollpeter

IOWA CITY (Iowa), IOWAN (m)
Advs. Not Accepted: Liquor; beer.
Special Editions: College fall Opening; University Edition (Aug.); Spring Fashion (Mar.); Orientation Edition (Sept.).
No Editions: New Years Day; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food & household news. Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Al Hoovler
Church—David Hartquist
Editorial Writers—Dan Hinson; Ken Koopman
Fashion—Eleanor Benz
Food—Eleanor Benz
Photo. Dept. Mgr.—William A. Nelsen
Society—Eleanor Benz

IOWA CITY (Iowa), PRESS-CITIZEN (e)
Run-of-Paper Color Advs.: Up to 2 colors. 1 color any day, 2 colors except Thursdays.
Advs. Not Accepted: Liquor; some medical, vending machines.
Special Editions: Spring farm (March); Fall farm (Nov.); Building (Apr.); Cook Book (Jan.); Vacation (May or June).
No Editions: Christmas; July 4th; Labor Day; New Years Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Edwin B. Green.
Society—Janet Collins

KEOKUK (Iowa), GATE CITY (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Some classified; mail order.
Special Editions: Farm Edition (July); Back to School (Aug.); Recipes (Feb.); Home and Garden (April).
No Editions: Jan 1; July 4th; Thanksgiving; Christmas; Labor Day.
Food and/or Household Dept.: Wed. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dale E. Carrell
Aviation—Dale E. Carrell, Jr.
Book—Douglas Lamont
Business-Financial—C. C. Carrell
Church—Freeman Rosencrans
Columnist—Dale E. Carrell
Editorial Writer—Dale E. Carrell
Education—Douglas Lamont
Education—Dale E. Carrell, Jr.
Farm—Freeman Rosencrans
Fashion—Mary Baker
Food—Dale E. Carrell
Garden—Edna Carrell
Librarian—Louise Ferris
Motion Picture-Theatrical—Dale E. Carrell; Douglas Lamont
Music—Dale E. Carrell
Photo. Dept. Mgr.—Don Broekert
Picture Editor—Don Broekert
Radio-Television—Dale E. Carrell, Jr.
Real Estate—C. C. Carrell
Travel—Dale E. Carrell
Society—Mary Baker

MARSHALLTOWN (Iowa), TIMES-REPUBLICAN (e)
Advs. Not Accepted: Liquor, vending machines.
Special Editions: Year-end (Jan.); School Graduates (May); Football Preview (Sept.).
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Food column Fridays; Household hints daily.
Radio Station Affiliation: KFJB.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Alberta Ibach
Business-Financial—Wendell Benson
Church—Esther Saum
Columnists—John N. Garwood; Warren Robeson; Paul G. Norris, Jr.
Credit Mgr.—Scott R. Wilson
Editorial Writers—Paul G. Norris, Jr.; Hallett Abend; Wendell R. Benson
Education—William Baker
Farm—Howard Vint
Fashion—Sally Barker
Food—Esther Saum
Librarian—Barbara Worden
Motion Picture-Theatrical—Wendell R. Benson
Music—Esther Saum
Photo. Dept. Mgr.—Cyril B. Berg
Picture Editor—Wendell Benson
Radio-Television—Allan Schrock
Society—Esther Saum

MASON CITY (Iowa), GLOBE-GAZETTE (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Year-End (Dec.); North Iowa Fair (Aug.); School Opening (Aug.); Christmas Greetings (Dec.).
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Maude Stackhouse
Aviation—Jim Owens
Book—Enoch Norem
Business-Financial—Enoch Norem
Church—Carl Wright
Columnist—W. Earl Hall
Editorial Writer—W. Earl Hall
Education—Enoch Norem
Farm—Wm. Webb
Food—Maude Stackhouse

(Continued on Page 198)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

(Continued from Page 197)

MASON CITY (Iowa) GLOBE-GAZETTE—Cont'd

Garden—Carl Wright
Librarian—Jane Morrison
Motion Picture-Theatrical—Carl Wright
Music—Carl Wright
Photo. Dept. Mgr.—Elwin Musser
Picture Editor—Enoch Norem
Radio-Television—Carl Wright
Travel—Enoch Norem
Society—Eleanor McLaughlin

MUSCATINE (Iowa), JOURNAL (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Year End (Dec.).
No Editions: Christmas; New Years; July 4th; Labor Day.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Walter Russell
Business-Financial—Walter Russell
Church—Harold Blake
Editorial Writer—Walter Russell
Education—Cora Stohr
Farm—Robert Luckey
Fashion—Doris Frack
Food—Margaret Griffith
Garden—Cora Stohr
Motion Picture-Theatrical—Walter Russell
Music—Harold Blake
Photo. Dept. Mgr.—Vernon Brown
Picture Editor—Cora Stohr
Society—Doris Frack

NEVADA (Iowa), JOURNAL (e)
Advs. Not Accepted: Liquor.
Special Editions: 4-H Fair Edition (Aug.); Christmas Edition (Dec. 1).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Nelle McNichols
Columnists—Nelle McNichols; Evelyn Dillin
Farm—Alan Bennett
Picture Editor—Alan Bennett
Society—Nelle McNichols

NEWTON (Iowa), NEWS (e)
Print Run-ofPaper Color Advs.: 1 color. Daily except Thurs.
Advs. Not Accepted: Liquor; beer; mail order
Special Editions: Spring Opening (March); Farm Equipment (March); Fall Opening (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Richard Lyons
Columnists—Richard Lyons; Ed Peck; Edith Mooar.
Editorial Writers—L. O. Brewer; Cort Klein
Farm—Cort Klein
Librarian—Edna Pahr
Photo. Dept. Mgr.—Don Ringler
Picture Editor—Richard Lyons
Society—Edith Mooar

OELWEIN (Iowa), REGISTER (e)
Advs. Not Accepted: Liquor.
Special Editions: Farm & Home Show (Feb.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Magazine Section Carried: Farm and Home Rural-gravure.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Meader
Book—Bernice Warren
Business-Financial—L. A. Warren
Church—Ernie Eschbach
Columnists—Kaye Frazer; Faye Iverson; John Meyer; Bernice Warren
Editorial Writer—L. A. Warren
Education—L. A. Warren
Farm—John Meyer
Fashion—Kaye Frazer
Food—Kaye Frazer
Librarian—Kaye Frazer
Photo. Dept. Mgr.—M. H. Nichol
Picture Editor—Ernie Eschbach
Travel—Bernice Warren
Society—Kaye Frazer

OSKALOOSA (Iowa), HERALD (e)
Run-of-Paper Color Advs.. 1 color. Daily except Thurs.
Advs. Not Accepted: Liquor; Mail Order; Objectionable Patent Medicine.
Special Editions: Progress (Jan.); Insurance (Feb.), Spring Farm (March); Fall Farm (Oct.).
No Editions: July 4th; Dec. 25.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—DeWayne Foehlinger
Book—Mrs. A. K. Walling
Business-Financial—A. K. Walling
Columnists—C. L. Walling
Editorial Writers—C. L. Walling; A. K. Walling; DeWayne Foehlinger.
Farm—George Heusinkveld
Fashion—Joan Spangler
Food—Joan Spangler
Garden—DeWayne Foehlinger
Photo. Dept. Mgr.—George Johnson
Picture Editor—George Johnson
Society—Joan Spangler

OTTUMWA (Iowa), COURIER (e)
Run-of-Paper Color Advs: Up to 3 colors.
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. M. Efner
Aviation—A. M. Efner
Book—Jeannette Stein
Business-Financial—C. S. Johnston
Church—Lewis Debo
Columnist—A. M. Efner
Editorial Writer—C. S. Johnston
Education—Clyde Hightshoe
Farm—W. C. Powell
Fashion—M. Jeannette Stein
Food—Jeannette Stein
Garden—W. C. Powell
Librarian—Jean Smith
Motion Picture-Theatrical—Emmett Mowery
Music—A. M. Efner
Photo. Dept. Mgf.—Bernard J. Huston
Picture Editor—Bernard J. Huston
Radio-Television—Jeanette Stein
Real Estate—Clyde Hightshoe
Travel—A. M. Efner
Society—Jeannette Stein

PERRY (Iowa), CHIEF (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Monaghan
Church—Bonnie Brown
Columnist—G. E. Whitehead
Editorial Writer—G. E. Whitehead
Farm—William Monaghan
Fashion—Bonnie Brown
Society—Bonnie Brown

SHENANDOAH (Iowa), SENTINEL (e)
No Editions: Christmas; July 4th; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—W. D. Archie
Farm—Robert Black
Garden—R. K. Tindall
Motion Picture-Theatrical—R. K. Tindall
Music—Jean Braley
Picture Editor—R. K. Tindall
Society—Jean Braley

SIOUX CITY (Iowa), JOURNAL (m) (S); JOURNAL-TRIBUNE (e)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Advs. Not Accepted: Liquor.
Special Editions: Auto Section (Nov.); Mens wear (Sept.); Shoe Section (Mar. & Sept.); Appliance Section (Nov.); Jewelry Section (Dec.); Stocker & Feeder Edition, Farm Section (Sept.); Farm to Market Truckers' Edition, Farm Section (Dec.); Furniture Section (Sept.); Building Section (Sept.); Fathers Day Section (June).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Davin (m) (e) (S)
Book—Louise Freese (S)
Cartoonist—Eldon Pletcher (m) (S)
Church—Robert Tracy
Columnist—Louise Freese (S)
Editorial Writers—Erwin Sias (m) (E) (S); George Layton (m) (e) (S); Chas Anderson (m) (e) (S)
Farm—M. O. Cox (m) (e) (S)
Fashion—Editha Webster (m) (e) (S)
Food—Ruby Wilson (m) (e) (S)
Librarian—Jane Morrison
Motion Picture-Theatrical—A. K. Stock
Music—Marjorie Howe (m) (e) (S)
Photo. Dept. Mgr.—George Newman (m) (e) (S)
Picture Editors—M. F. Burnette (m); H. K. Whitted (e); A. K. Stock (S)
Society—Editha Webster (m) (e) (S)

SPENCER (Iowa), REPORTER (e); TIMES (S)
Run-of-Paper Color Advs: 1 color & black.
Special Editions: Fair Edition (Sept.); Christmas (Nov.); Farm (Mar.).
No Editions: Christmas; New Year's; Memorial Day; Labor Day; 4th July.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ken Brown
Aviation—Robt Hentges
Book—Rose Olson
Business-Financial—R. R. Jackson
Church—Rose Olson
Editorial Writers—Jim Campbell
Education—Jim Campbell
Farm—Ken Brown
Fashion—Rose Olson
Food—Rose Olson
Garden—Ken Brown
Librarian—Rose Olson
Motion Picture-Theatrical—Glenn Scott
Music—Glenn Scott
Photo. Dept. Mgr.—Ray McCarty
Picture Editor—Ray McCarty
Real Estate—R. R. Jackson
Travel—R. R. Jackson
Society—Rose Olson

WASHINGTON (Iowa), JOURNAL (e)
Advs. Not Accepted: Liquor, beer, mail order.
Special Editions: Dollar Days (Feb.); Ridiculous Day (June); Dollar Days (Aug.); Washington Days (Oct.); Christmas Opening (Nov.).
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Bruce Cowden; Mrs. Merle Eckels
Editorial Writer—R. E. Shannon

WATERLOO (Iowa), COURIER (e ex. Sat.) (S)
Split Run Advertising: Every-other-paper.
Advs. Not Accepted: Liquor; Mail order.
Special Editions: Fall Fashion (Aug.); Spring Fashion (Feb.); Progress (Dec.); Christmas Supplement (1st week Dec.).
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—T. E. Stevens
Aviation—Gene Thorne
Book—Patty Johnson
Business-Financial—W. D. Severin
Church—Mary Lou Barber
Columnists—Collette; Al Starr; Eddie Torriel
Credit Mgr.—Ralph Klotzbach
Editorial Writer—David Dentan
Education—Gene Thorne
Farm—Niel Black
Fashion—Patty Johnson
Food—Beverly Paulsen
Garden—Beverly Paulson
Librarian—Georgia Cross
Motion Picture-Theatrical—Mary Lou Barber
Music—Patty Johnson
Photo. Dept. Mgr.—Bruce Palmer
Picture Editor—Mary Lou Barber
Radio-Television—Kenneth Murphy
Real Estate—W. D. Severin
Travel—Patty Johnson
Society—Patty Johnson

WEBSTER CITY (Iowa), FREEMAN-JOURNAL (e) (S)
Advs. Not Accepted: Vending machine when cash outlay is involved.
Special Editions: Christmas greeting((Dec.); Christmas Shopping (Dec.); School (May).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Max Maxon
Aviation—Max Maxon
Book—Max Maxon
Business-Financial—Max Maxon
Church—Max Maxon
Columnists—Max Maxon.
Editorial Writers—W. J. Carmichael; Max Maxon
Education—Max Maxon
Farm—Max Maxon
Fashion—Clara Madsen
Food—Clara Madsen
Garden—Max Maxon
Librarian—Max Maxon
Motion Picture-Theatrical—Robert Eide
Music—Max Maxon
Photo. Dept. Mgr.—Robert Eide
Picture Editor—Max Maxon
Radio-Television—Max Maxon
Real Estate—Max Maxon
Travel—Max Maxon
Society—Clara Madsen

KANSAS

ABILENE (Kan.), REFLECTOR-CHRONICLE (e)
Advs Not Accepted: Liquor.
Special Editions: Fair (Aug.); Christmas (Dec.).
No Editions: Christmas; New Years; July 4th; Labor Day; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—H. B. Jameson
Church—Fern Willis
Columnist—H. B. Jameson
Editorial Writer—H. B. Jameson
Farm—Howard Moore
Food—Mrs. H. B. Jameson
Motion Picture-Theatrical—Howard Sparks
Society—Faye Taylor

ARKANSAS CITY (Kan.); TRAVELER (e)
Run-of-Paper Color Advs.: 1 color.
Advs. Not Accepted: Liquor.
Special Editions: Arkalakah (Halloween Festival) (Oct.); Dairy Month.
No Editions: Christmas; 4th of July.

ATCHISON (Kan.), GLOBE (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Annual Special Editions: Recipe Edition (Jan.); Dollar Days (Monthly), Women's Club Edition (S) (Sept.); Farm Edition (S) (Feb.).
No Editions: Christmas; July 4th; Labor Day; Thanksgiving Day.
Group Membership: Texas Sunday Comic Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Allingham
Aviation—Al Bennett
Book—Al Bennett
Business-Financial—Paul Allingham
Church—Clement O'Neill
Columnists—Paul Allingham, Al Bennett; John Buckley; Roy Brink.
Editorial Writers—Al Bennett
Education—Al Bennett
Farm—Chas. Spencer
Librarian—Fred Kenner
Motion Picture-Theatrical—Clement O'Neill
Photo. Dept. Mgr.—Al Bennett
Picture-Editor—Al Bennett
Radio-Television—Al Bennett

AUGUSTA (Kan.), GAZETTE (e)
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—B. B. Shore
Business-Financial—H. G. Hutcheson
Church—H. G. Hutcheson
Columnists—H. G. Hutcheson; Bertha Shore; Bill Schul
Editorial Writers—H. G. Hutcheson; Bertha Shore; Bill Schul
Education—Bill Schul
Farm—Bill Schul
Fashion—Elsie Harrison
Food—B. B. Shore
Garden—H. G. Hutcheson
Librarian—Margaret Thomas
Motion Picture-Theatrical—H. G. Hutcheson
Music—Margaret Thomas
Photo. Dept. Mgr.—H. G. Hutcheson
Picture Editor—H. G. Hutcheson
Radio-Television—Margaret Thomas
Real Estate—H. G. Hutcheson
Travel—H. G. Hutcheson
Society—B. B. Shore

BELOIT (Kan.), CALL (e)
Advs. Not Accepted: "Questionable" Classifieds, liquor, mail order, vending machine, beer.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas.

CANEY (Kans.), CHRONICLE (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas.
No Editions: Memorial Day; July 4th; Christmas; New Years; Thanksgiving; Veterans Day.

CHANUTE (Kan.), TRIBUNE (e)
Advs. Not Accepted: Liquor; vending machine.
Special Editions: Building (Mar.); Farm (April); Oil (Oct.).
No Editions: July 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas;
Food and/or Household Dept.: Daily
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—H. G. Curl
Book—E. W. Johnson
Church—D. J. Wortman
Editorial Writers—E. W. Johnson
Education—Keith Wright
Farm—H. G. Curl
Fashion—Jeanne Arnold
Food—Jeanne Arnold
Librarian—Keith Wright
Motion Picture-Theatrical—Dwight Wallingford
Photo. Dept. Mgr.—D. J. Wortman
Picture Editor—Dwight Wallingford
Travel—E. W. Johnson
Society—Jeanne Arnold

CHERRYVALE (Kan.), REPUBLICAN (e)
Advs. Not Accepted: Vending machine.
No Editions: Memorial Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Ray S. Francis

CLAY CENTER (Kan.), DISPATCH (e)
Advs. Not Accepted: Liquor; wine.
Special Editions: Back to School (Aug.); Bride (June).
No Editions: New Year; Decoration Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dean Hixen
Aviation—H. E. Valentine
Book—H. E. Valentine
Business-Financial—H. E. Valentine
Columnists—L. F. Valentine
Credit Mgr.—Julia Rose
Editorial Writers—L. F. Valentine; H. E. Valentine
Farm—Ruth Love
Fashion—Mary Alice Heard
Food—H. E. Valentine
Garden—L. F. Valentine
Librarian—Ruth Love
Motion Picture-Theatrical—H. E. Valentine
Music—H. E. Valentine
Personnel Mgr.—H. E. Valentine
Photo. Dept. Mgr.—Ruth Love
Picture Editor—Ruth Love
Travel—H. E. Valentine
Society—Mary Alice Heard

COFFEYVILLE (Kan.), JOURNAL (e ex. Sat.) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Every day.
Advs. Not Accepted: Liquor.
Special Editions: Progress Edition (Feb.).
No Editions: Christmas.
Food and/or Household Dept.: Daily Food Feature, illustrated.
Radio Station Affiliation: KGGF.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Clyde Walthall
Aviation—Clyde Walthall
Book—Gene Sullivan
Church—Mrs. Alice Wade
Columnists—Gene Sullivan
Editorial Writers—Gene Sullivan
Education—Mrs. Alice Wade
Farm—Jack M. Lindberg
Fashion—Jo Jaminet
Food—Jo Jaminet
Garden—Jo Jaminet
Librarian—Isabelle Conkling
Music—Mrs. Alice Wade
Photo. Dept. Mgr.—Dorothy Daniel
Picture Editor—Kenneth Cape
Radio-Television—Kenneth Cape
Travel—Gene Sullivan
Society—Jo Jaminet

COLUMBUS (Kan.), ADVOCATE (e)
Advs. Not Accepted: Liquor; wines.
Special Edition: Fair Edition (Aug.); Christmas Edition (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

DODGE CITY (Kan.), GLOBE (e)
Special Editions: Christmas (Dec.); Building (Apr.); Fair (Sept.).
No Editions: Christmas.
Radio Station Affiliation: KGNO.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jess Denious
Aviation—Jess Denious
Book—D. L. Miller
Business-Financial—M. D. Ridpath
Cartoonist—Hoover Cott
Church—M. D. Ridpath
Columnist—Jess Denious Jr.; D. L. Miller
Education—D. L. Miller
Farm—Hoover Cott
Fashion—Margaret Breen
Food—Margaret Breen
Garden—D. L. Miller
Librarian—Mary Gamble
Motion Picture-Theatrical—Hoover Cott
Music—Mildred Bragg
Photo. Dept. Mgr.—Hoover Cott
Picture Editor—Hoover Cott
Radio-Television—M. D. Ridpath
Real Estate—D. Miller
Travel—Mary Gamble
Society—Margaret Breen

EL DORADO (Kan.), TIMES (e)
Advs. Not Accepted: Liquor; wine.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—R. A. Clymer; Florence Burlin
Editorial Writer—R. A. Clymer
Society—Florence Burlin

EMPORIA (Kan.), GAZETTE (e)
Advs. Not Accepted: Liquor, wine; beer; vending machine; classified help out of town.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Roger Triplett
Aviation—R. M. Roberts
Book—E. T. Lowther
Business-Financial—T. F. McDaniel
Church—R. Triplett
Editorial Writers—E. T. Lowther; W. L. White
Education—R. Triplett
Farm—T. F. McDaniel
Fashion—Wilma Dabbs
Food—Wilma Dabbs
Garden—Mrs. Bert Brickell
Librarian—Mrs. Janet Cleveland
Motion Picture-Theatrical—T. F. McDaniel
Music—Theo. Owen
Photo. Dept. Mgr.—H. A. Benjamin
Picture Editor—Ted McDaniel
Real Estate—Russell Roberts
Travel—E. T. Lowther
Society—Elsie Wells

FORT SCOTT (Kan.), TRIBUNE-MONITOR (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Back-to-school (Aug.); County fair (Aug.); Home improvement (April); Agriculture (Feb.).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Food edition Thurs.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

FORT SCOTT (Kan.) TRIBUNE-MONITOR—Cont'd
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—G. W. Marble
Farm—H. V. Cowan
Photo. Dept. Mgr.—Frank Baughn
Society—Marian Amott

GARDEN CITY (Kan.), TELEGRAM (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Spring (Mar.-Apr.); Back-to-School (Aug.); Christmas (Nov.).
No Editions: July 4th; Thanksgiving; Christmas; New Years.
Radio Station Affiliation: KIUL
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Murphy
Book—Stuart Awbrey
Business-Financial—Paul Murphy
Church—Pat Finney
Editorial Writer—Stuart Awbrey
Education—Pat Finney
Farm—John Frazier
Fashion—Pat Finney
Food—Pat Finney
Motion Picture-Theatrical—Stuart Awbrey
Society—Pat Finney

GODDLAND (Kan.), NEWS (e) (S)
Split Run Advertising: Georgraphically.
Special Editions: Better Homes (May); Back-to School (Aug.); Pre-Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to B. G. Robinson.

GREAT BEND (Kan.), TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily.
Special Editions: Oil Appreciation (Oct.); Back to School (Aug.); Early Christmas Shopping (Nov.).
No Editions: Christmas; July 4th.
Radio Station Affiliation: KVGB.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. L. Townsley
Aviation—W. L. Townsley
Book—Paul R. Conrad
Business-Financial—Ben H. Emerson
Cartoonist—Elmer Rush
Editorial Writers—W. L. Townsley; Paul R. Conrad
Education—Paul R. Conrad
Farm—Everett Brown
Food—Dorthy Bowman
Garden—Everett Brown
Librarian—Janette Tracy
Motion Picture-Theatrical—Leo Reynolds
Photo. Dept. Mgr.—J. R. McLeland
Picture Editor—J. R. McLeland
Radio-Television—Spec Reynolds
Society—Janette Miller

HAYS (Kan.), NEWS (e) (S)
Run-of-Paper Color Advs.: Black and 1 color (up to 2352 lines).
Advs. Not Accepted: Liquor.
Special Editions: Auto (Apr. or May).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ken Snow
Book—Gilbert Kuhn
Business-Financial—Bob Roter
Church—Jean Lambert
Columnist—Leota Motz
Editorial Writer—Frank Motz
Farm—Bob Roter
Fashion—Leota Motz; Madena Chittenden
Food—Leota Motz
Garden—Leota Motz; Madena Chittenden
Motion Picture-Theatrical—Jean Lambert; Robert Giebler
Photo. Dept. Mgr.—Bob McFarlin
Picture Editor—Bob McFarlin
Society—Leota Motz; Madena Chittenden

HUTCHINSON (Kan.), NEWS-HERALD (d) (Sat m) (S)
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Skinner
Aviation—Jim Skinner
Book—John McCormally
Church—Charlotte Enyart
Columnists—John P. Harris; John McCormally; E. Lawson May; Dorothy Greve; Louis Cross; Alvin Dumler; Herbert Waggoner; Fred Mendell
Editorial Writers—John P. Harris; John McCormally
Education—Frank Kelley
Farm—Bill Bork
Fashion—Dorothy Greve
Food—Dorothy Greve
Garden—Bill Bork
Librarian—Lillian Peterson
Motion Picture-Theatrical—R. B. Wellington
Music—Herbert Waggoner
Photo. Dept. Mgr.—Fred Wulfekuhler
Picture Editor—Fred Wulfekuhler
Radio-Television—Frank Kelley
Travel—E. Lawson May
Society—Dorothy Greve

INDEPENDENCE (Kan.), REPORTER (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Every Day.
Advs. Not Accepted: Mail order.
Special Editions: Recipe (Jan.); "Your Home Today" (Apr.) Student Employment (May); Back to School (Aug.); Oil Progress (Oct.); Christmas Opening (Nov.).
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—F. C. Sands
Church—M. S. Boner
Columnist—H. A. Meyer, Jr.
Editorial Writer—F. C. Sands
Fashion—Arlene Hewitt
Food—Arlene Hewitt
Garden—M. S. Boner
Motion Picture-Theatrical—F. C. Sands
Picture Editor—F. C. Sands
Society—Arlene Hewitt

IOLA (Kan.), REGISTER (e)
Advs. Not Accepted: Whiskey, Wine.
No Editions: Christmas; Labor Day; Memorial Day; July 4th; Thanksgiving.
Food and/or Household Dept.: Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. E. Lynn
Church—Mrs. Arnita Lawrence
Editorial Writer—Angelo Scott
Farm—E. E. Lynn
Photo. Dept. Mgr.—Emerson Lynn
Picture Editor—Emerson Lynn
Society—Mrs. Arnita Lawrence

JUNCTION CITY (Kan.), UNION (e)
No Editions: Christmas; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Helen Ordner

KANSAS CITY (Kan.), KANSAN (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Every day.
Advs. Not Accepted: Liquor, beer.
Special Editions: Anniversary Edition (Jan.).
Radio Station Affiliation: KCKN.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Ruth Riley
Columnist—Mrs. May J. McGuire
Credit Mgr.—H. L. McKee
Editorial Writers—W. A. Bailey; Don Ballou
Photo. Dept. Mgr.—C. H. Nohe
Society—Ruth Burns

LARNED (Kan.), TILLER and TOILER (e ex. Sat)
Advs. Not Accepted: Liquor.
Special Editions: Christmas Opening (Nov.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Hal Evans
Editorial Writers—Harold C. Evans; Ralph L. Wallace
Picture Editor—Ralph L. Wallace
Society—Mrs. Nellie Black

LAWRENCE (Kan.), JOURNAL-WORLD (e)
Advs. Not Accepted: Liquor; beer.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dolph C. Simons, Jr.
Book—J. W. Murray
Columnist—Earl Morey
Editorial Writer—Bill Mayer
Fashion—Genevieve Balyeat
Librarian—Lee Sheppeard
Music—Criss Simpson
Personnel Mgr.—Leo L. Eller
Photo. Dept. Mgr.—Bill Snead
Society—Genevieve Balyeat

LEAVENWORTH (Kan.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Tues., Wed., Fri.
Advs. Not Accepted: Mail order nursery stock; vending machines.
No Editions: National holidays falling on Tues., Wed., Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Laura Scheerer
Editorial Writer—R. E. Embleton
Food—Al. Peterson
Photo. Dept. Mgr.—J. H. Johnston, III
Society—Laura Scheerer

LIBERAL (Kan.), SOUTHWEST TIMES (e)
Advs. Not Accepted: Beer; liquor.
Special Editions: Back to School (Aug.); Cooking School (Oct.); Oil Progress (Jan.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arnold Ericson
Book—Maurine Tate
Business-Financial—Ray Millman
Cartoonist—Harry Chrisman
Church—Arnold Ericson
Columnists—Maurine Tate; Ray Millman
Credit Mgr.—Bert H. Powell
Editorial Writers—Kenneth Powell; Ray Millman
Education—Joe Cannon; Jim Mitchell
Farm—Jim Mitchell; Arnold Ericson
Fashion—Maurine Tate
Food—Maurine Tate
Librarian—Eulala Keller
Motion Picture-Theatrical—Kenneth Powell
Music—Charlie Hayes
Photo. Dept. Mgr.—Joe Cannon
Picture Editor—Joe Cannon.
Radio-Television—Ray Millman
Real Estate—Ray Millman
Travel—Arnold Ericson
Society—Maurine Tate

McPHERSON (Kan.), REPUBLICAN (e)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Back to School (Aug.); Christmas (Nov.); Soil Conservation (Jan.); Home Show (Apr.).
No Editions: Publish early all holidays ex. Sun.
Food and/or Household Dept.: Thurs.
Radio Station Affiliation: KNEX.

MANHATTAN (Kan.), MERCURY (e ex. Sat.).
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Back-to-school (Aug.); Spring fashion (Mar.); Fall fashion (Sept.).
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Yes
Radio Station Affiliation: K M A N
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. A. Colvin
Aviation—W. A. Colvin
Book—W. A. Colvin
Business-Financial—W. A. Colvin
Church—Jack Woodman
Columnist—W. A. Colvin
Credit Mgr.—Leon Sanders
Editorial Writer—W. A. Colvin
Education—Richard Fensler
Farm—W. A. Colvin
Fashion—Charlotte Mutschler
Food—Charlotte Mutschler
Garden—Charlotte Mutschler
Librarian—Alverta Mildfelt
Motion Picture-Theatrical—Marilyn Weisbender
Music—Marilyn Weisbender
Personnel Mgr.—Leon Sanders
Photo. Dept. Mgr.—W. A. Colvin
Picture Editor—W. A. Colvin
Radio-Television—Jack Woodman
Real Estate—W. A. Colvin
Travel—Richard Fensler
Society—Charlotte Mutschler

NEWTON (Kan.), KANSAN (e)
Run-of-Paper Color Advs. 2 color. Back page only.
Advs. Not Accepted: Liquor; mail order.
No Editions: Memorial Day; New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Mon. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Leo Steinkirchner
Editorial Writer—John H. Stauffer
Farm—Bill Kirton
Society—Carol Stewart

NORTON (Kan.), TELEGRAM (e)
Advs. Not Accepted: Liquor; beer; wine.
Special Editions: Farm Power Equipment and Auto Show (April).
No Editions: Christmas; New Years; July 4th; Thanksgiving; Memorial Day; Armistice Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to Ken Johnson.

OTTAWA (Kan.), HERALD (e)
Special Editions: Farm Edition (Mar.); Dairy Edition (June); Fair Edition (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. W. Phillips
Aviation—Don Huls
Book—Lois Smith
Business-Financial—Don Huls
Church—Don Huls
Editorial Writer—Don Huls
Education—Don Huls
Farm—L. W. Phillips
Fashion—Lois Smith
Food—Lois Smith
Garden—Lois Smith
Librarian—Lois Smith
Motion Picture-Theatrical—Don Huls
Music—Lois Smith
Photo. Dept. Mgr.—L. W. Phillips
Picture Editor—Don Huls
Radio-Television—Robert Leonard
Real Estate—Don Huls
Travel—Don Huls
Society—Lois Smith

PARSONS (Kan.), SUN (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor; vending machine.
Special Editions: Farm (Feb.); Back to school (Aug.), Fall styles (Sept.).
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Eugene Parker
Aviation—Eugene Parker
Book—Clyde M. Reed
Columnist—Jim Davis
Editorial Writer—Clyde M. Reed
Farm—Jim Davis
Motion Picture-Theatrical—Martin Thomas
Photo. Dept. Mgr.—Kent Cunningham
Real Estate—Eugene Parker

PITTSBURG (Kan.), HEADLIGHT (e) SUN (m) (S)
Advs. Not Accepted: Liquor; vending machine.
Special Editions: Spring Style (March); Recipe Section (Feb.); Fall Style (Aug.).
Radio Station Affiliation: KSEK
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—John K. Hay
Church—Jon Herrin
Columnists—K. L. Simons; G. W. Von Schriltz; Robert Friskel (sports)
Editorial Writer—F. W. Brinkerhoff
Farm—H. O. Taylor
Photo. Dept. Mgr.—K. L. Simons
Society—Barbara Cedeno; Glenda Stangland

PRATT (Kan.), TRIBUNE (e)
Run-of-Paper Color Advs: 1 color daily.
Special Editions: Pride (June).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Cornish
Aviation—Jim Cornish
Book—Ruby Osborn
Business-Financial—Jim Cornish
Church—Ruby Osborn
Columnists—Charles Pratt; Jim Cornish
Editorial Writer—Jim Cornish
Farm—Jim Cornish
Fashion—Ruth Nossaman
Food—Ruth Nossaman
Garden—Mrs. Ernest Hilliard
Librarian—Ruby Osborn
Motion Picture-Theatrical—Jim Cornish
Photo. Dept. Mgr.—Dick Holdren
Picture Editor—Dick Holdren
Radio-Television—Jim Cornish
Society—Ruth Nossaman

RUSSELL (Kan.), NEWS (e)
Annual Special Editions: Graduation (May); Rodeo (June); Fair (Aug.); Oil (Oct.); Christmas (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Allan D. Evans
Aviation—Allan D. Evans
Book—Webster Hawkins
Business-Financial—Russ Townsley
Church—Allan D. Evans
Columnist—Webster Hawkins
Credit Mgr.—Allan D. Evans
Editorial Writer—Russell T. Townsley
Education—Webster Hawkins
Farm—Webster Hawkins
Fashion—Russ Townsley
Food—Russ Townsley
Garden—Russ Townsley
Librarian—Webster Hawkins
Motion Picture-Theatrical—Allan D. Evans
Music—Russ Townsley
Personnel Mgr.—Allan D. Evans
Photo. Dept. Mgr.—Russ Townsley
Picture Editor—Russ Townsley
Radio-Television—Russ Townsley
Real Estate—Allan D. Evans
Travel—Russ Townsley
Society—Ann Schuler

SALINA (Kan.), JOURNAL (e) (S)
Advs. Not Accepted: Liquor.
Radio Station Affiliation: KSAL
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Whitley Austin
Church—Dorethea Smith
Columnist—Glenn Williams
Credit Mgr.—Arlo Robertson
Editorial Writer—Whitley Austin
Education—Thayne Smith
Farm—Lil Johnson
Fashion—Dorethea Smith
Food—Lee Ann Urban
Garden—Lil Johnson
Motion Picture-Theatrical—Fred Brooks
Photo. Dept. Mgr.—Wilbur Hess
Picture Editor—Glenn Williams
Radio-Television—John Schmiedeler
Society—Dorethea Smith

TOPEKA (Kan.), CAPITAL (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Radio Station Affiliation: WIBW.
Television Station Affiliation: WIBW-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Williams
Aviation—John Williams
Book—Milton Tabor
Business-Financial—Mary Duroche
Cartoonist—Hubert Undorf
Church—Mary Duroche
Columnists—Peggy Greene; Clif Stratton; Jim Reed; Milton Tabor; Ada Montgomery; Charles Pearson; Bob Riley
Credit Mgr.—Theodore F. Beatty
Editorial Writers—Milton Tabor; Jim Reed
Education—Anna Mary Murphy
Farm—Ted Blankenship
Fashion—Georgia Foster
Food—Georgia Foster
Garden—Newton Townsend
Librarian—Nellie Jones
Motion Picture-Theatrical—Newton Townsend
Music—Mildred McKee
Photo. Dept. Mgr.—H. V. Lyle
Picture Editor—Bob Riley
Radio-Television—John Williams
Real Estate—Mary Duroche
Travel—Bob Townsend
Society—Ada Montgomery

TOPEKA (Kan.), STATE-JOURNAL (e)
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. E. Lewis
Aviation—Bob Longstaff
Book—Tom Kiene
Business-Financial—R. E. Lewis
Columnists—Gordon Martin; Roscoe Born; Tom Kiene
Credit Mgr.—Theodore F. Beatty
Editorial Writer—Joe Lee
Fashion—Bernice Milne
Food—Elsye Allison
Garden—Mrs. J. W. Jones
Librarian—R. E. Lewis
Motion Picture-Theatrical—R. E. Lewis
Photo. Dept. Mgr.—George Goodson
Picture Editor—Roscoe Born
Radio-Television—Bernice Milne
Real Estate—R. E. Lewis
Travel—Gordon Martin
Society—Bernice Milne

WELLINGTON (Kan.), NEWS (e)
Special Editions: Wheat Festival (July); Back-To-School (Aug.).
No Editions: New Years; Labor Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard Dawes
Aviation—Richard Dawes
Book—May Ward
Business-Financial—Stewart Newlin
Church—Eunice Slaten
Columnists—Stewart Newlin; Carolyn Epperson; Bob Washburn; Eddie Shaw
Editorial Writer—Stewart Newlin
Education—Bob Washburn
Farm—Robt. Washburn
Fashion—Carolyn Epperson
Food—Eunice Slaten
Garden—Margaret Newlin
Motion Picture-Theatrical—Stewart Newlin
Music—Eddie Shaw
Photo. Dept. Mgr.—Robt. Washburn
Picture Editor—Robt. Washburn
Radio-Television—Margaret Newlin
Real Estate—Richard Dawes
Travel—Carolyn Epperson
Society—Carolyn Epperson

WICHITA (Kans.), BEACON (e); (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper
Advs. Not Accepted: Liquor on Sunday.
Special Editions: Progress Ed. (Aug.).
Magazine Section Carried: American Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. J. Taggart
Aviation—Gilbert Rector
Business-Financial—Sid Coleman
Church—Rev. Haven Moore
Credit Mgr.—J. J. Crittenden
Librarian—Polly Parsons
Photo. Dept. Mgr.—Jerry Clark

WICHITA (Kan.), EAGLE (m) (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Special Editions: Vacation (May).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept.: Food Thurs (e); Fri. (m); household Wed (e).
Radio Station Affiliation: KFH.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Bill Stinchcomb (m); Don Pinkston (e)
Book—L. F. Kimmel (m))e) (S)
Business-Financial—Bruce Behymer (m) (e) (S)
Cartoonist—Ben Hammond (m) (e) (S)
Church—Dr. Albert E. Kirk (m) (e) (S)
Credit Mgr.—Royce Sehnert
Editorial Writers—L. F.Kimmel (m) (e) (S); Clarke Thomas (m) (e) (S); Martin Perry (m) (e) (S)
Education—Loren King (m) (e) (S)
Farm—Bruce Behymer (m) (e) (S)
Fashion—Ruth Meyer (m) (S)
Food—Kathleen Kelly (e) (S)
Garden—Ruth Meyer (m) (S)
Librarian—Ben Hammond (m) (e) (S)
Motion Picture-Theatrical—Lovenia Lindberg (m) (e) (S)
Music—Lovenia Lindberg (m) (e) (S)
Photo. Dept. Mgr.—Robert Ames (m) (e) (S)
Radio-Television—Robt L. Tonsing (m) (e) (S)
Real Estate—John Cummins (m) (e) (S)
Society—Mary McLean (m) (e) (S)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

KENTUCKY

ASHLAND (Ky.), INDEPENDENT (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Every day.
Magazine Section Carried: Family Weekly
Food and/or Household Dept.: Thursday, Sunday.
Advs. Not Accepted: Indecent or illegal.
Special Editions: Spring Style (Mar.); Back to School (Aug.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. L. Mobayed
Aviation—C. J. Fox
Business-Financial—J. T. Norris
Columnists—J. T. Norris; James Patrick; Tom Galligher; C. E. Forgey
Editorial Writers—J. T. Norris; R. A. McCullough
Education—R. L. Mobayed
Farm—William Williams
Food—R. L. Mobayed
Photo. Dept. Mgr.—Robert McCullough

BOWLING GREEN (Ky.), PARK CITY NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun. ex. Thurs.
Special Editions: Bowling Green Days (Feb. Aug.); Spring Fashions (Mar.); Fall Fashions (Sept.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WKCT.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Elizabeth T. Thomas
Editorial Writers—J. Ray Gaines; Wm. O. Skinner; Robert W. Dickey; William B. Thomas
Photo. Dept. Mgr.—Wm. O. Skinner
Society—Elizabeth T. Thomas

CORBIN (Ky.), TRIBUNE (e); TIMES (S)
Advs. Not Accepted: Liquor, wine, beer.
Special Editions: Christmas Greeting (Dec.).
No Editions: July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WCTT.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Reece Baker
Columnist—John L. Crawford
Editorial Writer—John L. Crawford
Farm—John L. Crawford
Photo. Dept. Mgr.—Foley Ruggles

COVINGTON (Ky.), POST (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Green
Book—Carl Saunders
Church—Joseph Carr
Editorial Writer—Carl A. Saunders
Farm—Carl Saunders
Fashion—Margaret Arnim
Food—Margaret Arnim
Librarian—James Caudill
Motion Picture-Theatrical—Burl Russell
Photo. Dept. Mgr.—Russell Manuel
Society—Margaret Arnim

FRANKFORT (Ky.), STATE JOURNAL (e ex. Sat) (S)
Advs. Not Accepted: Vending Machines.
Special Editions: Capital Value Days (Aug. Feb.); Christmas Santa Hunt (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Phil Swift
Aviation—Phil Swift
Book—Phil Swift
Business-Financial—James Hawkins
Columnist—Zan Oberwarth
Editorial Writers—Zan Oberwarth; Phil Swift; James Hawkins; N. A. Perry, Jr.
Education—Phil Swift
Farm—Zan Oberwarth
Fashion—Dorothy Darnell
Garden—Zan Oberwarth
Picture-Editor—Phil Swift
Society—Dorothy Darnell

FULTON (Ky.), LEADER (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—W. P. Williams; Vyron W. Mitchell

GLASGOW (Ky.), TIMES (e)
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—Leonard Kelsay
Radio-Television—A. Rogers
Real Estate—H. Zumbro
Society—Thelma Toole

HARLAN (Ky.), ENTERPRISE (e ex. Sat) (S)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Black Diamond Festival (Sept.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Recipe and Household Hint columns.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—S. C. Van Curon
Editorial Writers—S. C. Van Curon; Springer Hoskins
Society—Mabel Collins

HAZARD (Ky.), HERALD (e)
Special Editions: Christmas (Dec.); Homecoming (June); National Newspaper Week; Spring Forestation
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Mrs. W. P. Nolan
Editorial Writer—W. T. Hensley
Society—Laura Grigsby

HENDERSON (Ky.), GLEANER AND JOURNAL (m ex. Mon); (S)
Syndicated Magazine Section Carried: Herald-Tribune.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Francele Armstrong; W. G. Schoepflin; Ronnie Jenkins; Meelicent B. Quinn
Editorial Writer—Francele H. Armstrong
Farm—George Kesler
Radio-Television—Hugh E. Sandefur (m) (e) (S)
Society—Meelicent B. Quinn

HOPKINSVILLE (Ky.), NEW ERA (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WKOA.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Robt. D. Moseley
Editorial Writer—F. W. Fink
Farm—Bob McGaughey
Photo. Dept. Mgr.—Harvey Reeder
Society—Anneta Zander

LEXINGTON (Ky.), HERALD (m); LEADER (e); HERALD-LEADER (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Advs. Not Accepted: Fortune tellers; money solicitations.
Special Editions: Blue Grass Review (Jan.); Home & Garden (Mar.); Back-to-School (Aug.).
Food and/or Household Dept.: Thurs.; Fri.; Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—J. W. Mann

LOUISVILLE (Ky.) COURIER JOURNAL (m) (S); TIMES (e)
Run-of-Paper Color Advs.: 1 color. Tuesday through Sat. (m); Mon. through Friday (e); Womens Section only (S).
Split Run Advertising: Every-other Paper.
Special Editions: See Kentucky (Apr.)
No Editions: (e only) New Years; Decoration Day; July 4th; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Group Membership: Locally Edited Group.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WHAS
Television Station Affiliation: WHAS-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mary C. Bingham (m) (S); Anne Garrison (e)
Business-Financial—Sol Schulman (m) (S); Bernard W. Gratzer (e)
Cartoonists—Grover Page (m) (S); Robert York (e)
Church—Ora Spaid (m) (S)
Columnists—Allan Trout (m) (S); Bill Ladd (m) (S); Earl Ruby (m) (S); A. Y. Aronson (e); B. M. Atkinson Jr. (e); Larry Caudill (e); Dean Eagle (e); Marvin Gay (e); B. W. Gratzer (e); Frank Hartley (e)
Credit Mgr.—Eric D. Bridges
Editorial Writers—Barry Bingham; George Burt; Molly Clowes; Tarleton Collier; Weldon James; John Ed Pearce (all m & S); Russell Briney (e); Norman Johnson (e); James Hutto (e)
Education—Jean Howerton (m) (S); Howard Bray (e)
Farm—E. W. Kleckhefer (m) (S)
Fashion—Mildred Lensing (m) (S); Helen Leopold (e)
Food—Cissy Gregg (m) (S); Alice Hopkins (e)
Garden—Mary Louise Speed (m) (S); Helen Leopold (e)
Librarian—Ralph Shoemaker
Motion Picture-Theatrical—Boyd Martin (m) (S); Eugene Lees (e)
Music—William Mootz (m) (S); Eugene Lees (e)
Personnel Mgr.—Cleve Rumble
Photo. Dept. Mgr.—William Davis
Picture Editor—A. A. Daugherty (e)
Radio-Television—Bill Ladd (m) (S); John Walsh (e)
Real Estate—Grady Clay (m) (S); B. W. Gratzer (e)
Travel—Harry Shaw (m) (S)
Society—Helen Burnett (m) (S); Mrs. K. T. Smith (e)

MADISONVILLE (Ky.), MESSENGER (e)
Special Editions: Back to School (Aug.); County Fair (Aug.); Christmas (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WFMW.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Edgar Arnold; Edgar Arnold, Jr.
Farm—Albert Larmouth
Photo. Dept. Mgr.—Eddie Gaines
Society—Hylda Long Weldon

MAYFIELD (Ky.), MESSENGER (e)
No Editions: New Year's; July 4th; Thanksgiving; Christmas
Food and/or Household Dept: Food Section on Thursdays.

MAYSVILLE (Ky.), INDEPENDENT (m)
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Tobacco (Oct.); Merchants (spring & fall); Holiday (Christmas-New Year).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—George B. Purdon
Editorial Writers—Martha Comer; Paul Minch, Jr.
Education—Paul Minch
Farm—Paul Minch
Librarian—Emma Reynolds
Picture Editor—Paul Minch
Society—Jackie Ormes

(Continued on Page 202)

Say It With ROP Color – In Paducah, Ky.

1-2-3 Colors and Black Are Yours In This West Kentucky Market.

Of course color adds pulling power to advertising! And when you use it in the West Kentucky market covered by The Paducah Sun-Democrat you get sales results.

With our new press—designed with color in mind—we turn out color work that compares with the best anywhere.

Paducah's 50,016 City Zone and the 14-county area covered by the Sun-Democrat offer a good return on your advertising investment—black and white or color.

Paducah is Irvin Cobb's hometown, Alben Barkley's hometown, an industrial center, and a popular place with tourists visiting Kentucky Lake.

It's a market well worth your attention—and in which you can say it with ROP color daily and Sunday. Include it on all your schedules.

Additional For Color

Black and 1 color	$30
Black and 2 colors	$55
Black and 3 colors	$80

The Paducah Sun-Democrat

Affiliated with
WKYB (NBC) WKYB-FM
John E. Pearson, Rep.

Paducah, Ky.

National representative:
Burke, Kuipers & Mahoney

THESE V.P.'S IN CHARGE OF SALES KNOW WHY THEIR PRODUCTS & SERVICES ...SELL SO WELL IN LOUISVILLE

J. G. Jordan
Vice-President
Shell Oil Company

"According to the 1954 U. S. Census of Trade, service station sales in Louisville increased 94% in the six-year period 1948 to 1954. While the market potential in Louisville was doubling, Shell Dealers continued to make new friends and keep old customers with outstanding service and outstanding products like Shell Premium with TCP—the greatest gasoline development in 31 years. And, of course, we backed up our independent dealers with an aggressive advertising and sales promotion program. These are the reasons, in my opinion, Shell sells so well in Louisville."

Richard H. Burgess
Vice-President
Domestic Sales
Pepsi-Cola Company

"Pepsi-Cola sales in Louisville have increased over 325% in the past five years. This is a remarkable record, even surpassing Pepsi-Cola's sales growth nationally—and that has been substantial. Our success in Louisville stems from three factors: the astonishing growth of the market; a quality product, forcefully sold; and concentrated advertising in the market."

W. L. Morrisette, Jr.
Vice-President
Traffic and Sales
Eastern Air Lines, Inc.

"To illustrate the vitality of the Louisville area and its responsiveness to aggressive advertising and promotion, we are now carrying 10,000 passengers a week to and from Louisville—or five times the number we carried ten years ago. Our air transportation facilities have increased by 539%, and our traffic by 375% during that same period.

"To pace the dynamic surge of this great industrial city, Eastern operates 44 daily schedules linking Louisville with every key center of industry and population in the eastern half of the United States."

Each of these companies is currently running a substantial advertising campaign in The Courier-Journal & Louisville Times . . . newspapers which invariably rank at or near the top in every quality survey of American newspapers.

Sell LOUISVILLE *for all it's worth!*

A Major American Market Where One Daily Newspaper Combination Reaches 99% of the People

The Courier-Journal
THE LOUISVILLE TIMES

392,500 DAILY COMBINATION • 313,633 SUNDAY • Represented Nationally by The Branham Company

More than 3.8 Billion Dollar Market Can Be Reached in Kentucky and Southern Indiana With This One Daily Newspaper COMBINATION

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

KENTUCKY—Cont'd

(Continued from Page 200)

MIDDLESBORO (Ky.), NEWS (e)
Split Run Advertising: Geographically.
Annual Special Editions: Easter (Feb.); Food-Appliance (June); Mining (Sept.); Christmas (Nov.).
No Editions: Christmas; July 4th; New Years.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WMIK
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Earl Burchfield
Book—Helen Henry
Business-Financial—M. R. Guthrie
Church—Helen Henry
Editorial Writer—M. R. Guthrie
Farm—M. R. Guthrie
Fashion—Helen Henry
Food—Helen Henry
Photo. Dept. Mgr.—Ellis Easterly
Travel—M. K. Henry
Society—Helen Henry

MURRAY (Ky.), LEDGER & TIMES (e)
Advs. Not Accepted: Liquor; beer.
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—W. P. Williams; James C. Williams
Society—Mrs. Jo Burkeen
Address other editorial correspondence to J. C. Williams.

OWENSBORO (Ky.), MESSENGER-INQUIRER (m) (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Special Editions: Year's End (Dec.).
Radio Station Affiliation: WOMI & WOMI-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. E. Cummings
Aviation—Louis Donohew
Business-Financial—Emmett Rogers
Church—Mabel D. Brown
Columnists—L. D. Gasser; Russ Melvin
Editorial Writers—Lawrence W. Hager, Sr.; Larry Hager; Lewis Donohew
Education—Lewis Donohew
Farm—Christine Edge
Fashion—Margaret Morgan
Food—Margaret Morgan
Garden—Margaret Morgan
Librarian—Frankie Scott
Motion Picture-Theatrical—Mrs. L. D. Gasser
Music—Margaret Morgan
Photo. Dept. Mgr.—Frank Abrams, Jr.
Picture Editor—Mrs. L. D. Gasser; James T. Whitmer
Radio-Television—Christine Edge
Real Estate—Lewis Donohew
Travel—Lewis Donohew
Society—Mabel D. Brown

PADUCAH (Ky.), SUN-DEMOCRAT (e ex Sat) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Advs. Not Accepted: Mail Order.
Special Editions: Pre-Christmas (Nov.).
Food and/or Household Dept.: Thursday food section; Tuesday home page (Building).
Syndicated Magazine Section Carried: Family Weekly.
Radio Station Affiliation: WKYB & WKYB-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Virginia Jones
Church—Rev. Charles Bunce
Columnists—Hall Allen; William Powell; Don Pepper; Jim Phillips
Credit Mgr.—Harold F. Wahl
Editorial Writers—E. J. Paxton, Jr.; Joseph La Gore; Hall Allen; Bill Powell; Preston Kennedy
Farm—Jim Phillips
Food—Pauline Henry
Music—Hal Allen
Photo. Dept. Mgr.—Harrison Brown
Real Estate—Joe La Gore
Society—Mrs. Odie Anderson

RICHMOND (Ky.), REGISTER (e)
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Lillian Bee
Columnist—Randall Fields
Editorial Writer—Shelton M. Saufley
Fashion—Lillian Bee
Food—Lillian Bee
Garden—Lillian Bee
Photo. Dept. Mgr.—Randall Fields
Picture Editor—Randall Fields
Society—Lillian Bee

LOUISIANA

ALEXANDRIA (La.), TOWN TALK (e)
Run-of-Paper Color Advs.: 3 colors and black. Daily
Special Editions: Fishing Section (May); Freezer Section (June); Back-to-School (Aug.).
No Editions: Christmas Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe D. Smith
Business-Financial—Cecil Williams; Adras Laborde
Columnist—Adras Laborde
Credit Mgr.—George B. Marshall
Editorial Writer—Adras Laborde
Education—Sue Eakin
Farm—Don Easterly
Fashion—Ethel Holloman
Food—Ethel Holloman
Garden—Ethel Holloman
Librarian—Elizabeth Norwood
Society—Ethel Holloman

BASTROP (La.), ENTERPRISE (e)
Special Editions: Fair Edition (Sept.); Gin Whistle (Aug.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KTRY.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Elizabeth Mitchell
Editorial Writer—Nathan Bolton
Farm—James Rider
Fashion—Mrs. Elizabeth Mitchell
Food—Mrs. Elizabeth Mitchell
Garden—Mrs. Elizabeth Mitchell
Travel—Nathan Bolton
Society—Mrs. Elizabeth Mitchell

BATON ROUGE (La.), STATE-TIMES (e) MORNING ADVOCATE (m) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Special Editions: School (Aug.); Fashion (Mar.); Fashion (Oct.).
No Editions: Christmas.
Food and/or Household Dept.: Thurs.; Fri.
Radio Station Affiliation; WJBO & WBRL-FM and WBRZ (TV)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. P. Elliott (m) (e) (S)
Book—Charles East (m) (S)
Columnists—Bob Scearce (m); Jerry Breaux (e); Bud Montet (m); Dan Hardesty (e)
Credit Mgr.—M. E. Nehles
Editorial Writers—Charlie Price (m); Ed Stagg (e)
Food—Ann Temfel (m) (e)
Garden—Al Alleman (m) (e)
Librarian—Lou Thomas (m) (e)
Motion Picture-Theatrical—Charles Magee (S)
Personnel Mgr.—C. P. Liter
Photo. Dept. Mgr.—Ken Armstrong (m) (e) (S)
Radio-Television—Charles Magee (S)
Society—Pat Tessier (m) (S); Pat Mengert (e)

BOGALUSA (La.), NEWS (e) (S)
No Editions: Jan.1; July 4; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Bob Landry; Lou Major
Editorial Writer—Halford R. Houser
Farm—N. L. Smith

CROWLEY (La.), SIGNAL (e)
Run-of-Paper Color Advs.: 1 color and black (Full page only).
Special Editions: Future Farmers of America (Feb.); Building (Mar.); 4-H (Apr.); Cook Book (Oct.).
No Editions: New Years; July 4th; Thanksgiving; Christmas; Rice Festival Day in October.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gene Griffin
Book—D. J. Wilkins
Business-Financial—John R. Harrah
Columnists—H. I. Mitchell; Fred H. Bandy; Dudley J. Wilkins
Editorial Writers—Max Thomas; John R. Harrah
Education—H. I. Mitchell
Farm—Fred H. Bandy
Fashion—Mrs. Wanda C. Lafleur
Food—Mrs. Wanda C. Lafleur
Garden—Miss Dixie Lyons
Librarian—Miss Norma Guillot
Music—F. H. Bandy
Photo. Dept. Mgr.—A. J. Romero
Picture Editor—H. I. Mitchell
Radio-Television—Mrs. L. J. Cart
Real Estate—Mrs. L. J. Cart
Travel—M. J. Thomas
Society—Mrs. Rosalee Landry

JENNINGS (La.), NEWS (e ex. Sat)
Special Editions: Christmas (Dec.).
No Editions: Christmas; Thanksgiving; New Years; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Hildebrand Jr.
Aviation—Frank Hildebrand Jr.
Book—Frank Hildebrand Jr.
Business-Financial—Frank Hildebrand Jr.
Church—Mrs. Helen Buffington
Columnist—Harvey Laing
Editorial Writers—Franklin Hildebrand; Frank Hildebrand Jr.
Education—Frank Hildebrand Jr.
Farm—Harvey Laing
Fashion—Miss Elza Stewart
Food—Miss Elza Stewart
Garden—Miss Elza Stewart
Librarian—Miss Elza Stewart
Motion Picture-Theatrical—Frank Hildebrand Jr.
Music—Frank Hildebrand Jr.
Photo. Dept. Mgr.—Harvey Laing
Picture Editor—Harvey Laing
Real Estate—Frank Hildebrand Jr.
Travel—Frank Hildebrand Jr.
Society—Miss Elza Stewart

LAFAYETTE (La.), ADVERTISER (e ex. Sat); (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Radio Station Affiliation: KVOL AM-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Lydia Krauss

LAKE CHARLES (La.), LAKE CHARLES AMERICAN PRESS (e) (S)
Run-of-Paper Color Advs.: 4 colors.
Special Editions: Back to School (Aug.); Oil Progress (Oct.); Spring Fashions (Mar.); Automobile (Jan.); What's New for Christmas (Dec.); Outdoor Living (June); City Wide Clearance (July); Lake Charles Bargain Days (Sept.); Fall Home Furnishings & Household Appliance (Oct.); New Fall Fashions-Women's, Men's, Children's, Shoes (Sept.)
No Editions: Christmas
Food and/or Household Dept.; Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lloyd McMahon
Cartoonist—Ernest Kohnke
Church—Fritzi Krause
Columnists—Kenneth L. Dixon; Truman Stacey; Beatrice North
Credit Mgr.—Maynard Woodhatch
Editorial Writers—Kenneth L. Dixon; Gene Hughes
Fashion—Beatrice North
Food—Beatrice North
Garden—Georgia Moritz
Motion Picture-Theatrical—Beatrice North
Photo. Dept. Mgr.—Charles Weston
Picture Editor—Sam Guillory
Radio-Television—Beatrice North
Society—Beatrice North

MONROE (La.), MORNING WORLD (m) NEWS-STAR (e) MORNING WORLD (S)
Run-of-Paper Color Advs.; 1 color. Daily & Sun.
Advs. Not Accepted: Vending machines, out of town mail order.
Special Editions; Spr. & Fall Fash. (Feb. & Sept.); Elec. & Gas.App. (March); Shoe Fashion (Feb. & Aug.).
Food and/or Household Dept.: Thur.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edmund Brown (m) (e) (S)
Aviation—Bert Hatten (m); W. G. Jasper (e)
Book—W. G. Jasper (m) (e); Bert Hatten
Business-Financial—Bert Hatten (S)
Church—H. H. Brinsmade (m) (e) (S)
Columnists—H. H. Brinsmade (m) (e) (S)
Credit Mgr.—Jack R. Taylor
Education—L. L. Marx
Farm—Frank Nooman (m) (e) (S)
Fashion—Margaret Land (m) (S); Mary Gray (e)
Food—Irene Sims Reid (m) (e) (S)
Garden—Edmund G. Brown Jr. (m) (S)
Librarian—John E. Taylor
Music—John Cale (m) (e) (S)
Photo. Dept. Mgr.—John Fogleman (m) (S); W. G. Jasper (e)
Picture Editor—Bert Hatten (m); W. G. Jasper (e) (S)
Radio-Television—James P. Williamson (m) (e) (S)
Travel—Bert Hatten (m); Edmund Brown (S)
Society—Mary Gray (m) (S); Margaret Land (e) (S)

NEW IBERIA (La.), IBERIAN (e)
Run-of-Paper Color Advs: 1 color. Mon., Tues., Fri., Sat.
Special Editions: Creole-Cajun Cookery (Mid-Sept.).
No Editions: Thanksgiving; Christmas; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Owen Neustrom
Aviation—Tracy Piller
Book—M. A. Wolcott
Business-Financial—M. A. Wolcott
Church—Barbara Burke
Columnists—M. A. Wolcott
Editorial Writer—M. A. Wolcott
Education—Ray Broussard
Farm—Ray Broussard
Fashion—Barbara Burke
Food—M. A. Wolcott
Garden—Barbara Burke
Motion Picture-Theatrical—Barbara Burke
Music—Barbara Burke
Photo. Dept. Mgr.—Dorothy Louviere
Picture Editor—Tracy Piller
Radio-Television—Dorothy Louviere
Real Estate—M. A. Wolcott
Society—Barbara Burke

NEW ORLEANS (La.), ITEM (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Everyday except Sat.
Special Editions: Year End Review (Jan.); Mardi Gras Edition (Feb.); Louisiana Automobile Dealers Assoc. Section (March); Baseball Section (April); Vacation Guide (May); Soap Box Derby (July); Back to School Section (Aug.); National Home Week; Football promotion (Sept.); Oil Progress Section (Oct.); Thanksgiving & opening of Fair Grounds; Christmas Gift Guide (Nov.); Sugar Bowl Edition (Dec.).
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household Dept.: Food page Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. A. McCollister
Aviation—Jerry Cohen
Book—James A. Wobbe
Business-Financial—Edward Desobry
Church—Herman Drezinski
Columnists—Hermann Deutsch; T. R. Liuzza; Thomas Griffin
Credit Mgr.—W. E. Leonard
Editorial Writers—Lee Davis; Leo Adde
Education—Jerry Cohen
Fashion—Laurraine Goreau
Food—Mary Crossley
Garden—Laurraine Goreau
Librarian—Warren Nardell
Motion Picture-Theatrical—William Reed
Music—Ewing Poteet
Photo. Dept. Mgr.—William Sadlier
Picture Editor—Les Bennett
Radio-Television—T. R. Liuzza
Real Estate—T. R. Liuzza
Travel—Jere Wales
Society—Burdette Westfeldt

NEW ORLEANS (La.), TIMES-PICAYUNE (m) STATES (e) TIMES-PICAYUNE-STATES (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every Day.
Magazine Section Carried: This Week.
Group Membership: Jessie's Notebook; Nancy Sasser; Metropolitan Group.
Food and/or Household Dept.: Food pages Thurs.
Radio Station Affiliation: WTPS
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Charles Wesch (m) (S); Stanley Dodds (e)
Business-Financial—Stanley Dodds (m) (e) (S)
Cartoonists—Keith Temple (m) (S); John Chase (e)
Church—Wesley Jackson (m) (S); Shirley Stoma (e)
Columnists—Ed Brooks (m) (S); Howard Jacobs (m) (S); Pete Baird (m) (S); Pie Dufour (e); Ruth Sullivan (e)
Credit Mgr.—Thomas J. Adams
Editorial Writers—Harold P. McCall (m) (S); William McKinley Darling (m) (S); Joe Carmichael (m) (S); Daniel F. Galouye (e); Russ Kintzley (e) Crozet Duplaintier (e)
Education—Miss Acel Mitchell (m) (S); Georgia Burrous (e)
Farm—Frank L. Schneider (m) (S)
Fashion—Ann Audubon (m); Julie Mayhew (S); Rose Kahn (e).
Food—Julie Bowes (m) (S); Rachel Daniel (m); Caroline Cook (e)
Garden—Rachel Daniel
Librarian—Hugh W. Smith (m) (e) (S)
Motion Picture-Theatrical—Ed Brooks (m) (S); Bob Sublette (e)
Music—Ed Brooks (m) (S); Charles L. Dufour (e)
Photo. Dept. Mgr.—Wilfred d'Aquin (m) (e) (S)
Picture Editor—Terrence Smith (m) (S); John Wilds (e)
Radio-Television—Ed Brooks (m) (S)
Real Estate—Frank L. Schneider (m) (S)
Travel—Charles Wesch (m) (S)
Society—Mrs. Jacqueline Avegno (m) (S); Lucille Griswold (e)

OPELOUSAS (La.) WORLD (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color. Wed. & Thurs.
Vending machine and mail order ads, screened before running.
Special Editions: Home Freezer (March); Home & Garden (April); Picnic Edition (July); Yam Festival (Oct.); Air Conditioning (May); Spring Fashion (Apr.); Fall Fashion (Sept.).
No Editions: New Years; Christmas; Thanksgiving; Labor Day; July 4th; Yambilee.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—J. R. Thistlethwaite
Cartoonist—Mason Perrault
Church—Lillian Bourdier
Columnists—John Thistlethwaite; Edgar deLesseps
Editorial Writer—John Thistlethwaite
Education—Lillian Bourdier
Farm—J. A. Bourdier
Fashion—Lillian Bourdier
Food—Lillian Bourdier
Garden—Lillian Bourdier
Motion Picture-Theatrical—Edgar deLesseps
Photo. Dept. Mgr.—J. A. Bourdier
Picture Editor—Edgar deLesseps
Travel—Lillian Bourdier
Society—Lillian Bourdier

RUSTON (La.), LEADER (e ex. Sat)
Advs. Not Accepted: Liquor.
Special Editions: Peach Festival (June); Back To School (Aug.); Christmas Greeting (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
Radio Station Affiliation: KRUS.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correpondence to C. E. Frank

SHREVEPORT (La.), JOURNAL (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily with leeway insertion dates.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles C. Phillips, Jr.
Aviation—Charles C. Phillips, Jr.
Book—Patricia Shelton
Business-Financial—Clarence Coon
Church—Jack Clark
Columnists—Otis Harris; Larry Ronson
Credit Mgr.—G. S. Pasquier
Editorial Writer—George W. Shannon
Education—Clarence Coon
Fashion—Rose Margaret Harton
Food—Stella Leopold
Garden—Miss Susie Kline
Librarian—Lillie Cella
Motion Picture-Theatrical—Frank Grosjean
Music—Larry Ronson
Photo. Dept. Mgr.—Jack Barham
Picture Editor—Otis Harris
Radio-Television—Lillie Cella
Real Estate—Clarence Coon
Travel—Patricia Shelton
Society—Rose Margaret Harton

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

SHREVEPORT (La.), TIMES (m)
Run-of-Paper Color Advs.: Up to 3 colors. Daily with leeway insertion dates.
Food and/or Household Dept.: Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Al Hewitt
Aviation—Allan Lazarus
Book—Keith Coulbourn
Church—Lynn Kennedy
Columnists—Jack Fiser; Viva Begbie; Pericles Alexander
Credit Mgr.—G. S. Pasquier
Editorial Writer—Don Ewing
Education—Patsi Farmer
Farm—Ray Bolland
Fashion—Dorothy Beanland
Food—Bessie Murphy
Garden—Raymond McDaniel
Librarian—Sylvia Gilcrease
Motion Picture-Theatrical—Pericles Alexander
Music—Pericles Alexander
Photo. Dept. Mgr.—Langston McEachern
Picture Editor—Allan Lazarus
Radio-Television—Pericles Alexander
Real Estate—Al Hewitt
Travel—Keith Coulbourn
Society—Viva Begbie
Real Estate—Al Hewitt
Travel—Keith Coulbourn
Society—Viva Begbie

MAINE

AUGUSTA (Me.), KENNEBEC JOURNAL (m)
Special Editions: Industrial (Feb.); Vacation (July).
No Editions: Christmas; July 4th.
Radio Station Affiliation: WGAN
Television Station Affiliation: WGAN-TV Channel 13
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—May Craig
Editorial Writer—Paul S. Plumer
Farm—Raymond J. Seigler
Photo. Dept. Mgr.—Joseph Sline
Society—Ruth Henderson

BANGOR (Me.), NEWS (m)
Run-of-Paper Color Advs.: Up to 2 colors. Optional within week.
Special Editions: Industrial (Jan.); Auto Show (Mar.); Home Show (April); Oil Progress (Oct.).
Food and/or Household Dept.: Food column on Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Bud Leavitt; Owen Osborne
Credit Mgr.—Lewis L. McLeod
Editorial Writer—Roger W. Remington
Farm—Elmer S. Ingalls
Food—Mildred B. Schrumpf
Librarian—Ruth S. Perry
Society—Nelle C. Penley

BATH (Me.), TIMES (e)
No Editions: Patriots Day; Memorial Day; Julty 4th; New Years; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—I. A. Trueworthy
Photo. Dept. Mgr.—R. M. Huse

BIDDEFORD (Me.), JOURNAL (e)
No Editions: New Years; Patriots' Day; Memorial Day; July 4th; Labor Day; Veterans' Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer: Timothy J. Mahoney.
Address editorial correspondence to Timothy J. Mahoney.

LEWISTON (Me.), SUN (m) JOURNAL (e)
Advs. Not Accepted: Liquor.
No Editions: (e) May 30; July 4; Labor Day; Thanksgiving Day; Christmas (m).
Print Own Magazine: Yes.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Faunce Pendexter (e); Edward L. Penley (m)
Editorial Writers—Daniel S. Dexter (e); Edward L. Penley (m)
Farm—Faunce Pendexter (m) (e)
Food—Margaret M. Mitchell (e); Edith E. Thayer (m)
Photo. Dept. Mgr.—Geo. M. Wardwell (m) (e)
Society—Edith E. Thayer (m); Margaret M. Mitchell (e)

PORTLAND (Me.), HERALD (m), EXPRESS (e), TELEGRAM (S)
Run-of-Paper Color Advs.: Up to 3 colors. Any day option dates requested.
Advs. Not Accepted: Mail Order; C.O.D.
Special Editions: Industrial & Financial (Jan.); State of Maine Ed. (July).
No Editions: (evening only) New Years; Feb. 22; July 4th; Labor Day; Thanksgiving; Memorial Day; Christmas.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WGAN & WGAN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Walter Martelle (S)
Book—Richard Kendall (S)
Business-Financial—Harold Boyle (m) (e) (S)
Cartoonist—William Clark (e) (m) (S)
Church—Calvin Eels (m) Newton Reed (e) (S)
Columnists—Gene Letourneau (m); Arthur Hawkins (e); May Craig (m) (S); Peter Damborg (S)
Credit Mgr.—Dorothye Thombs
Editorial Writers—Dwight Sargent (m); Edgar Comee (e); Duncan Oliphant (S)
Farm—Arthur Hawkins (m) (e) (S)
Fashion—Jeannette Pomeroy (m) (e) (S)
Food—Jeannette Pomeroy (M) (e) (S)
Garden—Arthur Hawkins (m) (e) (S)
Librarian—Beatrice Stuart (m) (e) (S)
Motion Picture-Theatrical—Hal Cail (m) (e) (S)
Music—Marshall Bryant (S)
Personnel Mgr.—Charles W. Weaver, Jr.
Photo. Dept. Mgr.—Gardner Roberts
Radio-Television—Hal Cail (m) (e) (S)
Real Estate—Richard Kendall (S)
Society—Lynn Liljeholm

WATERVILLE (Me.), SENTINEL (m)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Mail Order.
Special Editions: Auto Edition (March); Thanksgiving Day Edition; Christmas Edition.
No Editions: Christmas, other holidays vary yearly.
Radio Station Affiliation: WGAN-Portland.
TV Station Affiliation: WGAN-TV-Portland
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Beth Haines
Columnists—Gene LeTourneau; Caleb A. Lewis; James McClay, Jr.
Credit Mgr.—Nathaniel T. Cobb
Editorial Writers—Robert Drake; C. Clayton LaVerdiere; Kenneth Morton; Clifton McMullen; James McClay; Jr.; Harland Durrell; Elizabeth Carter; Lee Allen
Fashion—Elizabeth Carter
Librarian—Beth Haines
Personnel Mgr.—Nathaniel T. Cobb
Photo. Dept. Mgr.—Edward Cragin
Society—Elizabeth Carter

MARYLAND

ANNAPOLIS (Md.), EVENING CAPITAL (e)
Run-of-Paper Color Advs: Up to 2 colors.
Split Run Advertising: Every-other Paper
Special Editions: Spring Fashion (Mar.); Graduation (May); Chesapeake Bay Vacation (June); Back to School (Aug.); Dollar Days (Aug.); Fall Fashion (Oct.); Sales Days (Jan. & July)
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Elmer M. Jackson, Jr.
Business-Financial—Elmer M. Jackson, Jr.
Church—Charles Shrout
Credit Mgr.—W. Bruce La-Mar
Editorial Writer—Richard H. Elliott
Education—Mrs. Rebecca Wilson
Farm—William H. Smith
Fashion—Helen DeZayas
Librarian—Miss Amelia C. Snyder
Music—A. Stewart Pitt
Personnel Mgr.—Wallace S. Merlette
Photo. Dept. Mgr.—C. J. Miles
Picture Editor—Frank A. Duffy
Radio-Television—Laverne Williams
Society—Helen DeZayas

BALTIMORE (Md.), NEWS POST (e); AMERICAN (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sunday.
No Editions: Christmas, July 4th.
Food and/or Household Dept.: Graduate economist; Special food writers; Weekly food telecast-WBAL-TV
Radio Station Affiliation: WBAL-NBC
Television Station Affiliation: WBAL-NBC-TV
Syndicated Magazine Section Carried: American Weekly (S).
Group Membership: Puck
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Thomas Hughes (e) (S)
Book—Henry Bien (e) (S)
Business-Financial—Pinkney McLean (e) (S)
Cartoonists—Jack Lambert; Tony Frisino; Bob Grams (Sports) (e) (S)
Church—Edwina Anderson (e) (S)
Columnists—Louis Azrael; James Newell; Caroline Warfield; Thomas Cofield; Pinkney McLean; Rodger Pippen; George Taylor; Elizabeth Ober; Lydia Todd; Hugh Trader (e)
Credit Mgr.—J. T. Price
Editorial Writers—James Newell; Ralph Sybert; Neil Swanson; James Connolly; Louis Azrael (e) (S)
Education—Virginia Richardson (e) (S)
Fashion—Rosalind W. Bryan (e) (S)
Food—Jane Johnson (e) (S)
Garden—Thomas Stevenson (e) (S)
Librarian—Earl Pruce (e) (S)
Marine—Frank O'Neill
Motion Picture-Theatrical—Norman Clark (e) (S)
Music—Helen A. F. Penniman (e) (S)
Photo. Dept. Mgr.—Lawrence McNally (e) (S)
Picture Editor—Andrew Knight (e) (S)
Radio-Television—Aldine Bird(e) (S)
Real Estate—Thomas Hughes(e) (S)
Travel—Alexander Gifford (e) (S)
Society—Mrs. Frances Trippe (e) (S)

BALTIMORE (Md.), SUN (m); EVENING SUN (e); SUNDAY SUN (S)
Special Editions: Home Section (Sept.); Automobile Sec. (Jan.); Resort Sections (June & Dec.).
No Editions: July 4th; Christmas.
Magazine Section Carried: This Week.
Group Membership: Metropolitan Comics; Metropolitan Gravure.
Television Station Affiliation: WMAR-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Trisik (e); Audrey Bishop (S)
Aviation—Albert Sehpstedt (m); Walter Ward (e)
Book—A. D. Emmart (e); Hervey Brackbill (S)
Business-Financial—John S. Armstrong (m); John Ward (e); Carroll Williams (m) (S)
Cartoonists—Richard Q. Yardley (m); John Stees (e) (S)
Church—Virginia Tracy (e)
Columnists—John Goodspeed (e); Thomas M. O'Neill (m); Frank R. Kent (m); Charles P. Ives (m)
Credit Mgr.—Geo. W. Grasmick
Editorial Writers—C. P. Ives; Ernest V. Baugh, Jr.; Francis F. Beirne; Price Day (m) (S); A. D. Emmart; Edgar L. Jones; James Bready; Dudley P. Digges (e)
Education—Gwinn Owens (e)
Farm—Paul Moore (e)
Fashion—Virginia L. Purvis (m); Pat Meid (e); Ruth Ellicott (S)
Food—Virginia L. Purvis (m); Francis Eisenhauer (e); Audrey Biship (S)
Garden—Pat Meid (e)
Librarian—Clement Vitek
Maritime—Helen Delich
Motion Picture-Theatrical—Hal Gardner (m); Hope Pantell (e); Hal Gardner (S)
Music—Weldon Wallace (m) (S); Kent Bellows (e)
Photo. Dept. Mgr.—Robert F. Kniesche
Photo. Dir.—A. Aubrey Bodine (S)
Picture Editor—Hope Pantell (e)
Radio-Television—Donald Kirkley (m) (S); Hope Pantell (e)
Real Estate—Carroll E. Williams (m) (S); John Ward (e)
Travel—Bayard Webster (e); Audrey Bishop (S)
Society—Virginia Tracy (e)

CUMBERLAND (Md.), NEWS (m) (S); EVENING TIMES (e)
Run-of-Paper Color Advs.: 1 color.
Split Run Advertising: Every-other Paper.
Special Editions: Cooking School (Sept.); Back to School (Aug.).
No Editions; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Pages Thurs. (e) & Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—A. Trago Brust (m); Paul R. Dillon (e); J. Wm. Hunt (S)
Business-Financial—C. W. Blackburn (m); T. Donald Shires (e); J. Wm. Hunt (S)
Cartoonists—Joseph Delaney (m) (e) (S)
Church—Allan Weatherholt (m)
Columnists—C. V. Burns (m); Eugene Brown; J. Suter Kegg (S)
Credit Mgr.—Russell C. Armbruster
Editorial Writers—A. Trazo Brust (m); Paul R. Dillon (e); J. Wm. Hunt (S)
Education—A. D. Darby (m); C. A. Lancaster (e) (S)
Farm—A. D. Darby (m); Eugene Brown (e) (S)
Fashion—Pauline McEvoy (m); Ann Dorsey (e)
Food—Pauline McEvoy (m); Burke P. Brown (e) (S)
Garden—J. Wm. Hunt (S)
Motion Picture-Theatrical—S. Frantz Carl (m); E. T. Gunning (e)
Music—J. William Hunt (e)
Radio-Television—A. T. Brust (m); E. T. Gunning (e)
Society—Pauline McEvoy (m); Ann Dorsey (e) (S)

FREDERICK (Md.), POST (m); NEWS (e)
Advs. Not Accepted: Liquor
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Ed Mull (e)
Church—Elsie White Haines (m)
Columnists—Joe Eisenhauer
Editorial Writers—W. Henry Decker (m); August T. Brust (e); D. John Markey, Jr. (e); Wm. T. Delaplaine (m) (e)
Farm—R. J. Atkinson
Librarian—Pat Rosencrantz (m) (e)
Society—Elsie Haines (m); Pat Rosencrantz (e)

HAGERSTOWN (Md.), THE MORNING HERALD (m); THE DAILY MAIL (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Harry B. Warner, Jr. (m)
Editorial Writers—J. M. Harp (m); J. Garvin Hager (e)
Education—Harry B. Warner, Jr. (m); George Muhly (e)
Farm—Harry B. Warner, Jr. (m); George Muhly (e)
Fashion—Gloria L. Moser (m); Elizabeth Powell (e)
Food—Gloria L. Moser (m)
Librarian—Grace M. Spaulding (e)
Motion Picture-Theatrical—H. B. Warner, Jr. (m); Richard Rauth (e)
Music—H. B. Warner, Jr. (m)
Photo. Dept. Mgr.—A. Vernon Davis (m); David Cottingham (e)
Picture Editor—A. Vernon Davis (m); David Cottingham (e)
Real Estate—Richard Rauth (e)
Society—Gloria L. Moser (m); Elizabeth Powell (e)

SALISBURY (Md.), TIMES (e)
Special Editions: Farm & Home Show (Oct.); Your Home Edition (Mar.)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—O. L. Morris
Farm—Kelvin Adkins
Picture Editor—O. L. Morris
Society—Mrs. Helen J. Perry

MASSACHUSETTS

ATTLEBORO (Mass.), SUN (e)
Run-of-Paper Color Advs.: Up to 2 colors. Mon. & Sat.
Special Editions: Auto Show (Feb.).
No Editions: Jan. 1; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept. Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Delmont Rogers
Aviation—Delmont Rogers
Book—C. S. Sherman
Business-Financial—Delmont Rogers
Church—Ethel I. Macdonald
Columnists—Ken Blandin; Dan O'Connell
Editorial Writer—C. S. Sherman
Education—Fairlee Hersey
Farm—C. D. Roberts
Fashion—Fairlee Hensey
Food—Fairlee Hensey
Garden—Ethel I. Macdonald
Librarian—Ethel I. Macdonald
Motion Picture-Theatrical—C. S. Sherman
Photo. Dept. Mgr.—Frank Adams
Picture Editor—C. D. Roberts
Radio-Television—E. I. Macdonald
Real Estate—C. D. Roberts
Travel—Delmont Rogers
Music—Ethel I. Macdonald
Society—Ethel I. Macdonald

(Continued on Page 204)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MASSACHUSETTS—Cont'd

(Continued from Page 203)

BEVERLY (Mass.), TIMES (e)
Special Editions: Automobile Edition (Feb.).
No Editions: New Years; Feb. 22; Patriots Day; July 4th; Labor Day; Decoration Day; Oct. 12; Nov. 11; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. S. Hovey
Aviation—M. R. Hovey
Cartoonist—Robert Perrigo
Church—Peggy O'Connell
Columnists—Lewis R. Hovey; Admiral Robert Theobault
Editorial Writers—Lewis R. Hovey; Carelton B. Hovey

BOSTON (Mass.), CHRISTIAN SCIENCE MONITOR (e)
Run-of-Paper Color Advs.: Up to 3-colors.
Split Run Advertising: Geographically.
Annual Special Editions: Travel Edition (Mar., May and Dec.); Children's Book Sup. (Mar. and Nov.); Local-Automobile Dealers Open House (Aug. and Oct.).
No Editions; Jan. 1; Feb. 22; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. Clifford Harvey
Book—Hans Roderick Nordell
Business-Financial—Nate R. White
Cartoonist—Paul R. Carmack
Credit Mgr.—Mrs. Hermine A. Fischer
Editorial Writers—Donovan M. Richardson; Tully Nettleton; Edward B. Orr; Carlyle Morgan
Education—Miss Millicent Taylor
Fashion—Miss Jessie A. Arndt
Food—Miss Jessie A. Arndt
Librarian—Chester W. Sanger
Motion Picture-Theatrical—John D. Beaufort
Music—Harold L. Rogers
Personnel Mgr.—Franklin H. Smith
Photo. Dept. Mgr.—Frank Saddler
Real Estate—W. Clifford Harvey
Travel—Leavitt F. Morris
Society—Miss Jessie A. Arndt

BOSTON (Mass.), GLOBE (m) (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily except Sunday.
Split Run Advertising: Geographically.
No Editions: (m) New Years; Washington's Birthday; Memorial Day; July 4th; Thanksgiving, Christmas.
Print Own Magazine: Yes.
Group Membership; Metropolitan Sunday Newspapers.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS (m) (e) (S)
Auto—H. J. Stanton
Aviation—Arthur A. Riley
Book—Edward A. Laycock
Business-Financial—William E. Jones
Cartoonists—Phil Bissell; Norbert Quinn
Church—William R. Callahan; Bertha Peppeard; Leo Shapiro
Columnists—Ted Ashby; Mary Cremmen; Joe Harrington; Sumner Barton; John Harriman
Credit Mgr.—Charles H. Taylor
Editorial Writers—James H. Powers; Henry W. Harris; Lucien Price
Education—Joan McPartlin
Fashion—Elizabeth Bernkopt
Food—Dorothy Crandall
Librarian—Eugene J. Elliott
Motion Picture—Marjory L. Adams
Music—Cyrus W. Durgin
Photo. Dept. Mgr.—Charles Gibson
Picture Editor—William E. Mason & George Collins
Political—John G. Harris
Radio-Television—Elizabeth Sullivan
Real Estate—Paul Kneeland
Travel—George McManus
Society—Marjorie Watts Sherman

BOSTON (Mass.), HERALD (m) (S); TRAVELER (e)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
No Editions: (e) New Years; Washington's Birthday; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WHDH
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Robert Sibley (e)
Book—Alice Dixon Bond (m) (e)
Cartoonists—Frank Dahl (m); Joe Stern (m); Vic Johnson (m); Jim Dobbins (e) (S)
Columnists—Bill Cummingham (m); William E. Mullins (m); Cornelius Dalton (e)
Credit Mgr.—Arthur Foster
Editorial Writers—Alden B. Hoag (m); Leonard Wheildon (m); Fred Pillsbury (m); Bill Schofield (e); Paul L. Rowell (e)
Fashion—Phyllis Hanes (m) (e)
Food—Marjorie Mills (m) (e)
Garden—Gloria Gould (m) (e)
Librarian—James Dromey (m) (e)
Motion Picture-Theatrical—Elinor Hughes (m); Alta Maloney (e)
Music—Rudolph Elie (m)
Personnel Mgr.—Edmund L. Seaquist
Photo. Dept. Mgr.—George Dixon (m) (e)
Radio Television—Arthur Fetridge (m); Joseph Levine (e)
Society—Alison Arnold (m); Maggie Wells (e)

CAPE COD (Hyannis P. O.) (Mass.), CAPE COD STANDARD-TIMES (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily.
Special Editions: Summer Invitation (May).
Radio Station Affiliation; WOCB; WOCB-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jean Crocker
Editorial Writer—John H. Rogers
Photo. Dept. Mgr.—Louis LaPrade
Society—Jean Crocker

For Over

30 YEARS

Boston's Leader in Total Paid Advertising

THE BOSTON HERALD-TRAVELER

Represented Nationally by George A. McDevitt Co., Inc.

444 Madison Avenue, New York 22, N. Y.

Chicago, Philadelphia, Detroit, Pittsburgh

CHELSEA (Mass.), RECORD (e)
Special Editions: Auto (Feb.); Cooking School (Apr.); Chelsea Days (June); Back-to-School (Aug.); Oil Progress Week (Oct.).
No Editions: New Years; Feb. 22; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—F. J. Dowd
Aviation—F. L. Gillis
Book—Sylvia B. Richmond
Business-Financial—R. F. Hancock
Church—F. J. Dowd
Columnist—Bill Seigal
Credit Mgr.—R. F. Hancock
Editorial Writers—H. D. Hancock; F. J. Dowd
Education—F. J. Dowd
Food—F. J. Dowd
Motion Picture-Theatrical—F. L. Gillis
Radio-Television—R. F. Hancock
Real Estate—H. D. Hancock
Society—F. J. Dowd

CLINTON (Mass.), ITEM (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Harry Hintlian
Editorial Writer—Wm. G. Coulter
Education—William G. Coulter
Fashion—Rita Naughton
Motion Picture-Theatrical—Rita Naughton
Society—Rita Naughton

FALL RIVER (Mass.), HERALD NEWS (e)
No Editions: New Years; Washington's Birthday; Patriots' Day; Memorial Day; July 4th; Labor Day; Columbus Day; Veterans Day; Thanksgiving; Christmas.
Radio Station Affiliation: WSAR.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Dennis Toomey
Editorial Writers—G. T. Hart; E. J. Delaney
Librarian—Eleanor M. Brady

FALL RIVER (Mass.), TRANSCRIPT (S)
Run-of-Paper Color Advs.: 3 color
Print Own Magazines: Yes.
Printed Offset: Use Mats or Proofs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Irving Gorden
Business Financial—Irving Gorden
Church—Irving Gorden
Columnists—Hal Sayers; Lois Dean
Editorial Writers—Rocky Ford; Lou Saber
Education—Irving Gorden
Farm—Rocky Ford
Fashion—Lois Dean
Food—Lois Dean
Librarian—Freda Saber
Motion Picture-Theatrical—Hal Sayers
Music—Freda Saber
Photo. Dept. Mgr.—Roger Benoit
Radio-Television—Lorraine Sears
Society—Lois Dean

FITCHBURG (Mass.), SENTINEL (e)
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Doris Kirkpatrick
Librarian—Isabella M. Barr

FRAMINGHAM (Mass.), NEWS (e)
Special Editions: Back-To-School (Aug.).
No Editions: New Years; Washington's Birthday; Patriot's Day; Decoration Day; July 4th; Labor Day; November 11th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Dr. William A. Knight
Society—Virginia Lucier

GARDNER (Mass.), NEWS (e)
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Alfred Abbott.
Auto—Alfred J. Abbott
Radio—Mrs. Edith Givens
Society—Omer J. Cormier

GREENFIELD (Mass.), RECORDER-GAZETTE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily
No Editions: New Years; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. P. Dolan, Jr.
Book—Alvin F. Oickle
Church—Margaret C. Birt
Columnists—Glenn Weeks; R. P. Dolan; R. P. Dolan, Jr.
Credit Mgr.—H. Irving Jenks
Editorial Writers—Harold E. LeVanway; Wayne A. Smith; Alvin F. Oickle
Education—Thomas W. Merrigan
Farm—Alvin F. Oickle
Fashion—Margaret C. Birt
Food—Margaret C. Birt
Garden—Alvin E. Oickle
Librarian—Margaret C. Birt
Music—Wayne A. Smith
Personnel Mgr.—Delmar P. Magoon
Photo. Dept. Mgr.—Al Daigle
Picture Editor—H. E. LeVanway
Radio-Television—John J. Broughan
Real Estate—Alvin F. Oickle
Society—Margaret C. Birt

HAVERHILL (Mass.), GAZETTE (e)
Split Run Advertising: Every-other Paper.
Special Editions: Automobile Dealers (Feb.).
No Editions: New Years; Washington's Birthday; Patriot's Day; Memorial Day; July 4th; Labor Day: Columbus Day; Veterans' Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Milton E. Connelly
Columnists—William H. Heath, Milton E. Connelly; Walter A. Ryan
Editorial Writer—William H. Heath
Librarian—Vincent H. Driscoll
Society—Mary F. Conlon

HOLYOKE (Mass.), TRANSCRIPT-TELEGRAM (e)
Run-of-Paper Color Advs.: 2 colors.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
No Editions: Jan. 1; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WHYN.
Television Station Affiliation: WHYN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Albert J. Stoeckel
Business-Financial—William Dwight
Church—Robert Bailyn
Credit Mgr.—H. M. Healy
Fashion—Katharine Murphy
Food—Katharine Murphy
Garden—Arthur Ryan
Photo. Dept. Mgr.—Francis A. Downey
Picture Editor—Richard J. Murphy
Radio-Television—William Dwight, Jr.
Real Estate—Robert Bailyn
Travel—Donald R. Dwight
Society—Mrs. George Bricks

HYANNIS (Mass.) See Cape Cod.

LAWRENCE (Mass.), EAGLE (m); TRIBUNE (e)
Split Run Advertising: Every-other Paper.
No Editions: New Years; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—William F. Lucey
Business-Financial—Herbert Thomas
Church—Charles Moran
Credit Mgr.—George A. Demars
Editorial Writer—Joseph Reynolds
Fashion—Mary H. Doyle
Food—Mary H. Doyle
Librarian—Fred Sullivan
Music—Ambrose McLaughlin
Personnel Mgr.—James R. Foss
Photo. Dept. Mgr.—Carl Currier
Picture Editor—Carl Currier
Radio-Television—John J. Regan
Real Estate—Edwin J. Watts
Society—Mary H. Doyle

LEOMINSTER (Mass.), ENTERPRISE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Clinton P. Rowe.

LOWELL (Mass.), SUN (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors.
Split Run Advertising: Every-other Paper.
Special Editions; Automobile; Spring Fashion; Fall Fashion; Do It Yourself.
No Editions: New Years; Labor Day; Thanksgiving; Memorial Day; July 4th; Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Bates
Aviation—C. D. Harrington
Book—Hugh F. Downey
Business-Financial—Charles Samoas
Cartoonist—Tom Flannery
Church—William F. Moran
Columnists—Chas. Sampas; Frank Sargent; Geo. McGuane; Joe McGarry; Anne Donaghoe; Norma Ackerson; Frank Barrett; Owen Flynn; Mary O'Niel; Gil Wood
Credit Mgr.—F. A. Lawlor
County News Editor—Joseph Killeen
Editorial Writers—Clement.C. Costello, D. F. Connors
Education—Mary O'Neil
Farm—Leon Lamouteux
Fashion—Anne Donaghoe
Food—Anne Donaghoe
Garden—Norma Ackerson
Motion Picture-Theatrical—Chas. Sampas
Music—Alfred Burke
Personnel Mgr.—F. A. Lawlor
Picture Editor—D. F. Connors
Radio-Television—Jim Finn
Real Estate—Fred Dudley
Travel—R. McCollister
Society—Anne Donaghoe

LYNN (Mass.), ITEM (e)
Special Editions: Woman's Clubs (Oct.); Christmas Carol (Dec.); Back To School (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Euguene Hastings
Aviation—Jack Hashian
Church—Edward Penniman
Editorial Writer—Charles E. Gallagher
Education—Edward Penniman
Fashion—Hazel Anderson
Food—Hazel Anderson
Photo. Dept. Mgr.—O. H. Austin
Picture Editor—Vincent O'Brien
Society—Hazel Anderson

LYNN (Mass.), TELEGRAM-NEWS (e) (S)
Run-of-Paper Color Advs.: 2 colors. Daily.
Special Editions: Real Estate (Apr, Sept.); Christmas (Dec.); New Years.
No Editions: Feb. 22nd; Apr. 19th; Memorial Day; July 4th; Labor Day; Oct. 12th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Jacob Finkle; J. F. Williams
Education—Francis Kennedy
Fashion—Mary Sara King
Food—Mary Sara King
Society—Mary Sara King

MALDEN (Mass.), NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Mon., Tues., & Fri.
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Norman Morrison
Book—David Brickman
Business-Financial—Samuel Sayward
Church—Samuel Sayward
Columnist—David Brickman
Editorial Writers—David Brickman
Education—Roy C. Carroll
Fashion—Dorothy Cilley
Food—Dorothy Cilley
Garden—Lila Reynolds
Librarian—Arch Birtwell
Motion Picture-Theatrical—David Brickman
Music—Arch Birtwell
Photo. Dept. Mgr.—Samuel Sayward
Picture Editor—Samuel Sayward
Radio-Television—James Scott
Real Estate—Thomas C. Kenney
Travel—Dorothy Cilley
Society—Dorothy Cilley

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MARLBORO (Mass.), ENTERPRISE (e)
No Editions: Jan. 1; Feb. 22; Apr. 19; May 30; July 4th; Labor Day; Oct. 12; Nov. 11; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bernard J. Kane
Book—W. Henry Laverdure
Business-Financial—Bernard J. Kane
Cartoonist—Stanley Sypulski
Education—W. Henry Laverdure
Fashion—Blanche W. Walker
Motion Picture-Theatrical—Edward G. Bridges
Photo. Dept. Mgr.—Bernard J. Kane
Picture Editor—W. Henry Laverdure
Travel—Bernard J. Kane
Society—Blanche W. Walker

MEDFORD (Mass.), MERCURY (e)
Run-of-Paper Color Advs.: 2 colors. Mon., Tues., & Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Donald S. Hartnett
Book—David Brickman
Business-Financial—Philip Scheier
Church—Philip Scheier
Columnists—David Brickman, Philip Scheier
Editorial Writers—David Brickman; Philip Scheier
Fashion—Esther Engleman
Garden—Esther Engleman
Librarian—Esther Engleman
Photo. Dept. Mgr.—Philip Scheier
Picture Editor—Philip Scheier
Radio-Television—Edith Brickman
Society—Esther Engleman

MILFORD (Mass.), NEWS (e)
Special Editions: Spring Showing (Mar.); Clearance Sales (Jan. & July), Fall Showing (Sept. Oct.); Auto (Feb.).
No Editions: Washington's Birthday; Memorial Day; New Years; Patriot's Day; Thanksgiving; Christmas; July 4th;.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Billings
Aviation—George Billings
Book—George Billings
Business-Financial—Charles H. Miller
Church—Edwin Gaskill
Editorial Writer—George Billings
Education—George Billings
Farm—George Billings
Fashion—George Billings
Food—George Billings
Garden—George Billings
Librarian—George Billings
Motion Picture-Theatrical—George Billings
Music—George Billings
Photo. Dept. Mgr.—Nicholas J. Tosches
Picture Editor—Nicholas J. Tosches
Radio-Television—Nicholas J. Tosches
Real Estate—Nicholas J. Tosches
Travel—George Billings
Society—George Billings

NEW BEDFORD (Mass.), STANDARD-TIMES (e) (S)
Run-of-Paper Color Advs: 1 color. Daily.
Special Editions: Industrial (Jan.); Automobile (Feb.); Yachting & Recreation (May).
Magazine Section Carried: Parade.
Radio Station Affiliation: WNBH-AM-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John H. Ackerman
Book—John H. Ackerman
Business-Financial—Archibald A. Talmage
Church—Robert K. Illingworth
Columnists—Joseph Epstein; Amantha A. Akin; Earl J. Dias; Earle D. Wilson
Credit Mgr.—George F. Castino
Editorial Writers—George W. Wilson; Everett S. Allen
Education—Gloria Negri
Fashion—Amantha A. Akin
Food—Mary A. Judson
Garden—Minna Littmann
Librarian—Eugene Galkowski
Motion Picture-Theatrical—Earl J. Dias
Music—Earl J. Dias
Photo. Dept. Mgr.—Carl H. Nielson
Picture Editor—John W. Roberts
Radio-Television—Joseph L. Wicherski
Real Estate—Archibald A. Talmage
Travel—John H. Ackerman
Society—Amantha A. Akin

NEWBURYPORT (Mass.), NEWS (e)
Special Editions: Auto section (Feb. 22).
No Editions: New Years; Feb. 22; Apr. 19; May 30; July 4th; Labor Day; Oct. 12; Nov. 11; Thanksgiving; Christmas.

NORTH ADAMS (Mass.). TRANSCRIPT (e)
Advs. Not Accepted: Liquor; wine; mail order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursdays.
Radio Station Affiliation: WMNB.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—J. Maynard Leahey; Burges Johnson
Editorial Writer—J. A. Hardman, Jr.
Fashion—Elizabeth Eagar
Food—Elizabeth Eagar

PITTSFIELD (Mass.), BERKSHIRE EAGLE (e)
Advs. Not Accepted: Liquor; vending machines.
Special Editions: Fashion (April); School (Aug); Baby, (July & Aug); Every Saturday; "Berkshire Week"
No Editions: Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WBEC & WBEC-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Kingsley R. Fall
Columnists—Walter Prichard Eaton; Theodore Giddings; Robert Smith; Roger Linscott; Robert Carman; Richard V. Happel; Anthony G. Rud; Edward Michaelson; A. A. Michelson; R. Boice
Editorial Writers—William S. Annin; Roger Linscott; Lawrence K. Miller
Fashion—Alice O'Meara
Librarian—Leonora Goerlach
Motion Picture-Theatrical—Kingsley R. Fall
Music—Jay Rosenfeld
Photo. Dept. Mgr.—Kingsley R. Fall
Radio-Television—Milton Bass
Real Estate—Robert Kimball
Society—Mary Jane Gross

QUINCY (Mass.), PATRIOT-LEDGER (e)
Run-of-Paper Color Advs: 1 color. Mon., Tues., Wed.
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Maybelle Fullerton

SALEM (Mass.), NEWS (e)
Run-of-Paper Color Advs.: 1 color. Daily except Sat.
Special Editions: Auto; Lion's Club; Topsfield Fair.
No Editions: Do not print any Legal holidays.

SOUTHBRIDGE (Mass.), NEWS (e)
Special Editions: Spring Opening (March); Graduation (June); Back To School (Aug.); Fall Opening (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—B. S. Goodwin
Editorial Writers—V. V. McNitt; Frank McNitt
Fashion—Evelyn B. Norton
Society—Evelyn B. Norton

SPRINGFIELD (Mass.), UNION (m); NEWS (e); REPUBLICAN (S)
Advs. Not Accepted; Liquor (S)
Special Editions: Financial & Review (Jan.); Automotive (Feb.); Baby (Roto) (Apr.); Vacation (June); Eastern States Ex. (Sept.).
No Editions: (News)-Jan. 1; Feb. 22; May 30; July 4; Labor Day; Thanksgiving; Christmas.
Group Membership: Metropolitan Roto & Comic.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Donald Bagg (S)
Cartoonists—Art Fish (e)
Columnists—Brian King; Frank Murray (S)
Personnel Mgr.—Miss M. E. Gallagher
Radio-Television—Lawrence J. Sullivan
Society—Mrs. W. Beman (m); Grace Cavanaugh (e-S)

TAUNTON (Mass.), GAZETTE (e)
No Editions: New Years; Feb. 22; April 19; Memorial Day; July 4th; Labor Day; Columbus Day; Veterans' Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Raymond W. MacCraw
Editorial Writer—William R. Reed

WAKEFIELD (Mass.), ITEM (e)
Special Editions: Local Merchants' Shoppers Spring, Summer & Christmas.
No Editions: Jan. 1; Feb. 22; Apr. 19; May 30; July 4; Labor Day; Oct. 12; Nov. 11; Thanksgiving & Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard W. Baker; Frank J. Dugan; Henry E. Webster
Book—Robert G. Reed; Mary Louise Tredinnick
Church—Allston Van Wagner
Columnist—Gardner E. Campbell
Editorial Writers—Robert G. Reed; Cyrus M. Dolbeare; Richard W. Baker
Education—Robert G. Reed
Librarian—Frances Dimond
Motion Picture-Theatrical—Robert G. Reed
Music—Eva Gowing Ripley
Personnel Mgr.—Norman D. Sproul
Photo. Dept. Mgr.—Robert G. Reed; Richard W. Baker
Radio-Television—Allston Van Wagner
Travel—Cyrus M. Dolbeare

WALTHAM (Mass.), NEWS-TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 4 colors.
No Editions: New Years; Feb. 22; April 19; July 4th; Labor Day; Columbus Day; Memorial Day; Thanksgiving; Christmas.

WOBURN (Mass.), TIMES (e)
No Editions: New Years; Washington's Birthday; Decoration Day; July 4th; Labor Day; Thanksgiving, Christmas; Patriots Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Michael J. Curran
Aviation—Michael J. Curran
Book—Thomas H. McGowan
Business-Financial—James D. Haggerty, Jr.
Church—Charles Riley
Columnist—William Carpenter
Editorial Writers—Michael J. Curran; James D. Haggerty, Jr.; Wm. Sullivan
Education—William Shaughnessy
Farm—Robert Varey
Fashion—Mary Walsh
Food—Betty Devaney
Garden—Robert Varey
Motion Picture-Theatrical—Joan McGowan
Music—Paul L. Haggerty
Photo. Dept. Mgr.—Patrick Farino
Picture Editor—Patrick Farino
Radio-Television—Betty Devaney
Real Estate—Madeline Dooley
Travel—Michael J. Curran
Society—Joan McGowan

FALL RIVER, MASS.
a rich
INDUSTRIAL MARKET
in the heart of
INDUSTRIAL NEW ENGLAND
covered completely and exclusively by ONE NEWSPAPER
FALL RIVER
HERALD NEWS
KELLY-SMITH COMPANY
National Representatives
NEW YORK • LOS ANGELES • CHICAGO • DETROIT • SAN FRANCISCO
PHILADELPHIA • SYRACUSE • BOSTON • ATLANTA

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MASSACHUSETTS—Cont'd

(Continued from Page 205)

WORCESTER (Mass.), TELEGRAM (m) (S); GAZETTE (e)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Split Run Advertising: (e) Geographically Main Sections; Every-other Paper (S) Early Sections.
Advs. Not Accepted: Liquor.
Special Editions: Financial (Jan.).
No Editions: (e) New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WTAG & WTAG-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. F. Smith (e); Carl W. Erickson (m) (S)
Aviation—A. F. Smith (e); Carl W. Erickson (m) (S)
Book—Nicholas Zook (m); Mrs. Margaret Parsons (e) (S)
Business-Financial—Theodore English (m) (S); Joseph H. Gauthier (e)
Cartoonist—J. Albert Banx (m) (e) (S)
Church—Robert Scarbeau (m) E. Harvey Rayner (m) (S); James R. Wheeler (e)
Columnists—William Moiles (m) (S); John W. Batties (m) (S); Charles E. Currier (m); Paul Schultz (e); Thomas J. Carey (e); Thomas J. Sweeney (e); Nancy Lowe Gray (e); Mildred E. Mikkanen (e); Frank Woolner (e); Paul W. Savage (e); Ralph V. White (e); Paul Ryan (S); Don Larrabee (S); Dr. Loring Holmes Dodd (e) (S)
Credit Mgr.—Clarence E. Army
Editorial Writers—Daniel Hull (m) (S); Richard H. Cunningham (m) (e) (S); Myron M. Johnson (m) (S); Howard S. Knowles (m) (S); Robert C. Achorn (e); Albert B. Southwick (e); Kermit K. Kingsbury (m) (e) (S)
Education—Stephen D. Donahue (e); Paul A. Perry (S)
Farm—Eugene O. Parsons (e); Nick Zook (S)
Fashion—Mrs. Mildred Mikkanen (m) (S); Eleanor Casey (e)
Food—Mrs. Ruth Philcox (e); Mrs. Josephine H. Pierce (S)
Garden—Eugene O. Parsons (e); Nick Zook (S)
Librarian—Elwin S. Greene
Motion Picture-Theatrical—Walter Merkel (m); William R. DeBourke (m); J. Gourgouras (e); R. E. Krieger (e); James E. Lee (e) (S)
Music—Raymond Morin (m) (S); John F. Kyes (e)
Photo. Dept. Mgr.—Edward A. Cournoyer (m) (S); Paul W. Savage (e)
Picture Editor—James A. Gourgouras (e)
Radio-Television—Frederick L. Rushton (m) (S); Don Williams (S); James A. Gourgouras (e)
Real Estate—Robert A. Foster (m) (S); Joseph H. Gauthier (e)
Travel—Nick Zook (m) (S); Walter F. Hopkins (e)
Society—Mrs. Mildred Mikkanen (m) (e) (S)

MICHIGAN

ALBION (Mich.), RECORDER (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); Back to School (Aug.); Dollar Days (Feb. & Aug.); Spring Fashions (Mar.); Fall Fashions (Sept.); Xmas Kick-Off (Dec.); College Edition (Sept.).
No Editions: Christmas; Labor Day; Thanksgiving; July 4th; New Years; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—George Mather
Columnist—George Mather
Credit Mgr.—Mrs. Wilma Scofield
Editorial Writers—George Mather; J. C. Bedient
Society—Ruth Gable

ANN ARBOR (Mich.), NEWS (e)
Run of Paper Color Advs. 1 color. Leeway requested.
Advs. Not Accepted: Mail order.
Special Editions: Bargain Day (July).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Mullendore
Business-Financial—Ralph Lutz
Church—June Patrick
Editorial Writers—Arthur Gallagher; June Patrick
Education—John H. Lewis
Farm—Sydney P. Cook
Fashion—Rosann Spratt
Food—Marty Papo
Garden—Rosann Spratt
Librarian—Meredith Stein
Motion Picture-Theatrical—Carol Otto
Music—Carl Gehring
Photo. Dept. Mgr.—Eck Stanger
Picture Editor—William Mullendore
Radio-Television—Carol Otto
Real Estate—Ralph Lutz
Society—Marty Papo

BAD AXE (Mich.), HURON TRIBUNE (e ex Tues., Sat., Sun.).
Advs. Not Accepted: Vending machines, out-of-county, help wanted.
No Editions: New Year's, Memorial Day, July 4th, Labor Day, Thanksgiving, Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS:
Picture Editor: John C. Hewens
Society—Mrs. Jean Adler

BATTLE CREEK (Mich.), ENQUIRER and NEWS (e) (S)
Run-of-Paper Color Advs.: 1, 2, 3 and full color any day.
Split Run Advertising: Everyother Paper.
Advs. Not Accepted: Liquor.
Special Editions: New Years (Jan.); Fishing Guide (April); Auto Show (May); Back to School (Aug.); American Baseball (Sept.); National Homes Week (Sept.); Hunting Guide (Sept.).
No Editions: Christmas.
Food and/or Household Dept.: Daily Household; Food pages Wed.
Radio Station Affiliation: WELL.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Nick Gergacz
Book—Helen Bramble
Business-Financial—Nick Gergacz
Church—Elizabeth Henney
Columnist—George B. Dolliver
Credit Mgr.—Phillip Abrell
Editorial Writer—Nate Wood
Education—Wm. Young
Farm—Wm. Young
Fashion—Elizabeth Holmberg
Food—Elizabeth Holmberg
Garden—Wm. Young
Librarian—Jane Zahareos
Motion Picture-Theatrical—Jack Sherman
Music—George B. Dolliver
Personnel Mgr.—Phillip Abrell
Photo. Dept. Mgr.—Corwin Wherrett
Radio-Television—Art Middleton
Society—Elizabeth Holmberg

BAY CITY (Mich.), TIMES (e) (S)
Advs. Not Accepted: Objectionable Medical; unapproved financial.
Food and/or Household Dept.: Wednesday & Thursday food pages; Sunday household.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. D. Hewes
Aviation—M. D. Hewes
Book—Margaret Allison
Business-Financial—M. D. Hewes
Church—Margaret Allison
Columnists—Robert Hostetler; Jim Donahue
Credit Mgr.—Victor A. Meisel
Farm—Edward Dulong
Fashion—Margaret Allison
Food—Margaret Allison
Garden—Christine Born
Motion Picture-Theatrical—Margaret Allison
Music—Christine Born
Photo. Dept. Mgr.—Elmer Pincombe
Picture Editor—Andrew Munch
Radio-Television—Katherine Schwall
Real Estate—Christine Born
Society—Melda Lynn

BENTON HARBOR (Mich.), NEWS-PALLADIUM (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Mediums-Vendors.
Special Editions: New Years (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursdays.
Radio Station Affiliation: WHFB and WHFB-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Gladys Bailey
Editorial Writers—S. R. Banyon; L. R. White
Farm—Jerome Krieger
Food—N. A. Lindefeld
Garden—Jerome Krieger
Librarian—Dorothy Coleman
Photo. Dept. Mgr.—Chas. Zindler
Picture Editor—N. A. Lindenfeld
Society—Gladys Bailey

BIG RAPIDS (Mich.), PIONEER (e)
Special Editions: Anniversary (Dec.); Resort (June).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe Wolcewiak
Book—Arthur E. Anderson
Church—Elaine Shoberg
Columnist—Arthur E. Anderson
Editorial Writer—Arthur E. Anderson
Education—Barbara Katke
Farm—Joe Wolcewiak
Fashion—Matilda Carl
Photo. Dept. Mgr.—Robert Koch
Society—Elaine Shoberg

CADILLAC (Mich.) NEWS (e)
Advs. Not Accepted: Beer, wine, liquor.
Special Editions: Dollar Days (Feb. & Aug.); Christmas Opening (Nov.).
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Earl T. Huckle
Business-Financial—Earl T. Huckle
Church—Viola Peterson
Credit Mgr.—Carl A. Paulson
Editorial Writer—Earl T. Huckle
Education—Viona Laizure
Farm—Jules Wagman
Librarian—Viola Peterson
Photo. Dept. Mgr.—Earl T. Huckle
Picture Editor—Jules Wagman
Travel—Mike Jones

CHEBOYGAN (Mich.), TRIBUNE (e)
Special Editions; Christmas (Nov.); Tourist and Resort (July-Aug.); Paint up-Clean up (May).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Household Mon.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. M. Riggs
Book—Myrton Riggs
Cartoonist—Frank Riggs
Church—Alta Riggs
Editorial Writers—Myrton M. Riggs; Gordon Turner
Fashion—A. L. Riggs
Librarian—Pat Nau
Society—Alta Riggs

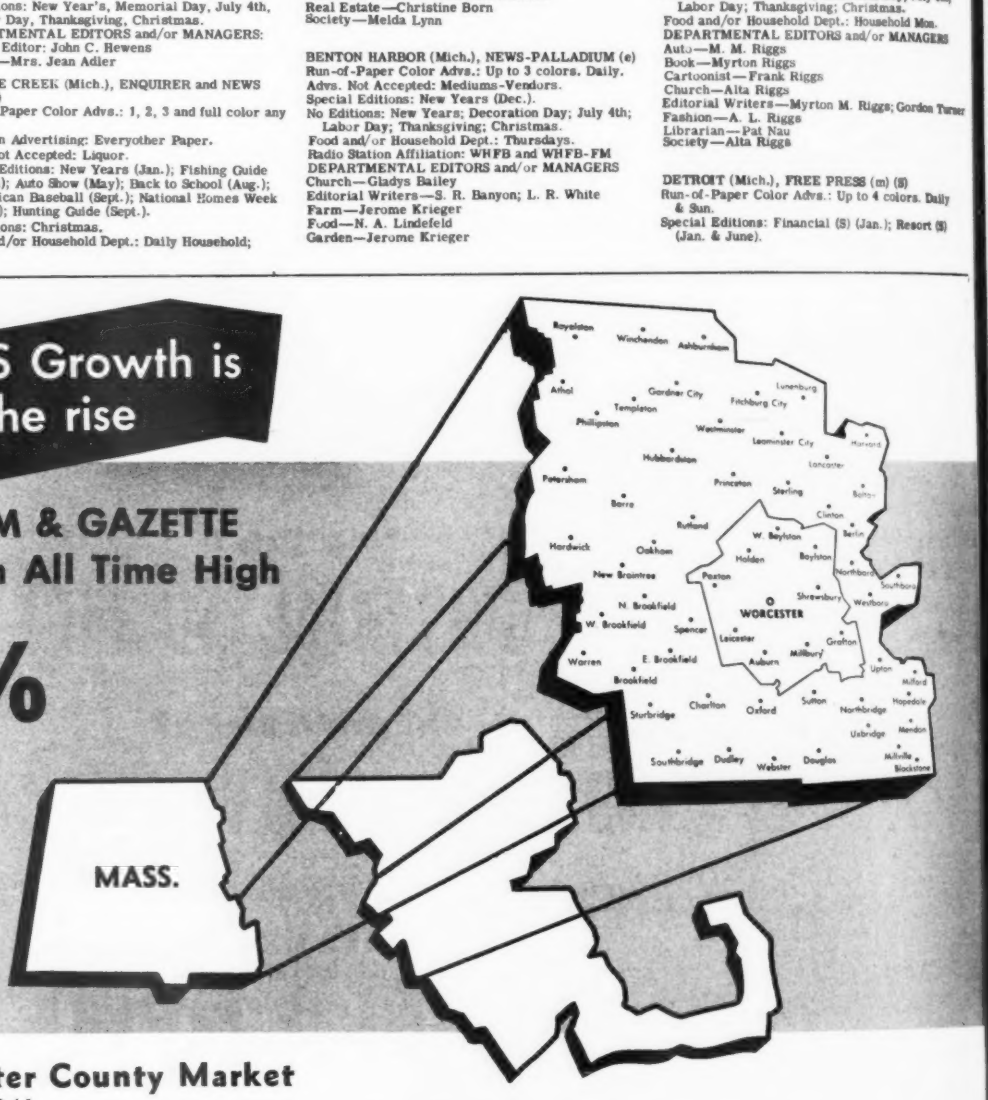
DETROIT (Mich.), FREE PRESS (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Special Editions: Financial (S) (Jan.); Resort (S) (Jan. & June).

WORCESTER'S Growth is still on the rise

. . . And TELEGRAM & GAZETTE Circulation is at an All Time High

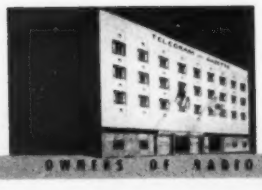
93.6%

INTENSIVE COVERAGE WORCESTER COUNTY
Daily - 158,551
(Sunday — 105,474)



Metropolitan Worcester County Market
1956 vs 1946

Population	UP 23%	(580,200)
Retail Sales	UP 98%	($624,927,000)
E.B.I.	UP 75%	($927,233,000)



The Worcester
TELEGRAM AND GAZETTE
WORCESTER, MASSACHUSETTS
Howard M. Booth, Publisher
MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

DETROIT (Mich.) FREE PRESS—Cont'd
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
Group Membership: Metropolitan.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Leo Donovan
Aviation—Jean Pearson
Book—William Coughlin
Business-Financial—Kenneth A. Thompson
Cartoonist—Frank Williams
Church—Adrian Fuller
Columnists—James S. Pooler; Donald F. Schram; Mark Beltaire; Lyall Smith
Credit Mgr.—D. A. Walker
Editorial Writers—John S. Knight; Royce Howes; Fred Tew; Frank Woodford
Education—Dale Nouse
Fashion—Laurena Pringle
Food—Kay Savage
Garden—John Woerpel
Librarian—Morgan Oates
Motion Picture-Theatrical—Helen Bower; J. Dorsey Callaghan
Music—J. Dorsey Callaghan
Personnel Mgr.—C. C. Althaus
Photo. Dept. Mgr.—Charles Haun
Picture Editor—Charles Haun
Radio-Television—Betty Lou Peterson
Real Estate—John Woerpel
Travel—Arthur Juntunen
Society—John L. Oliver

DETROIT (Mich.), NEWS (e) (S)
Run-of-Paper Color Advs.: Black and 1 color.
Split Run Advertising: Every-other Paper only 48 pages or under.
Advs. Not Accepted: Mail order; medical, speculative financial.
Special Editions: Financial (Jan.); International Travel Show (Mar.); Summer Travel (June); Winter Travel (Dec.).
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Group.
Food and/or Household Dept.: Daily & Sun. ex. Sat.
Radio Station Affiliation: WWJ-AM & WWJ-FM.
Television Station Affiliation: WWJ-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ralph R. Watts
Aviation—Edwin G. Pipp
Book—John McManis
Business-Financial—Bruce M. Tuttle
Cartoonist—Arthur Poinier
Church—Harold Schachern
Columnists—W. K. Kelsey; Walter Fuller; Jay G. Hayden
Credit Mgr.—Harry Hull
Editorial Writers—S. L. A. Marshall; Karl W. Miller; Gordon A. Harrison
Education—Stewart Didzun
Fashion—Yvonne Petrie
Food—Kay Kopera
Garden—June Hicks
Librarian—Ruth Braun
Motion Picture-Theatrical—Harold Heffernan; A. L. Weitschat (MP); Robert E. Lubeck (T)
Music—Josef Mossman; John Finlayson
Personnel Mgr.—Fred Hopkins
Photo. Dept. Mgr.—Arthur W. Czech
Picture Editor—Clayton Irwin
Radio-Television—Herschell Hart
Real Estate—E. A. Baumgarth
Travel—Paul Aird
Society—Jane Schermerhorn

DETROIT (Mich.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Mon., Tues., & Fri.
Split Run Advertising: Every-other Paper.
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household Dept.: Food pages daily and Sunday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Thomas Kleene
Aviation—Thomas Kleene
Book—John Creecy
Business-Financial—James Boynton
Church—Louis Arkles
Columnist—Vera Brown
Credit Mgr.—E. A. Long
Education—Irmengard Pohrt
Fashion and Beauty—Philomene Ezack
Garden—Isabel Zucker
Home Economist—Cecil Fleming
Librarian—Mrs. Grace Martin
Motion Picture-Theatrical—Walter Stevenson
Music—Harvey Taylor
Photo. Dept. Mgr.—Bernard Braun
Picture Editor—Charles Ohno
Radio-Television—Andy Wilson
Real Estate—Henry Dennis
Travel—Charles Wagoner
Society—Jean MacLellan

DOWAGIAC (Mich.), NEWS (e)
Annual Special Editions: Easter (Mar.); Dollar Days (Aug.); Christmas Shopping (Nov.); Christmas Greeting (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Berenice Vanderburg
Editorial Writer—George Larry
Photo. Dept. Mgr.—John Weyland
Society—Mrs. Victor Phillips

ESCANABA (Mich.), PRESS (e)
Special Editions: Upper Michigan State Fair (Aug.); Dollar Days (Aug.); Escanaba Days (Oct.); Deer Hunters (Nov.); Christmas Shoppers (Dec.).
No Editions: Jan. 1; Memorial Day; July 4; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food, Wed. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Clint Dunathan
Aviation—Clint Dunathan
Book—Amy Moberg
Business-Financial—Jean Worth
Cartoonist—L. A. Danielson
Church—Amy Moberg
Columnists—Clint Dunathan; Ray Crandall
Editorial Writers—Jean Worth; James G. Ward, Jr.; Clint Dunathan
Education—Jean Worth; Clint Dunathan
Farm—James R. Lowell
Fashion—Amy Moberg
Food—Amy Moberg
Garden—Joan DeShambo
Librarian—James R. Lowell
Motion Picture-Theatrical—Joan DeShambo
Music—Joan DeShambo
Photo. Dept. Mgr.—Bernard Schultz
Picture Editor—Jean Worth
Real Estate—Jean Worth
Travel—Clint Dunathan
Society—Amy Moberg

FLINT (Mich.), JOURNAL (e) (S)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Mail order; Matrimonial.
Special Editions: Builder's Show (March); Sport Show (March); Clean-Up-Fix-Up (May); Mother's Day (May); Back to School (Aug.); Dollar Day (Sept.)
Food and/or Household Dept.: Weds.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harold R. Gerace
Aviation—Harold R. Gerace
Book—William D. Chase
Cartoonist—Kenneth Dolan
Church—C. A. Stevens
Credit Mgr.—Carl A. Ludington
Editorial Writer—Robert C. Herrick
Education—Raymond Gover
Farm—G. H. Bastien
Fashion—Mrs. Joyce Cook
Food—Mrs. Elizabeth Conway
Garden—Richard F. Shappell
Librarian—William D. Chase
Motion Picture-Theatrical—Richard F. Shappell
Music—Robert Fialka
Radio-Television—Ralph G. Coulter
Real Estate—Richard F. Shappell
Society—Mrs. Joyce Cook

GRAND RAPIDS (Mich.), HERALD (m) (S)
Run-of-Paper Color Advs.: 1 color Daily except Sunday.
Split Run Advertising: Every-other Paper.
Annual Special Editions: Furniture Market (Jan), Graduation (May); Home Show (S) Mar.); Trout Section (s) May; Furniture Market (June); National Home Week (S) (Sept.).
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily Food Column; Household Hints Column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edwin L. Van Stee
Aviation—James Mudge
Book—K. C. Clapp
Business-Financial—Charles L. Clapp
Church—Sue Rogers
Columnists—Hugh Lago; Elaine Clapp
Credit Mgr.—John Flanagan
Editorial Writers—Carleton Cady
Education—Marguerite Kerns
Farm—William H. Bowles
Fashion—Bernice Mancewicz
Food—Elaine Clapp
Garden—Edwin L. Van Stee
Librarian—Lucille Van Bree
Motion Picture-Theatrical—Sue Rogers
Music—Marguerite Kerns
Photo. Dept. Mgr.—Michael Dabakey
Radio-Television—Sue Rogers
Real Estate—Edwin L. Van Stee
Society—Elaine Clapp

GRAND RAPIDS (Mich.), PRESS (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily except Saturday.
Split Run Advertising: Every-other Paper; only 48 pages or under
Advs. Not Accepted: Liquor, mail order; speculative financial, matrimonial.
Annual Special Editions: National Home Week (Sept.); Auto Show (Jan.); Boating Pages (Summer); Appliance (Apr. & Nov.); Back to School (Aug.); Outdoor Living (May); Home Show (Mar.);
Food and/or Household Dept.: Food column Wed., Thurs. & Sat.: Household daily; Garden pages Wed.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Max Henkel
Book—Mrs. Grace Smith
Business—John Rumsey
Financial—Clifford Nelson
Church—Mrs. Grace Smith
Columnists—Roger Allen; Helen Martin
Credit Mgr.—Robert E. Cook
Editorial Writer—Gerald A. Elliott
Education—B. G. Brown
Farm—Charles Johnson
Fashion—Mrs. Eleanor Pettersch
Food—Mrs. Eleanor Pettersch
Garden—Edgar M. Woods
Librarian—Lueve Parcell
Motion Picture-Theatrical—Gerald A. Elliott
Music—Gerald A. Elliott
Photo. Dept. Mgr.—Ralph Truax
Picture Editor—John McElwee
Radio-Television—Mrs. Florence Maciulewski
Real Estate—Robert Day
Society—Mary Jane Kirchgessner

GREENVILLE (Mich.), NEWS (e)
Special Editions: Building (Aug.); Christmas (Nov.) Soil Conservation (Jan.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Walter Jaehnig
Business-Financial—Dale Stafford
Church—Helene Balslev
Columnists—Dale Stafford; Helene Rawling; Walter Jaehnig
Editorial Writer—Dale Stafford
Education—Walter Jaehnig
Farm—Roger Williams
Fashion—Marcia Burke
Food—Marcia Burke
Photo. Dept. Mgr.—Roger Williams
Picture Editor—Roger Williams
Society—Helene Balslev

HILLSDALE (Mich.), NEWS (e)
Advs. Not Accepted: Liquor.
Special Editions: Back to School (Aug.); Football (Sept.); Christmas (Dec.).
No Editions: July 4th; Thanksgiving; Christmas; New Years.
Food and/or Household Dept.: Food Features Tuesday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—E. C. Hayhow
Church—Mabel Oppeneer
Editorial Writers—E. C. Hayhow; Herbert F. Hale
Farm—Howard Cordrey
Food—Mabel Oppeneer
Photo. Dept. Mgr.—Betty T. Hayhow
Picture Editor—Herbert F. Hale
Society—Mabel Oppeneer

HOUGHTON (Mich.), MINING GAZETTE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—J. W. Rice
Farm—Frank Madaski
Photo. Dept. Mgr.—Earl Gagnon
Picture Editor—William Brinkman

IONIA (Mich.), SENTINEL-STANDARD (e)
Advs. Not Accepted: Liquor.
No Editions: Six regulars

IRON MOUNTAIN-KINGSFORD (Mich.), NEWS (e)
Special Editions: Spring Fashion (Apr.); Fall Fashion (Sept.); Deer Hunters (Nov.); Ski-Jumping (Feb.); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WMIQ.

IRONWOOD (Mich.), GLOBE (e)
No Editions: Christmas; New Years; July 4; Labor Day.
Annual Special Editions: Home Show (Mar.); Fair Aug.)

JACKSON (Mich.), CITIZEN-PATRIOT (e) (S)
Split Run Advertising: Every-other Paper (32 pages or less).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. V. Gregory
Book—Janet Hemans
Business-Financial—G. V. Gregory
Church—Janet Hemans
Columnists—L. Vandervoort; Helen Riegel; William Swank; Constance Reed
Credit Mgr.—Ormand D. Osborn
Editorial Writers—Carl M. Saunders; Harley Grimsley; James Brown
Education—Donna Barnes
Farm—Harley Grimsley
Fashion—Connie Reed
Food—Jane Pitcher
Librarian—L. O. Atherton
Motion Picture-Theatrical—Janet Hemans
Music—William Swank
Photo. Dept. Mgr.—J. F. Fleming
Picture Editor—J. F. Fleming
Radio-Television—Donald Durst
Real Estate—G. V. Gregory
Society—Jane Pitcher

KALAMAZOO (Mich.), GAZETTE (e) (S)
Run-of-Paper Color Adv.: 1 color. Daily & Sun.
Split Run Advertising: Every-other Paper up to and including 40 page papers.
Adv. Not Accepted; Objectionable Adv.
Annual Special Editions: New Years (Jan.); Bargain Days (Feb. & Aug.); Home Show (Mar.); Clean-up Paint-up (May); Back to School (Aug.); Nat'l. Home Week (Sept.).
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Byron Troyer
Aviation—Don Stone
Business-Financial—Byron Troyer
Church—Daniel Ryan
Credit Mgr.—Ray Bentley
Editorial Writers—Lowell Plasterer; Heyden Bradford
Education—Phillip Wight
Farm—Roy Holding
Fashion—Marjorie Goldsmith
Food—Myrtelle Sharpsteen
Garden—Louis Bockstanz
Librarian—Nell Hagan
Motion Picture-Theatrical—Jack Bell
Music—Byron Troyer
Photo. Dept. Mgr.—Varner Gould
Picture Editor—Alva Dorn
Radio-Television—Maude Curren
Real Estate—Louis Bockstanz
Travel—Lowell Plasterer
Society—Marjorie Goldsmith

LANSING (Mich.), STATE JOURNAL (e) (S)
Run-of-Paper Color Advs.: 4 colors. Every Day.
Advs. Not Accepted: Liquor.
Special Editions: New Years (Jan.).
No Editions: Christmas.
Food and/or Household Dept.: Thursday food section.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Carlisle Carver (e) (S)
Aviation—Birt Darling (e) (S)
Book—Ethelyn Sexton (e) (S)
Business-Financial—George Krause (e); Warren Brintnall (S)
Cartoonist—Warren Brintnall (e) (S);
Church—Thelma Harnett
Columnists—Richard Murray (e) (S); Carlisle Carver (e); Birt Darling (e) D. Richard Frazier (e); Hal Fildey (e); Howard J. Rugg (S)
Credit Mgr.—R. V. DeBarry
Editorial Writers—Frank H. Sallows (e); J. Maynard Hill (e) (S); Charles H. Larson (e) (S); Paul A. Martin (e) (S); Mark Brouwer (e) (S); Kenneth R. West (e) (S)
Education—Fred Olds (e); Kenneth Gunderman (S)
Farm—D. Richard Frazier (e) (S)
Fashion—Virginia Baird (e) (S)
Food—Virginia Baird (e) (S)
Garden—J. Maynard Hill (e) (S)
Librarian—Irma Thompson
Motion Picture-Theatrical—Thelma Harnett (e); Ethelyn Sexton (S)
Music—Ethelyn Sexton (e) (S)
Personnel Mgr. G. L. Deliyanne
Photo. Dept. Mgr.—Tom Tryon (e) (S)
Picture Editor—Carlisle Carver (e); J. Maynard Hill (S)
Radio-Television—Thelma Harnett (e) (S)
Real Estate—Warren Brintnall (e) (S)
Travel—Kenneth Gunderman (S)
Society—Virginia Redfern

MANISTEE (Mich.), NEWS-ADVOCATE (e)
Special Editions: Forest Festival (June).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Recipe column Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Win Kuehl
Editorial Writer—Win Kuehl
Photo. Dept. Mgr.—Bob Bailey
Society—Lorraine Bosschem

MARQUETTE (Mich.), MINING JOURNAL (e)
Advs. Not Accepted: Vending machines.
Special Editions: Christmas Greetings (Dec.); Fire Prevention (Apr.-Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WDMJ and WDMJ-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Robert Biolo; James Trethewey; Robert Brumm
Editorial Writers—Kenneth S. Lowe; F. J. Russell
Society—Mary G. Belmore

MARSHALL (Mich.), CHRONICLE (e)
Split Run Advertising: Geographically.
Special Editions: Christmas (Dec.).
No Editions: New Year's Day; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WALM.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—J. M. Moses
Farm—Chester Maples
Photo. Dept. Mgr.—Ray Dennis
Picture Editor—Ray Dennis
Society—Dorothy Cassidy

MENOMINEE (Mich.), HERALD-LEADER (e)
Special Editions: Builders Edition (Apr.); Back To School (Aug.).
No Editions: New Years; Memorial Day; Independence Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Murphy
Aviation—Robert Murphy
Book—James Ripley
Business-Financial—P. C. Munroe
Church—Marie Buelow
Credit Mgr.—P. C. Munroe
Editorial Writer—James Ripley
Education—Robert Murphy
Farm—Robert Murphy
Fashion—Florence McDermott
Food—Florence McDermott
Garden—Robert Murphy
Motion Picture-Theatrical—Milton Brown
Picture Editor—Lawrence Ebsch
Radio-Television—Milton Brown
Real Estate—Fred Collins
Travel—Florence McDermott
Society—Marie Buelow

MIDLAND (Mich.), NEWS (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily except Wednesday and Saturday.
Advs. Not Accepted: Liquor.
Special Editions: Builders Show (Feb.); Spring Fashions (Mar.); Back-To-School (Aug.); Christmas Opening (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily.
Radio Station Affiliation: WMDN.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—N. C. Rumple
Church—Louis H. Wood
Editorial Writers—Philip T. Rich; N. C. Rumple
Farm—John Nauer
Fashion—Marjorie Lefler
Food—Marjorie Lefler
Garden—Louis H. Wood
Picture Editor—Regina Barber
Society—Marjorie Lefler

MONROE (Mich.), NEWS (e)
Special Editions: Builders Show (Apr.); County Fair Premium (June); County Fair (Aug.); Back-to-School (Aug.); Christmas Shoppers (Dec.).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Weekly (Wed.).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Agnes Funk
Editorial Writers—Roy Hamlin; John King
Farm—D. N. Roberts

MOUNT CLEMENS (Mich.) MONITOR-LEADER (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. H. Parres
Aviation—James Mitchell
Book—P. W. McKee
Business-Financial—P. W. McKee
Church—Edgar Racine
Columnist—Maurice Vincent
Editorial Writer—W. B. MacLachlan
Education—Lawrence Palmer
Farm—Edgar Racine
Fashion—Dorothy Magee
Food—Dorothy Magee
Garden—Dorothy Magee
Motion Picture-Theatrical—M. H. Parres
Music—Dorothy Magee
Photo. Dept. Mgr.—Herbert Verveer
Picture Editor—W. B. MacLachlan
Radio-Television—M. T. McKee, Jr.
Society—Dorothy Magee

MUSKEGON (Mich.), CHRONICLE (e)
Run-of-Paper Color Advs: 1 color. Determined by advance arrangement.
Advs. Not Accepted: Liquor; mail order.
Special Editions: Home Show (Mar.); National Hardware Week (Apr.); Floor Coverings (Apr.); Back-to-School (Aug.); Home Fashion (Sept. and Dec.); Hunting. Do It Yourself (Oct.);
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles H. Woodruff
Book—C. D. McNamee
Business-Financial—Charles H. Woodruff
Church—Leda Babcock
Editorial Writer—Frederic Read
Education—Ralph W. Eggert
Farm—John A. Chisholm
Fashion—Mrs. Agnes Wilde
Food—Mrs. George E. Matych
Garden—Ralph W. Eggert
Librarian—Idaruth Peterson
Music—Mrs. Agnes Wilde

(Continued on Page 208)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MICHIGAN—Cont'd

(Continued from Page 207)

MUSKEGON (Mich.) CHRONICLE—Cont'd

Photo. Dept. Mgr.—John Bunda
Picture Editor—William A. May
Radio-Television—Donna Smreina
Real Estate—Robert G. Walker
Society—Mrs. Agnes Wilde

NILES (Mich.), STAR (e)
Advs. Not Accepted: Mail order; vending machines; help wanted from out-of-town sources.
Special Editions: Builders' Show (Apr.).
No Editons: Jan. 1; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—John R. Scamehorn
Motion Picture-Theatrical—Don R. Carlson
Photo. Dept. Mgr.—Don R. Carlson
Picture Editor—Don R. Carlson
Radio-Television—Don R. Carlson
Society—Janice Kelley

OWOSSO (Mich.), ARGUS-PRESS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily except Thursday.
Advs. Not Accepted: Liquor; mail order.
Special Editions: Year End (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WOAP.
DEPARTMENTAL EDITORS and/or MANAGERS
Radio-Television—Arthur Klein
Society—Mary Cheney Campbell

PETOSKEY (Mich.), NEWS-REVIEW (e)
Special Editions: Christmas Shopper (Nov.); Fire Prevention (Oct.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Doherty
Aviation—Jim Doherty
Book—Jim Doherty
Business-Financial—Jim Doherty
Church—Jim Doherty
Columnists—Jim Doherty
Editorial Writer—Jim Doherty
Education—Jim Doherty
Farm—F. Lovelace
Librarian—Jim Doherty
Motion Picture-Theatrical—Jim Doherty
Photo. Dept. Mgr.—Jim Doherty
Picture Editor—Jim Doherty
Radio-Television—Jim Doherty
Real Estate—Jim Doherty
Travel—Jim Doherty

PONTIAC (Mich.), PRESS (e)
Run-of-Paper Color Advs.: Up to 4 colors. Over 1 col. Tues. & Sat. only.
Split Run Advertising: Every-other Paper.
Special Editions: Builder's Section (Mar); Back-to-School (Sept.).
No Editions: Christmas.
Food and/or Household Dept.: Food Section Thursday
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mary Anglemier
Columnist—Joe Haas
Credit Mgr.—Floyd E. Wesp
Editorial Writer—Ralph W. Beebe
Fashion—Judith Clemence
Food—Janet Odell
Librarian—Mary Anglemier
Motion Picture-Theatrical—Abbie Kucesra
Photo. Dept. Mgr.—James Mahar
Radio-Television—Lena Lilly
Society—Judith Clemence

PORT HURON (Mich.), TIMES HERALD (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Vending machines.
Special Editions: Industrial Edition (Jan); Farm Edition (Mar); Blue Water Vacation (June); Back to School (Aug); Fire Prevention (Oct); Xmas Gift Guide (Nov); Modern Homes (Feb); Spring Fashions (Mar).
Food and/or Household Dept.: Thursday Food Page.
Radio Station Affiliation: WTTH
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Lawrence Bush (e)
Columnists—F. Granger Weil (e) (S); Fred H. Vincent (e); Paul D. Soini (S)
Credit Mgr.—Henry Jurk
Editorial Writer—Edward S. Shover (e) (S)
Farm—William Vincent (e)
Fashion—Miss Alice Anderson (e) (S)
Food—Miss Alice Anderson (e) (S)
Librarian—Mrs. Mary Royan (e) (S)
Photo. Dept. Mgr.—Ralph Polovich (e) (S)
Picture Editor—Louis J. Dunn (e) (S)
Radio-Television—C. E. Burkholder (e) (S)
Society—Miss Alice Anderson

ROYAL OAK (Mich.), DAILY TRIBUNE (e)
Special Editions: Spring Fashion (Mar.); Home Exposition (Apr.); Fall Fashion (Sept.); Christmas Edition (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food pages, Weds., Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Grant Howell
Business-Financial—Lynn S. Miller
Columnist—Philip F.Miller
Editorial Writers—Philip F. Miller; Lynn S. Miller; Grant Howell
Education—Nancy Nogrady
Fashion—Marie VanSickle
Food—Marie VanSickle
Garden—John Kaichen
Librarian—Beverly Peck
Photo. Dept. Mgr.—Bayard F. Lawes
Picture Editor—Grant Howell
Radio-Television—Beverly Peck
Real Estate—John Kaichen
Society—Marie VanSickle

SAGINAW (Mich.), NEWS (e) (S)
Run-of-Paper Color Advs.: 1 color. Minimum for color-full page.
Advs. Not Accepted: Medical and Cosmetic not in good taste.
Special Editions: Dollar Days (Feb. and Aug.); Saginaw Days (May and Oct.); Christmas Edition (Nov.).
Food and/or Household Dept.: Wednesdays, Thursdays and Sundays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herbert W. Spendlove
Business-Financial—Herbert W. Spendlove
Church—Glen A. Boissonneault
Credit Mgr.—Maurice E. Cotter
Editorial Writer—Malcolm R. McCrea
Librarian—Robert T. McMillen
Motion Picture-Theatrical—Gerald Bates
Picture Editor—Stuart D. Gross
Radio-Television—Leslie A. Wahl
Society—Esther M. Way

ST. JOSEPH (Mich.), HERALD-PRESS (e)
Run-of-Paper Color Advs: 1 color (1,000 lines) Mon., Tues., Sat.
Special Editions: New Years (Dec. 31); Spring Fashions (May); Youth Fair & Back To School (Aug.).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years.
Food and/or Household Dept: Thurs.
Radio Station Affiliation: WHFB and WHFB-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. C. Thurman
Aviation—W. C. Thurman
Book—Helen Spangenberg
Business-Financial—W. J. Banyon
Church—Nancy Jeschke
Columnist—Helen Spangenberg
Editorial Writer—W. J. Banyon
Education—Helen Spangenberg
Farm—Jerry Krieger
Fashion—Helen Spangenberg
Food—Helen Spangenberg
Garden—W. C. Thurman
Librarian—Nancy Jeschke
Motion Picture-Theatrical—Helen Spangenberg
Music—Helen Spangenberg
Photo. Dept. Mgr.—W. C. Thurman
Picture Editor—W. C. Thurman
Real Estate—W. C. Thurman
Society—Helen Spangenberg

SAULT STE. MARIE (Mich.), NEWS (e)
Advs. Not Accepted: Liquor; wine.
Special Editions: Christmas (Nov.); Back to School (Aug.).
No Editions: New Years; July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WSOO.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—George A. Osborn; E. J. Sundstrom; John Matheson
Education—John Matheson
Photo. Dept. Mgr.—Glenn N. Gregg
Society—Ruth Clarke

SOUTH HAVEN (Mich.), DAILY TRIBUNE (e)
Special Editions: Back to School (Aug.); Vacation Edition (June); Farm Edition (Feb.); Dollar Days (Apr.-Oct.).
No Editions: New Year's; Memorial Day; July 4th; Thanksgiving; Labor Day; Christmas.
Group Membership: MPA - Mich. Press Assn; Inland Daily Press Assn.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mabel Anthony
Editorial Writer—Paul L. Mixter
Farm—Wm. Roesgen
Fashion—Mabel Anthony
Photo. Dept. Mgr.—Wm. Roesgen
Picture Editor—Wm. Roesgen
Society—Mabel Anthony

STURGIS (Mich.), JOURNAL (e)
Advs. Not Accepted: Objectionable Medical.
No Editions: New Years; Decoration Day; July 4th, Labor Day; Thanksgiving; Christmas
Food and/or Household Dept.: Wednesday, Thursday Building pages Friday; Farm pages Saturday.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Mark P. Haines
Farm—Chester Crawford
Picture Editor—Marvin Eldridge
Society—Majorie Waddell

TRAVERSE CITY (Mich.), RECORD-EAGLE (e)
Run-of-Paper Color Advs.: Up to 1 color. 3-day leeway required.
No Editions: All National holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Batdorff
Aviation—John Batdorff
Book—John Batdorff
Business-Financial—Jay Smith
Cartoonists—Robert Batdorff
Church—A. C. Batdorff
Columnists—Robert Batdorff
Credit Mgr.—Bess Burgess
Editorial Writer—Jay Smith
Education—Robert Batdorff
Farm—Gordon Charles
Fashion—Catherine Carroll
Food—Robert Batdorff
Garden—Jay Smith
Librarian—Jay Smith
Motion Picture-Theatrical—Robert Batdorff
Music—Jay Smith
Personnel Mgr.—John Batdorff
Photo. Dept. Mgr.—Al Barnes
Picture Editor—William Smith
Radio-Television—Margaret Votey
Real Estate—Jay Smith
Travel—Jay Smith
Society—Catherine Carroll

YPSILANTI (Mich.), PRESS (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Liquor.
No Editions: July 4th; Christmas.

MINNESOTA

ALBERT LEA (Minn.), TRIBUNE (e ex. Sat) (S)
Advs. Not Accepted: Liquor.
Special Editions: Dollar Days (twice yearly); Back to School (Aug.); Fair Edition (Aug.); Fall Opening (Sept.); Spring Opening (Pre-Easter); Electrical Appliances (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving Day; Christmas.
Print Own Magazine: Farm Tab. (e).
Syndicated Magazine Section Carried: Family Weekly (S).
Food and/or Household Dept.: Food and household dept. on Sunday.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—I. Sorenson
Columnists—A. Schmahl; W. R. Voigt
Editorial Writer—Kenneth Allen
Farm—Earl Minser
Society—Love Cruikshank

AUSTIN (Minn.), HERALD (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily except Thursday.
Advs. Not Accepted: Vending machines-Mail order; Liquor
Special Editions: Spring fashion (March); Fall fashion (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—C. Burgeson
Cartoonists—Roger Larson
Church—May Thompson
Columnists—Jay Daane; Pat Erdman
Editorial Writer—H. E. Rasmussen
Education—Duane A. Rasmussen
Farm—David F. Owen
Fashion—Pat Erdman
Food—Pat Erdman
Garden—David F. Owen
Librarian—May Thompson
Motion Picture-Theatrical—J. Daane
Music—Guilbert Jarvis
Photo. Dept. Mgr.—Ken Hanson
Picture Editor—G. Jarvis
Radio-Television—J. Danne
Travel—C. Burgeson
Society—Pat Erdman

BEMIDJI (Minn.), PIONEER (e)
Special Editions: Conservation Edition (Sept.); First Baby of Year (Dec.); Dollar Day (Feb., Sept.); Builders Edition (Mar.); Back-to-School, (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Martin Barber
Book—John Ainley
Church—Marie Mossefin
Columnists—John Ainley; Marvin Briggs
Editorial Writers—John Ainley; Marvin Briggs
Education—Martin Barber
Farm—Marvin Briggs
Fashion—Sybil Forbes
Food—John Ainley
Librarian—Marie Mossefin
Motion Picture-Theatrical—Martin Barber
Picture Editor—Martin Barber
Society—Marie Mossefin

BRAINERD (Minn.), DISPATCH (e)
Special Editions: Vacation (April).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Christmas.

CROOKSTON (Minn.), TIMES (e ex. Sat)
Advs. Not Accepted: Mail Order; Vendors.
Special Editions: Farm (Feb); Christmas; Spring; Fall.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—D. L. Mac; H. Sommer
Editorial Writers—D. L. McKenzie; H. V. Sommer
Photo. Dept. Mgr.—H. V. Sommer
Picture Editor—H. V. Sommer
Society—Ruth Ross

DULUTH (Minn.), NEWS-TRIBUNE (m); HERALD (e); NEWS-TRIBUNE (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily and Sunday. Only one and black in Sunday main news.
Split Run Advertising: Geographically. Every-other Paper.
Special Editions: Outlook (Jan.); Resort & Travel (June); Cookbook (Sept.).
No Editions: Tribune (m) delivered on New Years; Memorial Day; July 4th; Labor Day; Thanksgiving, and Christmas to Herald (e) subscribers because Herald is not published.
Print Own Magazine: Yes.
Food and/or Household Dept: Wed., Thurs., and Fri., Annual Cookbook in Sept.
Radio Station Affiliation: WDSM
Television Station Affiliation: WDSM-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Eugene L. Young

FAIRMONT (Minn.), SENTINEL (e)
Advs. Not Accepted: Liquor.
Special Editions: Four "Iowa" editions (Spring; Summer; Fall); Christmas.
No Editions: New Years; Christmas; July 4th; Memorial Day; Labor Day; Thanksgiving.
Food and/or Household Dept.: Thursday grocery section.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lew Fiero, Jr
Aviation—Ray Stougaard
Book—Lyle Miller
Business-Financial—Claude N. Swanson
Church—W. K. Mickelson, Jr
Columnist—Claude N. Swanson
Editorial Writers—Claude N. Swanson; Walter K. Mickelson
Education—John Franklin
Farm—John Franklin
Fashion—Lyle Miller
Food—Lyle Miller
Garden—John Franklin
Librarian—Robert Schroeder
Motion Picture-Theatrical—Bob Sexe
Music—Bill Mickelson
Photo. Dept. Mgr.—Robert Schroeder
Picture Editor—Ray Stougaard
Radio-Television—Bob Sexe
Real Estate—John Franklin
Travel—Bill Mickelson
Society—Lyle Miller

FARIBAULT (Minn.), NEWS (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); Spring Opening; Fair Edition. Home & Building Edition; Farm Show Edition.
No Editions: New Years; Labor Day; Decoration Day; July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. E. Swanberg
Book—Jean Hagen
Business-Financial—L. E. Swanberg
Church—Jean Hagen
Columnists—L. E. Swanberg; Robert Retzlaff
Editorial Writers—C. J. Hunt; L. E. Swanberg
Education—Jean Hagen
Farm—Keith M. Thaves
Fashion—Jean Hagen
Garden—L. E. Swanberg
Motion Picture—Henry Alstrup
Music—Jean Hagen
Photo. Dept.—John Sgutt
Picture Editor—Henry Alstrup
Radio-Television—John Jurkow
Society—Jean Hagen

FERGUS FALLS (Minn.), JOURNAL (e)
Advs. Not Accepted: Liquor and wine.
Special Editions: Fall Fashions (Sept.); Spring Fashions (May).
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—James Gray
Columnists—Margaretta Robertson
Editorial Writers—W. L. Robertson
Photo. Dept. Mgr.—C. P. Lee
Society—Alpha Beito

HIBBING (Minn.), TRIBUNE (e)
Run-of-Paper Color Advs: 1 color. All days daily.
Advs. Not Accepted: Classified asking for money.
Special Editions: Back to School (Aug.); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Geo. M. Fisher
Editorial Writer—Geo. M. Fisher
Photo. Dept. Mgr.—Steve Propotnik
Picture Editor—Bert Ackerson

INTERNATIONAL FALLS (Minn.), JOURNAL (e ex Sat.)
Advs. Not Accepted: Mail order
Special Editions: Spring Fashions; Back-to-School (Fall); Home Fashions (Fall).
No Editions: On Saturdays; New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ken Unger
Business-Financial—Paul A. Anderson
Church—Sally Kochaniuk
Editorial Writers—Paul A. Anderson; Ken Unger
Education—Alec Kaviuk
Farm—Ken Unger
Fashion-Sally Kochaniuk
Food—Ken Unger
Garden—Ken Unger
Librarian—Don Fischer
Motion Picture-Theatrical—Ken Unger
Photo. Dept. Mgr.—Tony Mio
Picture Editor—Ken Unger
Real Estate—Ken Unger
Travel—Alec Kaviuk
Society—Sally Kochaniuk

LITTLE FALLS (Minn.), TRANSCRIPT (e)
Advs. Not Accepted: Vending Machine.
Special Editions: Christmas (Dec.); Back-to-School (Aug.); Spring Opening (April).
No Editions: Christmas Day; New Years Day; July 4th; May 30; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Anne Merrick; Irene Rudie; Mike Lyons
Credit Mgr.—Don Scobie
Editorial Writer—John L. Truax
Librarian—Harriet Swenson
Motion Picture-Theatrical—Anne Merrick
Society—Anne Merrick

MANKATO (Minn.), FREE PRESS (e)
Run-of-Paper Color Advs: Up to 2 colors. Daily
Special Editions: Christmas (Dec.).
No Editions: Christmas; New Years; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Jared How
Columnists—Jared How
Editorial Writer—Jared How
Farm—Russell Robertson
Society—Blanche Huntszicker

MINNEAPOLIS (Minn.), TRIBUNE (m) (S); STAR (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily. Sunday in Women's, Feature, and Hobby & Home sections.
Advs. Not Accepted: Alcoholic Beverages.
Special Editions: National Home Week (S) (Sept.); Annual Business, Financial Review (S) (Jan.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herb Paul (e); John Wickland (m); (S)
Aviation—Angelo Cohn (e); Dan Upham (m) (S)
Book—John K. Sherman (m) (e) (S)
Business-Financial—John Wickland (m) (S); Herb Paul (e)
Cartoonists—Scott Long (m) (S); Roy Justus (e)
Church—Willmar Thorkelson (e)
Columnists—George Grim (m) (S); Will Jones (m) (S); Cedric Adams (e) (S); Hal Bjornson (m); Virginia Safford (e) (S); John K. Sherman (e) (S); Ben Kern (m) (S)
Credit Mgr.—Clarence W. Pierson
Editorial Writers—Elbur Elston (m) (e) (S); George L. Peterson (m) (e) (S); Bradley Morison (m) (e) (S); Robert W. Smith (m) (e) (S); Graham Bovey (m) (e) (S); Jay Edgerton (m) (e) (S); Miriam Alburn (m) (e) (S); Charles Guthrie (m) (e) (S); Walter Johnson (m) (e) (S)
Education—Richard Kleeman (m); Al Woodruff (e)
Farm—Russell Asleson (m) (S); Randall Hobart (e)
Fashion—Aileen Reynolds (m) (e) (S)
Food—Mary Hart (m) (S); Virginia Safford (e)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MINNEAPOLIS (Minn.) TRIBUNE-STAR—Cont'd
Garden—George Luxton (m) (S)
Librarian—Charles A. Brown III (m) (e) (S)
Motion Picture-Theatrical—Will Jones (m) (S); Bob Murphy (e) (S)
Music—Norman Houk (m) (S); John K. Sherman (e)
Personnel Mgr.—Ralph Thornton
Photo. Dept. Mgr.—James Godbold
Picture Editor—Daryle Feldmeir (m) (S); Herb Germar (e); Charles McFadden (S)
Radio-Television—Will Jones (m) (S); Forrest Powers (e); Florence Murphy (e)
Real Estate—John Wickland (m) (S); Herb Paul (e)
Sunday Magazine—Charles McFadden
Travel—Barbara Flanagan (m) (S); Virginia Safford (e)
Society—Mary Brown (m) (e) (S)

MOORHEAD (Minn.), NEWS (e)
Special Editions: Greater Moorhead (Mar.); 4-H Round Up and Sugar Beet Days (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Lloyd W. Sveen; James Fay; Howard Magnuson
Editorial Writer—Lloyd W. Sveen
Photo. Dept. Mgr.—Jack Brown.

NEW ULM (Minn.), JOURNAL (e)
Run-of-Paper Color Advs.: Up to 2 colors, $40.00 page additional for color.
Annual Special Editions: Progress Edition (Jan.); Farm Show (Mar.); Cooking School (Feb.); Fair Issue (Aug.); Back-to-School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KNUJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Irma Ower
Columnists—Wm. E. Macklin; Robert C. Christianson; Clifford J. Carlson; Herbert H. Schaper
Editorial Writer—Walter K. Mickelson
Photo. Dept. Mgr.—William E. Macklin
Society—Irma Owen

OWATONNA (Minn.), PEOPLE'S PRESS (m ex. Mon)
Special Editions: Christmas (Dec.); Baseball (May); Back to School (Aug.).
No Editions: Days following New Years Day, Memorial Day, Fourth July, Labor Day, Thanksgiving; Christmas.
Food and/or Household Dept.: Food features on Thursdays. Daily menu.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—L. R. Ringhofer
Food—L. R. Ringhofer
Picture Editor—Lee Thielman

RED WING (Minn.), REPUBLICAN EAGLE (e)
Advs. Not Accepted: Liquor, internal medicines.
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food column Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Albert M. Marshall
Church—Fred Jonson
Columnists—E. W. Olson
Editorial Writers—P. S. Duff, Jr.; Albert M. Marshall; E. W. Olson
Education—P. S. Duff, Jr.
Farm—P. S. Duff, Jr.
Fashion—Marlene Mumford
Food—Marlene Mumford
Garden—Alfred Swanson
Motion Picture—Fred Jonson
Music—Fred Jonson
Photo. Dept. Mgr.—Leory Johnson
Picture Editor—Fred Jonson
Radio-Television—Marlene Mumford
Society—Marlene Mumford

ROCHESTER (Minn.), POST-BULLETIN (e)
Advs. Not Accepted: Vending machine.
Special Editions: Dollar Days (Feb. & Aug.); Rochester Days (Oct. & May); Back to School (Aug.).
No Editions: Christmas; New Years; July 4th; Memorial Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Winnie Brown

ST. PAUL (Minn.), PIONEER PRESS (m) (S); DISPATCH (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: (S) Liquor.
Annual Special Editions: (S) Builders Show (Apr.); Outing & Travel (Tab.) (May); Parade of Homes (Sept.); Spring Garden (Roto) (Apr.).
Syndicated Magazine Section Carried: American Weekly.
Group Membership: Metropolitan.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WCCO.
Television Station Affiliation: WCCO-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Gerald B. Smith (m) (e) (S)
Book—F. S. Heaberlin (m) (e) (S)
Business-Financial—F. H. Godfrey (m) (e) (S)
Church—Gerald B. Smith (m) (e) (S)
Columnists—R. J. Dunlap (m) (S); Gareth Hiebert (e)
Credit Mgr.—Joseph N. Meyers
Editorial Writers—L. D. Parlin (m) (e); R. R. Strom (m) (e); Val Bjornson (m) (e) (S)
Education—R. M. Monson (m) (e) (S)
Farm—Alfred D. Stedman (m) (e) (S)
Fashion—Maggi Vaughan (m) (e) (S)
Food—Doris Shuzard (m) (e) (S)
Garden—Joseph Steigauf (S); Robert A. Phillips (S)
Librarian—Roy W. Swanson (m) (e) (S)
Motion Picture-Theatrical—Bill Diehl (m) (e) (S)
Music—John H. Harvey (m) (e) (S)
Photo. Dept. Mgr.—E. L. Vogt (m) (e) (S)
Picture Editor—E. L. Vogt (m) (e) (S)
Radio-Television—T. L. Ayers (m) (e) (s)
Real Estate—Carl Hennemann (m) (e) (S)
Travel—Lytton Taylor (m) (e) (S)
Society—Amy Birdsall (m) (e) (S)

STILLWATER (Minn.), GAZETTE (e)
Advs. Not Accepted: Patent medicine.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to E. L. Roney.

VIRGINIA (Minn.) MESABI DAILY NEWS (e)
Special Editions: Home Building (July); Back to School (Aug.); December 31st.
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Everett C. Blomgren
Editorial Writer—Burt D. Pearson
Photo. Dept. Mgr.—Clarence W. Ivonen
Society—Jean M. Pycha

WILLMAR (Minn.), TRIBUNE (e)
Split Run Advertising: Geographically; Every-other Paper.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Spring Opening (March); Back To School (Aug); Christmas (Nov).
No Editions: New Year; Memorial Day; Labor Day; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. C. Bengtson
Book—V. E. Lawson
Church—Rosella Nielsen
Columnists—O. B. Augustson
Editorial Writer—V. E. Lawson
Farm—Gordon Augustson
Food—R. C. Bengtson
Librarian—Emil Aspoas
Photo. Dept. Mgr.—Wendell Anderson
Radio-Television—Stan Haldorson
Society—Nona Olson

WINONA (Minn.), DAILY NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. By arrangement.
Advs. Not Accepted: Mail order.
Special Editions: Clean-up, Paint-up (Apr.); Fall Fashion (Aug.); Christmas (Dec.).
No Editions: Memorial Day; July 4th; Labor Day; Christmas; New Years; Thanksgiving.
Radio Station Affiliation: KWNO & KWNO-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—May Murray
Church—Earl Gilbert
Columnists—H. G. Hymes; Gretchen L. Lamberton; Robert Zirbell; A. F. Shira
Editorial Writers—Gordon R. Closway; William F. White; W. J. Cole; Adoloph Bremer; C. Gordon Holte; Robert Eggleson
Farm—Earl Gilbert
Fashion—May Murray
Food—May Murray
Garden—A. F. Shira
Librarian—Earl Gilbert
Music—May Murray
Photo. Dept. Mgr.—Merritt Kelley
Picture Editor—Adolph Bremer
Radio-Television—Joseph Rizzardi
Society—May Murray

WORTHINGTON (Minn.), GLOBE (e)
Advs. Not Accepted: liquor (ex. beer); vending mach.
Special Editions: Vacation (June); June Bride (June); Back-to-School (Aug).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Vance
Aviation—Jim Vance
Book—Stella P. Vance
Business-Financial—H. L. Refsell
Church—Mrs. Faith Palmer
Columnists—H. L. Refsell; J. A. Geladas
Editorial Writer—Jas. L. Vance
Education—J. A. Geladas
Farm—Jim Vance
Fashion—Faith Palmer
Food—Faith Palmer
Garden—V. M. Vance
Motion Picture-Theatrical—Jim Vance
Music—Jim Vance
Photo. Dept. Mgr.—J. A. Geladas
Picture Editor—J. A. Geladas
Travel—V. M. Vance
Society—Faith Palmer

MISSISSIPPI

BILOXI-GULFPORT (Miss.), HERALD (e)
Run-of-Paper Color Advs.: 1 color and black. Daily.
Advs. Not Accepted: Liquor.
No Editions: Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Mrs. Jo Wilkes Reicker
Picture Editors—C. H. Eisendrath, Biloxi; C. C. Blackwell, Gulfport
Society—Mrs. Nayna W. Lightsey

CLARKSDALE (Miss.), PRESS REGISTER (e)
Advs. Not Accepted: liquor; vending machine.
Special Editions: Spring Fashions (March); Graduation (May); Football (Sept.); Christmas Gift (Dec.).
No Editions: Christmas Day; Thanksgiving Day.
Food and/or Household Dept.: Thursday, Farm page Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—B. J. Skelton
Church—B. J. Skelton
Editorial Writer—Jos. F. Ellis, Jr.
Education—Harry B. Abernathy
Farm—Rowland Faust
Food—Mrs. Lois J. Schultz
Garden—Mrs. Lois J. Schultz
Librarian—Harry B. Abernathy
Motion Picture-Theatrical—B. J. Skelton
Radio-Television—B. J. Skelton
Society—Mrs. Lois J. Schultz

COLUMBUS (Miss.), COMMERCIAL DISPATCH (e ex Sat.) (S)
Print Run-of-Paper Color Advs.: 1 color. Any day.
Radio Station Affiliation: WCBI.
Television Station Affiliation: WCBI-TV.

CORINTH (Miss.), CORINTHIAN (e) (S)
Run-of-Paper Color Advs.: 1 color and black. Daily and Sun.
Advs. Not Accepted: Liquor.
Special Editions: Christmas Greetings (Dec.); 4-H (Oct., Nov.); Back to School (Sept.); 4-H (Nov. or Dec.).
No Editions: Christmas; Jan. 1; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mildred Sawyer
Business-Financial—F. M. Jay
Church—Ed. Criswell
Columnist—F. M. Jay
Editorial Writer—Frederick M. Jay
Farm—Ed. Criswell
Fashion—Mildred Sawyer
Photo. Dept. Mgr.—Fred Dillon
Picture Editor—Ed. Criswell
Society—Mildred Sawyer

GREENVILLE (Miss.), DELTA DEMOCRAT-TIMES (e ex. Sat.) (S)
Run-of-Paper Color Advs: Up to 2 colors. Daily except Thurs. & Sun.
Advs. Not Accepted; Liquor.
Special Editions: Land Use (Mar.); Fashion (Apr. or May); Bride (June); Fashion (Sept.).
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept: Weekly food columns
DEPARTMENTAL EDITORS and/orMANAGERS
Book—David Brown
Church—David Brown
Columnists—Louise Eskrigge Crump; Brodie Crump
Editorial Writers—Hodding Carter; David Brown; Jay Milner
Farm—Harry Marsh
Fashion—Louise Eskrigge Crump
Food—Louise Eskrigge Crump
Garden—Louise Eskrigge Crump
Music—David Brown
Photo. Dept. Mgr.—Carl Reid
Society—Louise Eskrigge Crump

GREENWOOD (Miss.), COMMONWEALTH (e)
Advs. Not Accepted: Liquor and wine.
No Editions: New Year; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom Shepherd
Book—Elizabeth Rovenhorst
Business-Financial—Tom Shepherd
Church—Elizabeth Rovenhorst
Editorial Writer—Tom Shepherd
Education—Tom Shepherd
Farm—W. S. Richardson
Fashion—Elizabeth Rovenhorst
Food—Elizabeth Rovenhorst
Garden—Elizabeth Rovenhorst
Librarian—Tom Shepherd
Motion Picture-Theatrical—Tom Shepherd
Music—Tom Shepherd
Photo. Dept. Mgr.—W. S. Richardson
Real Estate—Tom Shepherd; John W. Ray
Travel—Tom Shepherd
Society—Elizabeth Rovenhorst

GRENADA (Miss.), SENTINEL STAR (e)
No Editions: New Year's; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—M. M. Grimer

HATTIESBURG (Miss.), AMERICAN (e)
Run-of-Paper Color Advs.: Up to 2 colors.
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion (Mar.); Fall Fashion (Oct.); Stock Show (Mar.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. Lowrey
Business-Financial—Andrews Harmon
Church—K. L. Keheay
Editorial Writer—C. G. A. Harmon
Education—E Chase
Farm—W. Moncrief
Fashion—Katie Lou Keheay
Food—L. Lowrey
Garden—Miss Sarah Gillespie
Motion Picture-Theatrical—Miss Pat Williams
Photo. Dept. Mgr.—Winfried Moncrief
Picture Editor—C. G. A. Harmon
Real Estate—J. M. Hughes
Travel—Mrs. M. Donovan
Society—Miss K. L. Keheay

JACKSON (Miss.), THE CLARION-LEDGER (m) (S)
Advs. Not Accepted: Liquor.
No Editions: Christmas.
Television Station Affiliation: WJTV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Purser Hewitt
Aviation—Purser Hewitt
Book—Elsie Chambers
Business-Financial—Joe Penix
Church—Purser Hewitt
Columnists—Charles Hill; Purser Hewitt
Credit Mgr.—Felix Dean
Editorial Writers—T. M. Hederman; Purser Hewitt
Education—Harold Turnage
Farm—Tommy Herrington
Fashion—Mary Alice Bookhart
Food—Mary Alice Bookhart
Garden—Mary Alice Bookhart
Librarian—Mrs. Alice Farrell
Motion Picture-Theatrical—Tommy Herrington
Music—Tommy Herrington
Photo. Dept. Mgr.—Purser Hewitt
Picture Editor—Gene Roper
Radio-Television—Purser Hewitt
Real Estate—Gene Wirth
Travel—Arnold Hederman
Society—Mary Alice Bookhart

JACKSON (Miss.), JACKSON DAILY NEWS (e) (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harold Foreman
Aviation—Jimmy Ward
Book—Frank Hains
Business-Financial—Jack Fairly
Church—Mimi Neal
Columnists—Frederick Sullens
Credit Mgr.—Felix Dean
Editorial Writer—Frederick Sullens
Education—Frank Hains
Farm—Bob Bloodworth
Fashion—Seymour Gordon
Food—Mimi Neal
Garden—Marion Swayze
Librarian—Alice Farrell
Motion Picture-Theatrical—Frank Hains
Music—Frank Hains
Photo. Dept. Mgr.—W. C. Shoemaker
Picture Editor—W. C. Shoemaker
Radio-Television—Frank Hains
Real Estate—Jack Fairly
Travel—Jimmy Ward
Society—Seymour Gordon

JACKSON, (Miss.), STATE TIMES (e) (S)
Run-of-Paper Color Advs.: 2 colors.
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jerry Proctor
Book—Wm. E. Keith
Church—Kay Amburgey
Credit Mgr.—Hal Davis Coppock
Editorial Writer—Robert Webb
Education—Lee Fitzmaurice
Fashion—Madora Sharp
Food—Mrs. Sara Enochs
Librarian—John Bowers
Motion Picture-Theatrical—Wm. E. Keith
Photo. Dept. Mgr.—Sam Green
Radio-Television—Wm. E. Keith
Travel—Paul Tiblier

McCOMB (Miss.), ENTERPRISE-JOURNAL (e)
Special Editions: Forestry (Nov.); Agricultural & Industrial (Feb.);
No Editions: Christmas; Labor Day; July 4th; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Joy Thomas

MERIDIAN (Miss.) STAR (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors and black. Any Day.
Advs. Not Accepted: Liquor.
Special Editions: Dollar Day (Jan.); Spring Fashion (Mar.); Calf Scramble (Apr.); Cooking School (Apr.); Vacation Section (May); Cap & Gown (May); Baby Edition (May); National Cotton Week (May); Jimmy Rodgers National Country Music Day (May); June Bride Edition (June); Father's Day Edition (June); Dollar Day (July); Picnic Section (July); Fall Fashion (Aug.); Back to School (Aug.); National Home Week (Sept.); Football Kickoff (Sept.); Cooking School (Oct.); Forestry Edition (Nov.); Christmas Opening (Thanksgiving Day); Christmas Greeting (Dec. 24 or 25).
No Editions: Christmas Day
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—W. L. Ellison
Book—W. L. Ellison
Business-Financial—W. L. Ellison
Church—Mrs. O. T. Robbins
Columnist—C. H. Phillips
Editorial Writers—Jas. H. Skewes; James B. Skewes
Education—Jerry Kerns
Farm—Mary Hollis
Fashion—Helen Crooks
Food—Helen Crooks
Garden—Ben Arthur Davis
Librarian—Mrs. L. M. Joiner
Motion Picture-Theatrical—Mrs. Eva Young
Music—Helen Crooks
Photo. Dept. Mgr.—David Pool
Radio-Television—Jerry Kerns
Travel—Mrs. O. T. Robbins
Society—Mrs. Mary Dabney

NATCHEZ (Miss.), TIMES (e ex Sat.), (S)
Advs. Not Accepted: Liquor.
Special Editions: Pilgrimage Edition (Mar.); Trade Day (Oct.); Oil Progress Week (Oct.); Home Show (Oct.).
No Editions: Christmas Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Fred C. Schleet
Columnists—Herman L. Moore; Jeanerette Harlow; R. E. Smith; Ray C. Hurt.
Editorial Writers—Herman L. Moore; R. E. Smith
Society—Marie A. Grover

TUPELO (Miss.), JOURNAL (m)
Run-of-Paper Color Advs.: Up to one color. Daily ex. Thursday.
Special Editions: Christmas Edition (Dec.).
No Editions: Jan. 1; Dec. 25; July 4; Thanksgiving.
Food and/or Household Dept.: Thurs. Mon.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Harry Rutherford; George McLean
Food—Harry Rutherford

VICKSBURG (Miss.), HERALD (m); EVENING POST (e); POST-HERALD (S)
Run-of-Paper Color Advs.: Up to 4 colors. Every day.
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor
Special Editions: Back To School (Aug.); Christmas Shopping (Nov.); Spring Fashion (Mar.); Fall Fashion (Sept.)
No Editions: Christmas.
Radio Station Affiliation: WQBC.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Annie Lee Sanders
Church—Burrell Conway
Farm—Charlie Faulk
Garden—Elizabeth Faulk
Photo. Dept. Mgr.—Charlie Faulk
Picture Editor—Charlie Faulk
Radio-Television—Burrell Conway
Society—Mrs. Annie Lee Sanders

WEST POINT (Miss.), TIMES LEADER (e)
Advs. Not Accepted: Liquor; Beer; Palmist.
Special Editions: Livestock Show (March); Back to School (Aug); County Fair (Oct.).
No Editions: July 4th; Thanksgiving; Christmas; Labor Day.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Henry Harris
Editorial Writer—Henry Harris
Society—Mrs. John Bedford

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MISSOURI

BOONVILLE (Mo.), NEWS (e)
Special Editions: Rural Life Edition (July).
No Editions: New Year; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. Summers
Book—Gene V. Davis
Business-Financial—Gene V. Davis
Church—Gene V. Davis
Columnists—Gene V. Davis; Gene Sigman
Editorial Writer—Oliver T. Maxwell
Farm—Gene V. Davis
Fashion—Mariana Neal
Food—Mariana Neal
Picture Editor—Gene V. Davis
Society—Mariana Neal

BROOKFIELD (Mo.), BULLETIN (e)
Special Editions: Christmas (Dec.); Progress (Jan.); Rodeo (Aug.).
No Editions: New Years; Christmas; Memorial Day; July 4th; Labor Day; Thanksgiving.
Radio Station Affiliation, KGHM
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Bernie Ridgway
Editorial Writer—Tom Hartman
Farm—Ira J. Williams
Photo. Dept. Mgr.—Tom Hartman
Picture Editor—Morris Berman
Society—Isabel Leonard

CAMERON (Mo.), NEWS-OBSERVER (e)
Special Editions: Christmas (Nov.).
No Editions: All legal holidays.

CAPE GIRARDEAU (Mo.), SOUTHEAST MISSOURIAN (e)
Run-of-Paper Color Advs: 1 Color. Daily.
Advs. Not Accepted: Liquor; beer, wine.
Special Editions: Achievement Edition (Jan.).
No Editions: New Years; Memorial Day; July 4th: Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food, Wed. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Juel Mosley.

CARTHAGE (Mo.), PRESS (e)
Run-of-Paper Color Advs: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor; Mail order.
Special Editions: Spring Fashion (Mar.); Fall Fashion (Sept.); Christmas (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Daily food column; Food & household, Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. L. Dale
Aviation—E. L. Dale
Book—E. L. Dale
Business-Financial—E. L. Dale
Church—E. L. Dale
Editorial Writers—Ward L. Schrantz; E. L. Dale
Education—Jack Harshaw
Farm—Jack Harshaw
Fashion—Myrle Benedict
Food—Myrle Benedict
Garden—Jack Harshaw
Librarian—Robert S. Dale
Motion Picture-Theatrical—Myrle Benedict
Music—Myrle Benedict
Photo. Dept. Mgr.—Robert S. Dale
Picture Editor—Jack Harshaw
Radio-Television—John Key
Real Estate—E. L. Dale
Travel—Myrle Benedict
Society—Myrle Benedict

CLINTON (Mo.), DEMOCRAT (e)
Split Run Advertising: Yes.
Special Editions: Fashion (Mar.); Household (Sept.); County Fair (Aug.)
Group Membership: Missouri Press Assn.
No Editions: Jan. 1; May 30; July 4; Thanksgiving; Dec. 25; Labor Day.
Food and/or Household Dept.: "What's Cooking."
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Mrs. K. K. White
Church—Mrs. Shirley Fellhoelter
Columnist—Mahlon N. White
Editorial Writer—Daniel B. Miles
Farm—Charles Mansfield
Fashion—Mrs. Katherine Clagett
Food—Mrs. Byrd Luther
Photo. Dept. Mgr.—M. K. White
Picture Editor—Mahlon K. White
Society—Mrs. Katherine Clagett

COLUMBIA (Mo.), MISSOURIAN (e)
Run-of-Paper Color Advs.: 2 colors. Daily.
Advs. Not Accepted: Liquor & mail order
Special Editions: Progress (Feb.); Fashion (Apr.); Fashion (Oct.)
No Editions: Christmas; New Years; Labor Day; July 4th; Thanksgiving; Memorial Day.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ruth Bratek
Book—William Peden
Business-Financial—L. D. Flynn
Church—E. W. Sharp
Editorial Writer—Maurice Votaw
Education—Flora Holtman
Farm—J. Philip Norman
Food—Queen Smith
Motion Picture—Ruth Bratek
Photo. Dept. Mgr.—Clifton Edom
Picture Editor—Richard Cannon
Radio-Television—M. E. Gross
Society—Miss Queen Smith

COLUMBIA (Mo.), TRIBUNE (e)
Split Run Advertising. Yes.
Advs. Not Accepted: Mail Order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KFRU
DEPARTMENTAL EDITIONS and/or MANAGERS
Auto—John Lawson
Book—Joan Lipscomb
Church—Eugenia Rice
Editorial Writer—J. P. Hamel
Farm—J. P. Hamel
Fashion—Joan Lipscomb
Food—Joan Lipscomb
Garden—J. P. Hamel
Motion Picture-Theatrical—Joan Lipscomb
Music—Joan Lipscomb
Photo. Dept. Mgr.—Larry Graebner
Picture Editor—L. A. Graebner
Radio-Television—Joan Lipscomb
Society—Joan Lipscomb

EXCELSIOR SPRINGS, (Mo.), STANDARD (e) (S)
Special Editions: Clay-Ray Life (July).
No Editions: Christmas; Thanksgiving; New Years; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. Withers
Book—B. Satterlee
Business-Financial—D. J. McGiffin
Church—T. Emmons
Editorial Writer—D. J. McGiffin
Education—Marvin Crowley
Farm—Marvin Crowley
Fashion—T. Emmons
Food—T. Emmons
Motion Pictures-Theatrical—T. Emmons
Photo. Dept. Mgr.—Marvin Crowley
Radio-Television—Marvin Crowley
Society—T. Emmons

FESTUS-CRYSTAL CITY (Mo.), NEWS-DEMOCRAT (e)
No Editions: New Year's Day; Memorial Day; 4th July; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Judy Hierseman
Columnist—"Doc" Wright
Editorial Writer—Harold L. Wright
Society—Judy Hierseman

FLAT RIVER (Mo.), ST FRANCOIS COUNTY JOURNAL (e ex. Sat).
Advs. Not Accepted: Liquor, beer, mail order, classified.
Group Membership: Mo. Press Assn.
No Editions: July 4th; Labor Day; Christmas; New Years; Memorial Day.
Food and/or Household Dept.: Food, Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to C. B. Dees.

FULTON (Mo.), SUN-GAZETTE (e)
Advs. Not Accepted: Liquor; wine
Special Editions: Farm Edition (May.); Christmas Shopping Guide, (Nov.); Christmas Greetings (Dec.).
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Virgil Johnston, Jr.
Business—Virgil Johnston, Jr.
Book—Florence Wilkerson
Church—Florence Wilkerson
Columnist—Jack Webb
Editorial Writer—Virgil Johnston, Jr.
Education—Dorris Drake
Farm—Jack Webb
Fashion—Florence Wilkerson
Food—Florence Wilkerson
Picture Editor—Jack Webb
Society—Florence Wilkerson

HANNIBAL (Mo.), COURIER-POST (e)
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WTAD
Television Station Affiliation: KHQA-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Clarence Cary
Editorial Writer—Wm. A. Cable
Farm—B. B. Watson
Fashion—Kay Bowen
Photo. Dept. Mgr.—Otis Howell
Radio-Television—Clarence Cary
Real Estate—B. B. Watson
Society—Kay Bowen

INDEPENDENCE (Mo.), EXAMINER (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Whiskey.
Special Edition: First Baby (Dec.); Christmas Editior (Dec.); Progress Edition (Jan.); Recipe Edition (April); Back to School Edition (Aug.).
No Editions:Christmas; July 4th; Thanksgiving.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles Lanphear
Aviation—Charles Lanphear
Book—T. Hall Collinson
Business-Financial—John W. McDonald
Cartoonist—Ed Moore
Church—Beulah Boone
Columnists—Marie Butts; Sue Gentry
Credit Mgr.—Mrs. Lois Rinehart
Editorial Writers—T. Hall Collinson; James Allen Southern; John W. McDonald; Edward Carnes
Education—Sue Gentry
Farm—Charles Lanphear
Fashion—Sue Gentry; Marie Butts
Food—Sue Gentry
Garden—Edward D. Moore
Librarian—Sue Gentry
Motion Picture-Theatrical—Sue Gentry
Music—Sue Gentry
Photo. Dept. Mgr.—Paul Renshaw
Picture Editor—James Southern
Radio-Television—Charles Lanphear
Real Estate—Ed Carnes
Travel—Marie Butts
Society—Marie Butts; Sue Gentry

JEFFERSON CITY (Mo.), CAPITAL NEWS (m); POST TRIBUNE (e); NEWS AND TRIBUNE (S)
Run-of-Paper Color Advs: Up to 3 colors. Daily & Sun.
Special Editions: Fashion (Mar. & Sept.); Graduation (May); Progress (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Thurs; Fri; Sun.
Radio Station Affiliation: KWOS-AM & FM.
Television Station Affiliation: KRCG-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Joseph Majersky

JOPLIN (Mo.), GLOBE (m ex. Mon) (S); NEWS-HERALD (e)
Run-of-Paper Color Advs: Up to 2 colors. Every Day.
Advs. Not Accepted: Mail order; palmistry.
Special Editions: Realtors Bldg. Show (S) (Easter).
No Editions: Christmas (e).
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Ray S. Cochran.
Credit Mgr.—R. Teutsch
Editorial Writer—Rex Newman

KANSAS CITY (Mo). TIMES (m); STAR (e) (S)
Run-of-Paper Color Advs.: 1 color, Page Units Only. Every Day; 4 color Page Units Sunday.
Advs. Not Accepted: Liquor, questionable financial or medical.
Special Editions: Year-end Review (Jan.); Lawn & Garden (Jan., Mar.); Dog Show (Feb.); Auto Show (Feb.); Better Homes (Apr.); Resorts (Jan., June, Nov., Dec.); Mid-Year Review (July); Do-It-Yourself Show (Sept.); Food Show (Sept.); American Royal (Oct.).
Group Membership: Nancy Sasser; Jessie's Notebook
Food and/or Household Dept: Food page--Friday Recipe and household hints daily.
Radio Station Affiliation: WDAF.
Television Station Affiliation: WDAF-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Justin D. Bowersock
Aviation—Justin D. Bowersock
Book—Louis Mecker
Business-Financial—R. J. Hoyland; Ben Schifman
Cartoonists—S. J. Ray; Dale Beronius
Church—Mary Hobbs
Columnists—Landon Laird; Bill Vaugh; James Jackson
Credit Mgr.—J. H. Hoover
Editorial Writers—Charles Stansell; Kenneth L. Fox; Alvin S. McCoy; Richard Fowler; Henry C. Haskell; A. L. Bohling, Jr.; James Scott
Education—Margaret Hamilton
Farm—Roderick Turnbull
Fashion—Nell Snead
Food—Erma Young
Garden—James Jackson
Librarian—John Doohan
Motion Picture-Theatrical—Carl Cooper
Music—Clyde Neibarger
Photo. Dept. Mgr.—Sol Studna
Picture Editor.—Calvin F. Eby.
Radio-Television—R. J. Hoyland
Real Estate—Fred Fitzsimmons
Travel—J. D. Bowersock
Society—Erma Young

KENNETT (Mo.), DUNKLIN DEMOCRAT (e)
Annual Special Editions: Christmas (Dec.); Farm (Feb. and Aug.).
No Editions: Jan. 1; May 30; July 4; Sept. 1; Nov. 22.
Food and/or Household Dept.: Food column and section on Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Esther Gilman
Cartoonists—Wm. R. James
Church—Mrs. Thelma Lawson
Columnists—Whitney Thrower; Jack Stapleton, Jr.; James F. Dollins, Jr.
Editorial Writers—Jack Stapleton, Jr.; Wm. E. Dye
Farm—James F. Dollins, Jr.
Food—Mrs. Elizabeth Williams
Librarian—Miss Esther Gilman
Motion Picture-Theatrical—Jack Stapleton, Jr.
Photo. Dept. Mgr.—Rex Taylor
Picture Editor—Wm. E. Dye
Radio-Television—Brazilla James
Real Estate—Brydon M. Ross
Society—Hazel M. Sells

KIRKSVILLE (Mo.), EXPRESS & NEWS (e) (S)
No Editions: National holidays.

LAMAR (Mo.), DEMOCRAT (e)
Special Editions: Christmas Shoppers (Dec.).
No Editions: New Years; Memorial Day; Labor Day; July 4th; Christmas; Thanksgiving.

LEBANON (Mo.), DAILY RECORD (m) (e)
No Editions: New Years; Decoration Day; July 4th; Thanksgiving; Christmas.

LEXINGTON (Mo.), ADVERTISER-NEWS (e)
No Editions: Christmas; New Years; July 4th; Thanksgiving.

MACON (Mo.), CHRONICLE-HERALD (e)
Special Editions: Conservation (July); Back to School (Aug.); Fashion (Sept.); Appliance (July).
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—F. M. Sagaser
Editorial Writer—Frank P. Briggs
Photo. Dept. Mgr.—Paul Poteet
Society—Miss Flossie Burkhart

MARYVILLE (Mo.), FORUM (e)
Special Editions: School (Aug.); Fall Fashions (Oct.).
No Editions: New Years; Decoration Day; July 4th; Thanksgiving; Christmas.

MEXICO (Mo.), LEDGER (e)
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Memorial Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Sterner
Aviation—Jim Sterner
Book—Jim Sterner
Business-Financial—R. M. White, II
Church—Jim Sterner
Editorial Writer—Robert M. White, II
Education—Jim Sterner
Photo. Dept. Mgr.—Vic Hildebrand
Picture Editor—Jim Sterner
Society—Laurene Miller

MOBERLY (Mo.), MONITOR-INDEX (e)
Advs. Not Accepted: Liquor.
No Editions: New Year; Memorial; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jo Driskell
Editorial Writer—W. T. VanCleve
Farm—Callie Halliburton
Society—Miss Jo Driskell

MONETT (Mo.), TIMES (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas.
No Editions: Memorial Day; July 4th; Thanksgiving; Christmas; Labor Day; New Years.

NEOSHO (Mo.), NEWS (e) (S)
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Howard L. Bush

NEVADA (Mo.), MAIL (e); HERALD (S)
Special Editions: Farm Edition (Feb.); Graduation Edition (May); Back-to-School Edition (Aug.); Spring Fashions (S) (Mar.); Youth Fair (S) (Aug.); Christmas (S) (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Peter V. McCoy
Church—Glessie Ewing
Editorial Writer—Peter V. McCoy
Education—Glessie Ewing
Farm—Glessie Ewing
Fashion—Glessie Ewing
Food—Glessie Ewing
Garden—Glessie Ewing
Librarian—Ludmila Weir
Motion Picture-Theatrical—Peter V. McCoy
Music—Peter V. McCoy
Picture Editor—Peter V. McCoy
Society—Glessie Ewing

POPLAR BLUFF (Mo.), AMERICAN REPUBLIC (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; Thanksgiving; Labor Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wildon Roberts
Business-Financial—W. Roberts
Credit Mgr.—B. R. Wheetley
Editorial Writer—James Hendrickson
Farm—Wildon Roberts
Fashion—Agnes Maske
Food—Agnes Maske
Picture Editor—Roberts Stanard
Society—Agnes Maske

ROLLA (Mo.), NEWS (e)
Special Editions: Progress Edition (Aug.); Building Edition (Feb.).
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Barney Miller
Farm—Barney Miller
Features—Irene Armer; Margaret Lloyd
Food—Christine Beutler
Garden—Christine Beutler
Society—Christine Beutler

ST.CHARLES (Mo.). BANNER-NEWS (e ex. Sat)
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. Kelch
Aviation—R. Kelch
Book—R. Kelch
Business-Financial—R. Kelch
Church—R. Kelch
Columnists—W. Buechler
Editorial Writer—W. Buechler
Education—R. Kelch
Farm—R. Kelch
Food—R. Kelch
Garden—R. Kelch
Photo. Dept. Mgr.—M. Thomson
Picture Editor—M. Thomson
Radio-Television—R. Kelch
Real Estate—R. Kelch
Society—M. Sperandio

ST. JOSEPH (Mo.), GAZETTE (m); NEWS-PRESS (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Every day.
Split Run Advertising: Every-other Paper.
Special Editions: (S) Building Section (Apr.); School Section (Aug.); Appliance Section (June); Refrig. & Deep Freeze (May); Radio & TV (Oct.).
Combined Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edwin McDonald (e) (S)
Aviation—Edwin McDonald (e) (S)
Business-Financial—Edwin McDonald (S)
Church—Elsie Mules (e) (S)
Columnists—Don Houseworth (m); Harold Mills (m); Arthur Burrowes (e) (S); Merrill Chilcote (e) (S) Harold Slater (e) (S)
Editorial Writers—Letty Morton (e) (S); Arthur Burrowes (e) (S)
Farm—Richard Altman (e) (S)
Fashion—Jane Erickson (e) (S)
Food—Jane Erickson (e) (S)
Librarian—Elsie Mules (e) (S)
Motion Picture-Theatrical—Janie Yates (e) (S)
Music—Edwin McDonald (e) (S)
Photo. Dept. Mgr.—William Bennet (m); Lewis Shady (e) (S)
Picture Editor—Merrill Chilcote (e) (S)
Radio-Television—Don Thornton
Real Estate—Edwin McDonald (e) (S)
Travel—Edwin McDonald (e) (S)
Society—Betty Irwin (e) (S)

ST. LOUIS (Mo.). GLOBE-DEMOCRAT (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Obscene or extravagant medical claims.
Syndicated Magazine Section Carried: This Week; American Weekly.
Group Membership: Metropolitan; Puck Comic Weekly.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KWK.
Television Station Affiliation: KWK-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Martin Telle
Book—Francis A. Klein
Business-Financial—William A. Happ
Cartoonist—Don Hesse
Church—W. E. Ordhwein
Columnists—Robert Goddard; Beulah Schacht; Robert L. Burnes; William A. Happ; John R. Hahn; John Costello
Credit Mgr.—Stuart Murphy
Editorial Writers—Louis LaCoss; Francis H. Thornton; John Costelio
Fashion—Frances G. Smiley
Food—Marian M. O'Brien
Librarian—Josephine Fahey
Motion Picture-Theatrical—H. L. Monk
Music—Francis A. Klein
Personnel Mgr.—G. D. Bauman
Picture Editor—Robert Briggs
Real Estate—Nell H. Gross
Society—May Stanford Hunt

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ST. LOUIS (Mo.), POST-DISPATCH (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors.
Advs. Not Accepted: Certain medical.
No Editions: Memorial Day; New Years; Labor Day; July 4th; Thanksgiving; Christmas.
Group Membership: Metropolitan.
Radio Station Affiliation: KSD
Television Station Affiliation: KSD-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Virgil G. Baker
Book—Thomas B. Sherman
Business-Financial—Lee D. McCarthy
Cartoonist—Daniel R. Fitzpatrick
Church—John T. Stewart
Credit Mgr.—Arthur F. Gerecks
Editorial Writers—Irving Dilliard; Ernest Kirschten; Robert Lasch; James Lawrence; Rufus Terral; Charles Prendergast; Robert A. Randolph
Fashion—Sylvia Styles
Food—Dorothy Brainerd
Garden—Virgil G. Baker
Librarian—Roy T. King
Motion Picture-Theatrical—Myles Standish
Music—Thomas B. Sherman
Photo. Dept. Mgr.—Clint Murphy
Picture Editor—William Bransted (daily)
Radio-Television—Warner O. Schoyen
Real Estate—Virgil G. Baker
Travel—Dorothy Brainerd
Society—Mrs. Margaret A. Ruhl

SEDALIA (Mo.), CAPITAL (m ex Mon.); DEMOCRAT (e ex Sat.); CAPITAL-DEMOCRAT (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Split Run Advertising: Geographically.
Advs. Not Accepted: Retail mail order.
Special Editions: Appreciation Days (June); State Fair (Aug.); Recipe (Feb.); Fashion (Mar.); Farm (Jan. & Mar.); Vacation (June); Back To School (Aug.); Clean-Up (Apr.)
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; New Years.
Food and/or Household Dept.: Food section Thurs (e); Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—George H. Scruton
Address other editorial correspondence to Peter Potter.

SIKESTON (Mo.), STANDARD (e)
Special Editions: Christmas (Dec.); Fall Style (Sept.); Spring Style (March); Progress (Feb. 26).
No Editions: New Years; May 30; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Josh Bolles
Aviation—Josh Bolles
Book—Raynette Ford
Business-Financial—Bob Yorke
Church—M. Scott
Editorial Writers—C. L. Blanton Jr.; Bob Yorke
Education—Josh Bolles
Farm—Josh Bolles
Fashion—M. Scott
Food—Raynette Ford
Garden—K. Blanton
Librarian—Margaret Manley
Motion Picture-Theatrical—Willis Mills
Music—Raynette Ford
Photo. Dept. Mgr.—Mike Dysart
Picture Editor—Josh Bolles
Real Estate—Bob Yorke
Travel—M. Scott
Society—M. Scott

SPRINGFIELD (Mo.), NEWS (m); LEADER & PRESS (e); NEWS and LEADER (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily ex. Fri.; Thurs.; Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Hank Billings (S)
Book—C. W. Johnson (S)
Cartoonist—Robert Palmer (e) (S)
Church—Mary Ritchie (S)
Columnists—Lucile Upton; Mary Elizabeth Cox (m); Joe Clayton; Dale Freeman (e); C. W. Johnson; Bob Hunt (S)
Credit Mgr.—Pearle Hermes
Editorial Writers—Perry Smith; Tom Ellis (e) (S) C. W. Johnson
Education—Mary Ritchie (m); Lucile Morris Upton (e)
Farm—Tom Ellis (e) (S)
Fashion—Elaine Phillips (e)
Motion Picture-Theatrical—Dale Freeman (S)
Picture Editor—C. W. Johnson (e); Walter Brunkhorst (m) (S)
Radio-Television—Dale Freeman (e) (S)
Real Estate—Matt Goree
Society—Elaine Phillips (e) (S)

TRENTON(Mo.), REPUBLICAN TIMES (e)
No Editions: Decoration Day; July 4th; Labor Day; Veterans Day; Thanksgiving; Christmas; New Years.

WARRENSBURG (Mo.), STAR-JOURNAL (e)
Advs. Not Accepted: Whiskey; Classified Display.
Special Editions. Back To School (Aug.), College Opening (Sept.); College Homecoming (Oct.); Christmas Edition (Dec.); Christmas Shoppers issue (Dec.).
No. Editions: Christmas; New Years; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. C. Tucker
Aviation—Don Rhodes
Book—W. C. Tucker
Business-Financial—W. C. Tucker; Leland Markward
Church—W. C. Tucker
Editorial Writers—W. C. Tucker; Leland Markward
Education—Leland Markward
Farm—W. C. Tucker
Fashion—Caroline Anderson
Food—W. C. Tucker
Garden—William Kirby
Librarian—Gladys Johnson
Music—Caroline Anderson
Photo. Dept. Mgr.—W. C. Tucker
Picture Editor—Leland Markward
Travel—W. C. Tucker
Society—Caroline Anderson

WEBB CITY (Mo.), SENTINEL (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.).
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food and homemaker columns three times weekly; no fixed dates.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John W. Potter
Business-Financial—John W. Potter
Church—Hal M. Wise, Jr.
Editorial Writer—Hal M. Wise, Jr.
Education—Hal M. Wise, Jr.
Fashion—Dorothy L. Wise
Food—Dorothy L. Wise
Garden—Dorothy L. Wise
Librarian—Hal M. Wise, Jr.
Picture Editor—Hal M. Wise, Jr.
Real Estate—John W. Potter
Travel—Hal M. Wise, Jr.
Society—Dorothy L. Wise

WEST PLAINS (Mo.), QUILL (e)
Advs. Not Accepted: Vending Machine.
Special Editions: Christmas Shopping Guide (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank L. Martin
Aviation—Frank L. Martin
Book—Allene Chapin
Business-Financial—Harold L. Nance
Cartoonist—Frank L. Martin
Church—Elinore Davis
Columnist—Frank L. Martin
Credit Mgr.—Frank L. Martin
Editorial Writer—Frank L. Martin; Harold L. Nance
Education—Allene Chapin
Farm—Harold L. Nance
Fashion—Elinore Davis
Food—Allene Chapin
Garden—Allene Chapin
Librarian—Allene Chapin
Motion Picture-Theatrical—Harold L. Nance
Music—Elinore Davis
Personnel Mgr.—Frank L. Martin
Photo. Dept. Mgr.—Harold L. Nance
Picture Editor—Harold L. Nance
Radio-Television—Frank L. Martin
Real Estate—Elinore Davis
Travel—Allene Chapin
Society—Allene Chapin; Elinore Davis

MONTANA

BILLINGS (Mont.), GAZETTE (m) (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily and Sun. 1,000 li. min.
Advs. Not Accepted: Vending machine where cash deposit is required.
Special Editions: Montana Farm Inst. (Feb.);
No Editions: (e only) New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

BOZEMAN (Mont). CHRONICLE (e ex. Sat.) (S)
Special Editions: Fall Fashion (Sept.); Community Days (Jan.); Spring Fashion (Mar.); Community Days (July); Christmas (Nov.); Mid-Winter Fair (Mar.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. A. Secor
Aviation—W. A. Secor
Book—G. N. Ifft
Business-Financial—W. A. Secor
Columnist—G. N. Ifft
Church—G. N. Ifft
Editorial Writers—W. A. Secor; G. N. Ifft
Education—Ralph Evans
Farm—W. A. Secor
Fashion—Lucille Sheridan
Food—Lucille Sheridan
Garden—W. A. Secor
Music—Lucille Sheridan
Photo. Dept. Mgr.—John Saxman
Picture Editor—John Saxman
Radio-Television—Ralph Evans
Real Estate—W. A. Secor
Travel—W. A. Secor
Society—Lucille Sheridan

BUTTE-ANACONDA (Mont.), STANDARD (m); POST (e); STANDARD (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily except Sun.
Advs. Not Accepted: Fortune Telling.
Special Editions: Auto (Feb.); Home (Apr., Sept.); Fashion (Mar., Aug.); Vacation (June).
Food and/or Household Dept.: Thursday; Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom Wigal
Book—Law Risken (e)
Editorial Writers—Glenn Moon; George McVey
Fashion—Tom Wigal
Food—Scotty Campbell
Society—Mabel French (m); Mrs. Madge Kilroy (e)

GREAT FALLS (Mont.), TRIBUNE (m); LEADER (e); TRIBUNE (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sunday.
Split Run Advertising: Every-other Paper by editions.
Special Editions: Spring Edition-Apparel & Home Furnishings (m) (Mar.); Baseball Edition (e) (Apr.); Back to School Edition (Aug.); Farm Edition (m) (S) (Feb.).
No Editions: Christmas (e)
Print Own Magazine: Yes
Food and/or Household Dept.: Food page Thurs. (e).
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Joel Koppang

HAMILTON (Mont.), RAVALLI REPUBLICAN (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Nettie Widner
Editorial Writer—Jack E. Coulter
Education—Jack E. Coulter
Farm—Jack E. Coulter
Photo. Dept. Mgr.—Jack E. Coulter

HAVRE (Mont.), NEWS (e ex. Sat)
Special Editions: May Music Festival (May); Harvest Festival (Oct.); Christmas (Dec.).
No Editions: Christmas; New Years; Thanksgiving; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Herbert C. Watts, Jr.

HELENA (Mont.), INDEPENDENT RECORD (e) (S)
Group Membership: Montana Color Group for Sunday comics.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Al Gaskill
Book—Allen Cowperthwaite
Columnist—John Willard
Editorial Writer—E. A. Dye
Education—Allen Cowperthwaite
Motion Picture-Theatrical- -Al Gaskill; Allen Cowperthwaite
Picture Editor—Al Gaskill
Society—Gladys LeFors

KALISPELL (Mont.), INTER LAKE (e) (S)
Special Editions: Progress Edition (Feb.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Paulos
Aviation—Bob Paulos
Book—William B. Sweetland
Business-Financial William B. Sweetland
Church—Marian Abott
Columnist—William B. Sweetland
Editorial Writer—William B. Sweetland
Education—Dean Krenz
Farm—William B. Sweetland
Fashion—Marian Abbott
Food—Marian Abbott
Garden—William B. Sweetland
Motion Picture-Theatrical—Dean Krenz
Music—W. B. Sweetland
Photo. Dept. Mgr.—Dean Krenz
Picture Editor—Dean Krenz
Radio-Television—Dean Krenz
Real Estate—W. B. Sweetland
Travel—Marian Abbott
Society—Marian Abbott

LEWISTOWN (Mont.), NEWS (e ex. Sat) (S)
Special Editions: Christmas (Dec.); Fair Industrial (July).
No Editions: Christmas.
Kalispell Mont, Inter Lake
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Erickson
Aviation—David Byerly
Book—Lloyd Raw
Business-Financial—Lloyd Raw
Church—Roger Conley
Columnist—K. R. Byerly
Credit Mgr.—Lloyd Raw
Editorial Writer—K. R. Byerly
Education—K. R. Byerly
Farm—Warren Ratt
Fashion—LaNelle Taylor
Food—Nona Anderson
Garden—Lloyd Raw
Librarian—Lloyd Raw
Motion Picture-Theatrical—Lloyd Raw
Music—Lou Ayers
Personnel Mgr.—Lloyd Raw
Photo. Dept. Mgr.—Gunter Hauck
Picture Editor—Gunter Hauck
Radio-Television—Lloyd C. Raw
Real Estate—Lloyd C. Raw
Travel—Ken Byerly
Society—Lou Ayers

LIVINGSTON (Mont.), ENTERPRISE (e)
No Editions: All legal holidays, and G. Washington's Birthday.

MILES CITY (Mont.), STAR (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. When paper is less than 12 pages.
Advs. Not Accepted: Vending machine.
Special Editions: Back-to-school (Aug.); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KATL.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Robert J. Scanlan
Columnist—Robert J. Scanlan
Editorial Writer—Robert J. Scanlan
Farm—Robert J. Scanlan
Photo. Dept. Mgr.—Robert J. Scanlan

MISSOULA (Mont.) MISSOULIAN (m); SENTINEL (e); MISSOULIAN (S)
Run-of-Paper Color Advs.: Up to 4 colors; Daily & Sun.
Special Editions: Auto Show; Spring styles (Mar.); Fall styles (Sept.).
No Evening Editions: Labor Day; New Years; Memorial Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Guy Mooney

NEBRASKA

ALLIANCE (Neb.), TIMES-HERALD (e)
Special Editions: Back-To-School (Aug.); Spring Fashions (Mar.).
No Editions: Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dick Manley
Business-Financial—Gene Kemper
Church—Helen Kemper
Columnists—Gene Kemper; Dick Manley
Editorial Writer—Gene Kemper
Education—Dick Manley
Farm—Dick Manley
Fashion—Helen Kemper
Food—Helen Kemper
Picture Editor—Dick Manley
Society—Helen Kemper

BEATRICE (Neb.), SUN (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Advs. Not Accepted: Liquor.
Special Editions: Farm (Mar.); Building (May); Fair (Sept.).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—E. M. Marvin; Al Riddington
Editorial Writer—E. M. Marvin
Farm—Al Riddington
Fashion—Beverly Garton
Society—Hazel Sabin

COLUMBUS (Neb.), TELEGRAM (e)
Advs. Not Accepted: Class. display; Help wanted & Bus. Opportunity asking for advance cash payments.
Special Editions: Back-to-School (Aug.); Fashion (Apr. & Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. F. Kennedy
Editorial Writer—Z. H. Loomis
Farm—R. F. Kennedy
Food—R. F. Kennedy
Picture Editor—Paul Ernst

FAIRBURY (Neb.), NEWS (e)
No Editions: New Years; Memorial; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Virg Hill
Church—Ruth Hill
Editorial Writer—Virg Hill
Farm—Kenneth Clinefelter

FALLS CITY (Neb.), JOURNAL (e)
No Editions: Legal holidays.
Food and/or Household Dept.: Occasionally.

FREMONT (Neb.), GUIDE & TRIBUNE (e)
Special Editions: Farm Edition (Mar.); Your Home Today (Apr.); Spring Fashion (Apr.); Appliance Edition (July); 4-H Fair Edition (Aug.); Fall Fashion (Sept.); Christmas Edition (Nov.).
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Food Pages—Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Russell Weber
Book—Russell Weber
Business-Financial—Russell Weber
Church—Cherry King
Credit Mgr.—Reinald Kaiser
Editorial Writers—Lester A. Walker; Russell Weber
Farm—Rod Wenz
Fashion—Cherry King
Food—Cherry King
Garden—Russell Weber
Photo. Dept. Mgr.—Russell Weber
Real Estate—Jim Patten
Society—Cherry King

GRAND ISLAND (Neb.), INDEPENDENT (e)
Run-of-Paper Color Advs.: Up to 1 color. Daily Except not promised on Tues. & Thurs.
Special Editions: Farm Edition (Feb.).
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arch W. Jarrell
Aviation—Arch W. Jarrell
Book—Arch W. Jarrell
Business-Financial—Arch W. Jarrell
Church—Joan Mallatt
Columnists—Arch W. Jarrell; Jack Bailey
Editorial Writer—Arch W. Jarrell
Education—Arch W. Jarrell
Farm—Myron Gustafson
Garden—Arch W. Jarrell
Librarian—Arch W. Jarrell
Motion Picture-Theatrical—Arch W. Jarrell
Music—Arch W. Jarrell
Photo. Dept. Mgr.—Jack Bailey
Picture Editor—John Conant
Radio-Television—Arch W. Jarrell
Real Estate—Arch W. Jarrell
Travel—Arch W. Jarrell

HASTINGS (Neb.), TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Thursday. 4 colors other days.
Special Editions: Christmas Eve (Dec.); Spring Fashion (Mar. or Apr.); Fall Fashion (Sept.); Back to School (Aug.); Annual Review Edition (Jan. or Feb.).
No Editions: July 4th; Christmas; Thanksgiving.
Food and/or Household Dept.: Household and food page(s) Thursday.
Radio Station Affiliation: KHAS.
Television Station Affiliation: KHAS-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Jim Donnelly; Helen Hemphill; Don Long
Credit Mgr.—Donald L. Wolf
Editorial Writers—Fred A. Seaton; Burt James; Helen Hemphill
Farm—Don Long
Fashion—Helen Hemphill
Food—Helen Hemphill
Garden—Don Long
Librarian—Harlan Biedeck
Personnel Mgr.—Lloyd P. Kissinger
Picture Editor—Burt James
Society—Lois Weyand

HOLDREGE (Neb.), CITIZEN (e)
Special Editions: Dollar Day (May-Sept.); Clearance (July); Back to School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Clarke Bradley
Columnists—Harold L. Spence
Editorial Writers—LaMonte Lundstrom; Harold L. Spence
Farm—Don Flory
Fashion—Barbara Artz
Music—Clarke Bradley
Picture Editor—Harold L. Spence
Society—Barbara Artz

KEARNEY (Neb.), HUB (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. E. Chittenden
Editorial Writer—E. E. Chittenden
Farm—Rod Riggs
Fashion—Lillian Hirschfeld
Food—Lillian Hirschfeld
Photo. Dept. Mgr.—Robert S. Ayres
Picture Editor—Robert S. Ayres
Society—Lillian Hirschfeld

LINCOLN (Neb.), STAR (m); JOURNAL (e); JOURNAL-STAR (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun., ex. Wed. (e).
Advs. Not Accepted: Liquor; beer (e) (S).
Special Editions: State Fair (S) (Aug.); Business (S) (Jan.).
Food and/or Household Dept.: Fri. (m); Thurs. (e); Sun. (S).
Radio Station Affiliation: KFAB.

(Continued on Page 212)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NEBRASKA Cont'd

(Continued from Page 211)

McCOOK (Neb.), DAILY GAZETTE (e) (S)
Split Run Advertising: Geographically; Every-other Paper.
Annual Special Editions: Lakes (June).
No Editions: July 4th; News Years Day; Thanksgiving Christmas.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dick Harmeson
Book—Dimis Converse
Business-Financial—Dick Harmeson
Church—Dimis Converse
Editorial Writer—H. D. Strunk
Education—Dick Harmeson
Farm—Dick Harmeson
Fashion—Dimis Converse
Food—Dimis Converse
Garden—Dimis Converse
Librarian—Dimis Converse
Motion Picture-Theatrical—Dimis Converse
Music—Dimis Converse
Photo. Dept. Mgr.—Liz Johnson
Picture Editor—Liz Johnson
Radio-Television—Dick Harmeson
Real Estate—Dick Harmeson
Travel—Dick Harmeson
Society—Demis Converse

NEBRASKA CITY (Neb.), NEWS-PRESS (e ex. Sat) (S)
No Editions: New Year; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food column. features Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—J. H. Sweet
Editorial Writer—J. H. Sweet
Photo. Dept. Mgr.—Arthur Sweet
Picture Editor—Arthur Sweet

NORFOLK (Neb.), NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. 3 day leeway.
Special Editions: Spring Fashion (March); Teachers Convention (Oct).
No Editions: Christmas; New Years; July 4th, Memorial Day; Thanksgiving.
Food and/or Household Dept.: Food column Tuesday and Thursday.
Radio Station Affiliation: WJAG
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Sterling McCaw
Church—Nelson Barth
Columnists—Alice Leffler; Blanche Pease
Editorial Writer—Sterling McCaw
Farm—Alice Leffler
Fashion—Noreen Alderman
Food—Blanche Pease
Motion Picture-Theatrical—Nelson Barth
Photo. Dept. Mgr.—Dave Powell
Picture Editor—Horace Gomon
Radio-Television—Nelson Barth
Society—Noreen Alderman

NORTH PLATTE (Neb.), TELEGRAPH-BULLETIN (e)
Run-of-Paper Color Advs.: 1 color. Daily. 3 day leeway required.
Special Editions: Back To School (Aug); Spring Fashion (Mar); Fall Fashion (Sept).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Harry Contos

OMAHA (Neb.), WORLD-HERALD (m) (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. All editions except Monday morning.
Split-Run Advertising. Available Subject to publisher's approval.
Advs. Not Accepted: Medical copy subject to publisher's approval.
Special Editions: Financial (Jan.); Insurance (Sept.); Farm and Ranch (Mar. & Sept.); Resort and Travel (S) (annual June); National Home Week (S) (Sept.).
Print Own Magazine: Yes.
Group Membership: Metropolitan Sunday Comics Group.
Food and/or Household Dept.: Daily food column, frequent food features. Separate food section Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—David Sadler
Aviation—Paul Williams
Book—Victor Paul Hass
Business-Financial—Ernest Borgmeyer
Cartoonist—Henry C. Barrow
Church—James Ivey
Columnists—Guy S. Williams; Denman Kountze, Jr.
Credit Mgr.—Donald F. Smith
Editorial Writers—Edward Morrow; Keith Wilson; Reid Zimmerman; Max Coffey
Farm—Don Muhm
Fashion—Evelyn Simpson
Food—Maude Coons
Garden—David Sadler; Lillian Leddy; Frank Pipal
Librarian—Helen Nolan
Motion Picture-Theatrical—Denman Kountze, Jr.
Music—Martin W. Bush
Photo. Dept. Mgr.—Lawrence Robinson
Picture Editor—Walter Rowley, Wayne Johnson
Radio-Television—Irene Provost
Real Estate—David Sadler
Travel—Robert Houston
Society—Evelyn Simpson

SCOTTSBLUFF (Neb.), STAR-HERALD (m ex. Mon)
Special Editions: Christmas Ed. (Dec.); Back to School Ed. (Aug.); Style Ed. (Mar-Apr.); Style Ed. (Sept.).
No Editions: Day after: Christmas; New Years; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Floyd C. Wisner; Larry Batson
Society—Mrs. Nellie Justis

YORK (Neb.), NEWS TIMES (e)
Advs. Not Accepted: Liquor.
Special Editions: Harvest Edition (July); Back to School (Aug.); Christmas Edition (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Thomas D. Bourke
Church—Mrs. Fern Rose
Columnist—W. A. Stauffer
Editorial Writers—W. A. Stauffer
Farm—Thomas D. Bourke
Garden—Mrs. Fern Rose
Picture Editor—Charles E. Bradwell

NEVADA

CARSON CITY (Nev.), APPEAL (e)
Special Editions: State Legistature Opening (Jan.); Lake Tahoe Opening (May); Admission Day (Oct.).
No Editions: New Years, Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Dolan
Aviation—William Dolan
Book—Neal Van Sooy
Business-Financial—Neal Van Sooy
Editorial Writer—Neal Van Sooy
Education—Bob Smith
Fashion—Gerry Van Sooy
Food—Gerry Van Sooy
Garden—Gerry Van Sooy

ELKO (Nev.), FREE PRESS (e ex. Sat.)
Special Editions: Rodeo (June); Fair (Aug.); Christmas (Dec.); Bargain Days (June, Sept.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Chris H. Sheerin
Church—Mrs. Billie Glock
Columnist—Gene Evans
Editorial Writer—Chris H. Sheerin
Photo. Dept. Mgr.—Earl Frantzen
Society—Mrs. Billie Glock

ELY (Nev.), TIMES (e)
No Editions: Jan. 1; May 30; July 4th; Labor Day; Oct. 30; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Darwin S. Lambert
Photo. Dept. Mgr.—Jay E. Steed

LAS VEGAS (Nev.), REVIEW-JOURNAL (e) (S)
Run-of-Paper Color Advs.: Full color available. Daily.
Split Run Advertising; Geographically (e only).
Syndicated Magazine Section Carried. Family Weekly.
Group Membership. Texas Sunday Comic Section, Inc.
Food and/or Household Dept.: Wed.
Television Station Affiliation: KLRJ-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John L. Daly
Book—Robert Carey
Church—Arlene Dutch
Columnists—A. E. Cahlan; John Romero, George King (Golf); Chet Sobsey (Political); Joe McClain (Outdoor)
Editorial Writers—A. E. Cahlan, John Cahlan, Archie Teague (Feature Ed.)
Fashion—Maisie Gibson
Food—Muriel Mooney
Garden—Monte Morrow
Librarian—Arlene Dutch
Motion Picture-Theatrical—Les Devor
Music—Les Devor
Photo. Dept. Mgr.—Dennis Schieck
Picture Editor—Dennis Schieck
Radio-Television—Archie Teague
Travel—John Daly
Society—Maisie Gibson

LAS VEGAS (Nev.), SUN (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Fall Fashions (Sept.); Spring Fashions (Mar.), Dollar Days (Feb. and Aug.).
Food and/or Household Dept.: Thursday and Sunday.
Television Station Affiliation: KLAS-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Adam Yacenda
Aviation—Ed Oncken
Book—James Deitch
Church—Sandra Mitts
Columnists—H. M. Greenspun; Ralph Pearl; Bill Willard
Editorial Writers—Ed Oncken; Ray Germain; H. M. Greenspun
Fashion—Ruthe Deskin
Food—Sandra Mitts
Garden—Ruthe Deskin
Motion Picture-Theatrical—Joseph Digles
Photo. Dept. Mgr.—Ken Jones
Real Estate—Kay Murray
Society—Sandra Mitts

RENO (Nev.), NEVADA STATE JOURNAL (m ex. Mon.) (S); GAZETTE (e)
Run-of-Paper Color Advs.: Up to 2 colors. All days.
Advs. Not Accepted: Vending Machine.
Special Editions: Here Comes the Bride (May); Christmas Opening (Nov.); Dollar Days (Feb. & Sept.); Washoe County Fair Edition (Sept.); Nevada Historical Supplement (Jan.).
No Editions: Christmas; Thanksgiving; July 4th.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Margaret Trego (m) (S)
Book—Joseph F. McDonald (m) (S); John Sanford (e)
Cartoonists—Eric Hoffman (m) (S)
Church—Frank Sullivan (m) (S); Joseph R. Jackson (e)
Credit Mgr.—Clarence K. Jones
Editorial Writers—Joseph F. McDonald (m) (S); John Sanford (e)
Garden—Robert Trego (m) (S)
Society—Alice Melarkey (m) (S); Katherine Mergen (e)

WINNEMUCCA (Nev.), HUMBOLDT STAR (e ex. Sat)
Special Editions: Nevada Rodeo (Sept.); Labor Day weekend (Sept.).
No Editions: New Years; Feb. 22; Memorial Day; July 4th; Labor Day; Nevada Admission Day; (Oct. 31); Veterans Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Occasional special columns.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Peter Jenkins.

NEW HAMPSHIRE

CLAREMONT (N. H.), EAGLE (e)
Special Editions: White Christmas (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Kenneth Whipple
Church—Howard Swain
Columnists—Charles Spencer; Leon Morse; Charles Caruso; Evelyn Murray Duke
Editorial Writers—Frank Biggs; Rhoda Shaw Clark; Kenneth Whipple
Food—Cynthia McKee
Garden—Mrs. Vernand Gardner
Photo. Dept. Mgr.—John Titchen
Radio-Television—Cynthia McKee
Society—Cynthia McKee
State—Howard Swain

CONCORD (N. H.), MONITOR & NEW HAMPSHIRE PATRIOT (e)
Special Editions: Automobile (Feb.).
No Editions: New Years; Feb. 22; May 30; July 4th; Fast Day; Last Mon. in April; Oct. 12; Nov. 11; Thanksgiving; Labor Day; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur F. Babineau
Columnists—Leon W. Anderson; Nyleen Morrison
Editorial Writers—James M. Langley
Fashion—Nyleen Morrison
Food—Nyleen Morrison
Picture Editor—William P. Newell
Radio-Television—Arthur F. Babineau
Society—Nyleen Morrison

DOVER (N. H.), FOSTER'S DEMOCRAT (e)
Address correspondence to Fred Foster, Pub.

KEENE (N. H.), SENTINEL (e)
No Editions: New Years; Washington's Birthday; Fast Day; Memorial Day; July 4th; Labor Day; Columbus Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Ralph W. Newell; Kenneth F. Zwicker.
Education—Phyllis Peck
Farm—R. W. Newell
Fashion—Phyllis Peck
Food—Phyllis Peck
Photo.Dept. Mgr.—Jack Teehan
Society—Phyllis Peck

LACONIA (N. H.), CITIZEN (e)
No Editions: Jan. 1; Feb. 22; Fast Day; May 30; July 4th, Labor Day; Oct. 12, Nov. 11; Dec. 25.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Alma Gallagher
Book—E. J. Gallagher
Credit Mgr.—James Huff
Editorial Writer—E. J. Gallagher
Farm—Larry Smith
Personnel Mgr.—Alma Gallagher
Photo. Dept. Mgr.—Alma Gallagher
Radio-Television—J. Oliva Huot
Real Estate—Raymond Smith
Society—Ebba Janson

LEBANON, HANOVER, WHITE RIVER JUNCTION (N. H.), VALLEY NEWS (e)
Special Editions: Do-It-Yourself (Jan.); Auto Show (March); June Bride (June); Back to School (Aug.); Cooking School (Feb.).
No Editions: Jan. 1; Washington's Birthday; Independence Day; Labor Day; Thanksgiving; Memorial Day; Christmas.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Martha Farley
Book—Weston Cate
Church—Jeanie Begg
Columnists—Marvin Midgette
Editorial Writers—James Farley; W. C. Paine
Education—Weston Cate, Jr.
Farm—Jeanie Begg
Fashion—Jeanie Begg
Food—Jeanie Begg
Motion Picture-Theatrical—Micheal de Sherbinin
Music—Micheal de Sherbinin
Photo. Dept. Mgr.—Collamer Abbott
Picture Editor—Collamer Abbott
Radio-Television—Dorothy Daniels

MANCHESTER (N. H.), MANCHESTER UNION LEADER (m) (e); N. H. SUNDAY NEWS (S)
Annual Special Editions: State of N. H. Edition (July); Automobile Edition (Feb.); Better Homes (Mar.); Building Section (May); Metropolitan (Feb.); Fairs (Aug.); Nat'l. Homes Week (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Reg Abbott (m) (e); T. A. Dearborn (m) (e); W. H. Mandry, Ph.D (S); B. J. McQuaid (S)
Credit Mgr.—Arthur Galway
Editorial Writers—T. A. Dearborn (m) (e); Dr. Horace B. Williams (m) (e); B. J. McQuaid (S)
Farm—Fred E. Beane (m) (e) (S)
Fashion—Lucille Bangs (S)
Librarian—Louise Walker
Photo. Dept. Mgr.—Ed. DeFlumere
Radio-Television—Paul Tracy (m) (e); Walt Emerson (S)
Society—Meg Geraghty (m) (e); Lucille Bangs (S)

NASHUA (N. H.), TELEGRAPH (e)
Run-of-Paper Color Advs.: Black and 1 color.
Special Editions: Spring fashion (Month prior to Easter).
No Editions: All legal holidays.

PORTSMOUTH (N. H.), HERALD (e)
Run-of-Paper Color Advs.: Up to 2 colors. Any day.
No Editions: New Years; Washington's Birthday; Fast Day; Memorial Day; Independence Day; Labor Day; Columbus Day; Veterans Day; Thanksgiving Day; Christmas Day.

NEW JERSEY

ASBURY PARK (N. J.), PRESS (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Any day.
Syndicated Magazine Section Carried: Family Weekly.
Special Editions: Invitation Edition (June); Home Building (Oct.); Home and Garden (Apr.).
No Editions: New Years; July 4th; Decoration Day; Labor Day; Thanksgiving Day; Christmas.
Radio Station Affiliation: WJLK AM-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Managing Editor.
Credit Mgr.—Robert E. Murphy

ATLANTIC CITY (N. J.), PRESS (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions—Invitation (May); Race Track (Aug.); Christmas Feature Serv. (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Howard T. Ashman
Church—Irene Brown
Columnist—Warren Ritzon
Credit Mgr.—Joseph M. Keeley
Editorial Writers—Stanley Fink; Samuel Winett
Education—Irene Brown
Farm—William McMahon
Fashion—Betty Gore
Food—Irene Brown
Librarian—Elsie M. Heinrich
Motion Picture-Theatrical—Louis T. Devlin
Music—William McMahon
Picture Editor—Joseph Walker
Radio-Television—Paul Learn
Real Estate—Ralph Girard
Society—Betty Gore
Special Page—Neill Mitchell

BAYONNE (N. J.), TIMES (e)
Run-of-Paper Color Advs.: Up to 2 colors. Any week day.
Special Editions: Baby Edition (Apr.); School Edition (Aug.); Modernization (Sept.); Christmas (Nov.).
No Editions: New Years; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Helen Thum
Church—Earl G. Talbott
Columnist—Morris L. Rosenberg (sports)
Editorial Writer—Robert N. Caldwell
Fashion—Patricia S. Mertz
Food—Patricia S. Mertz
Garden—Patricia S. Mertz
Music—Vere Richard
Society—Patricia S. Mertz

BRIDGETON (N. J.), NEWS (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Special Editions: Farm & Garden (March); Fall Fashion (Sept.); County Fair (Sept.); Christmas Opening (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food column; Household pages Thursday; Farm & Home section weekly (Wed.).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Lois Ann Taylor
Columnists—Ralph A. Brandt; Henry Quinton
Editorial Writers—Ralph A. Brandt; Wylie E. Middleton
Farm—Willard S. Shook
Fashion—Lois Ann Taylor
Food—Hannah Burton
Garden—Willard S. Shook
Librarian—Hannah Burton
Motion Picture-Theatrical—Lois Ann Taylor
Photo. Dept. Mgr.—Richard E. Beecroft
Radio-Television—Phyllis I. Clark
Travel—John T. Schofield
Society—Lois Ann Taylor

CAMDEN (N. J.), COURIER-POST (e)
Run-of-Paper Color Advs.: Up to 4 colors (black and three colors) daily. Mon. through Sat. Comic page daily except Thursday.
Split Run Advertising: Accepted.
Special Editions: Garden (Spring, Fall); School (Aug.); Travel (June, Dec.), Electrical (household) (June); Business Review (Jan.); Home Laundry (Oct.), Trucking (Nov.), Home Fashion Time (Oct.); Heating (Aug.), Clean Up Paint Up (Mar.), National Homes Week (Sept.).
No Editions: Christmas, July 4th.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John W. Burk
Church—Lawrence J. Wisely
Columnists—John D. Courter; Mary Leaming; John Burk; Virginia W. Wilton; Morris C. Rothblum
Credit Mgr.—Clarence P. Wright
Editorial Writers—Samuel Laird
Fashion—Ruth Olis
Food—Adolph J. Stern; Mary Leaming
Librarian—Nancy L. Clark
Motion Picture-Theatrical—Adolph Stern
Music—John P. Ramsay
Photo. Dept. Mgr.—Howard Shivers
Picture Editor—Howard F. Shivers
Radio-Television—Nancy L. Clark
Summer Theatres—John P. Ramsay
Travel—Virginia W. Wilton

ELIZABETH (N.J.), JOURNAL (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Special Editions: School & Back to School (Aug.); National Home Week (Sept.)
No Editions: New Year; Memorial Day; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Irving Horowitz
Cartoonist—Robert Isley
Editorial Writers—John J. Hall; Karl W. Davey;
Librarian—Etta M. Davies

HACKENSACK (N. J.), BERGEN EVENING RECORD (e)
Advs. Not Accepted: reader-type
Special Editions: Financial, Business and Industrial (Jan.); Cooking and Homemaking School (Jan.); Boy Scouts (Feb.); Girl Scouts (Mar.); Spring Fashions (Mar.); Spring Homes and Gardens (Apr.); Spring Home Builders (Apr.); National Baby Week (Apr.); National Music Week (May); Mens' Fashions (May); Savings & Loan Associations (May); Public Health Week (May); Cap and Gown (June); Outdoor Living (June); Mid-Year Business Financial and Industrial Review (July); Picnic Section (July); County American Legion (July); Back to School (Aug.); Book for Brides (Aug.); Insurance (Sept.); County Home Show (Sept.); Fall Fashions (Sept.); National Dog Week (Sept.); Home Furnishings (Sept.); National Home Week (Sept.); Fire Prevention (Oct.); Oil Progress (Oct.); Columbus Day Sale (Oct.); Industrial Exposition (Nov.); Christmas Catalog (Nov.); Know Your Bank, County Bankers Project (Nov.); N.J. Realtors (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Food and household daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Kenneth Wallace
Aviation—Kenneth Wallace
Business-Financial—Ronald Page
Church—Wilma Supik
Columnists—William Caldwell; Al Del Greco; Ronald Rakos; Flora Borg

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

HACKENSACK (N. J.) BERGEN EVENING RECORD —Cont'd

Credit Mgr.—Leroy Schrumpf
Editorial Writers—William Caldwell; Rossman Wynkoop; Carl Jellinghaus; James Sutphen
Education—Wilma Supik
Fashion—Nancy Eisenbraun
Food—Nancy Eisenbraun
Garden—Jean Kelly
Librarian—Suzanne Messing
Motion Picture-Theatrical—Kenneth Wallace
Music—Marion Pinsdorf
Personnel Mgr.—R. L. Binder
Photo. Dept. Mgr.—Steven Ditzian
Picture Editor—Steven Ditzian
Radio-Television—Kenneth Wallace
Real Estate—Arthur Uscher
Travel—Rodman Marvin
Society—Nancy Eisenbraun

JERSEY CITY (N.J.), JERSEY JOURNAL (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Industrial (Sept.); Nat'l. Home Week (Sept.); Real Estate (Oct.); Real Estate (Apr.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving, Christmas.
Food and/or Household Dept.: Food Section; Thurs. daily articles on household items.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Manager—Marcel Edward Crampon
Editorial Writer—Paul A. Tierney
Fashion—Lois J. Fegan
Food—Lois J. Fegan
Garden—Lois J. Fegan
Society—Lois J. Fegan
Send other editorial correspondence to P. A. Tierney

LAKEWOOD (N. J.), TIMES (e)
No Editions: Jan. 1, May 30; July 4th, Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Household twice weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Marilyn Christopher
Editorial Writer—Sam A. Christopher
Food—Marilyn Christopher
Society—Marilyn Christopher

LONG BRANCH (N. J.), RECORD (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Thursday & Friday.
Special Editions: Back to School (Aug.); Spring Clean up (April); Fall (Oct.); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day, Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—M. DeWitt
Business-Financial—S. Foderaro
Church—S. Foderaro
Credit Mgr.—Chas. Van Dyke
Editorial Writers—R. Barry Kamm; S. Foderaro; L. H. Farb.
Education—M. DeWitt
Fashion—Eleanor Rich
Food—E. Rich
Photo. Dept. Mgr.—Paul De Nucci
Picture Editor—R. Barry Kamm
Society—Eleanor Rich

MILLVILLE (N. J.), REPUBLICAN (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thurs. and Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—David T. Gifford; Virgil Johnson
Editorial Writer—Carl H. Johnson
Farm—James F. Lowe
Fashion—Muriel Parker
Garden—David T. Gifford
Picture Editor—David T. Gifford
Society—Muriel Parker

MORRISTOWN (N. J.), RECORD (e)
Annual Special Editions: Business Review (Jan.); Spring Fashion (Mar.); Building Editions (Mar., Oct.); Back-to-School (Aug.)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Norman B. Tomlinson Jr.
Business—Pat O'Hanlon
Church—George C. Williams
Columnist—George C. Williams
Education—Tom Koyce
Fashion—Dana Matthaei
Motion Picture-Theatrical—Bette Dempster
Travel—Roy Williams
Society—Bette Dempster

NEWARK (N. J.), NEWS (e) (S)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Locally Edited Group.
Food and/or Household Dept.: Food-Mon. & Thurs.; Home-Wed. & Sat.; Food & Home (Sun.).
Radio Station Affiliation: WVNJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Albert M. Skea
Book—Max J. Herzberg
Business-Financial—Robert C. Ellis
Cartoonists—William Crawford; William Canfield
Church—Margaret A. Vance
Credit Mgr.—Ralph B. Whitney
Editorial Writers—William R. Clark; John M. Maynard; Edward F. Bataille; Fredus A. White; William G. Hetherington
Farm—Curtis M. Schick
Librarian—Albert R. Hunt
Photo. Dept. Mgr.—Albert C. Beissert
Radio-Television—Roland E. Lindbloom
Real Estate—John W. Kempson
Society—Antoinette Gentile

NEWARK (N. J.), STAR-LEDGER (m) (S)
Run-of-Paper Color Advs.: 3 colors.
Split Run Advs.: Every-other paper.
Syndicated Magazine Section, Parade.
Food and/or Household Dept.: Weekly Food. Section - (Thurs.) color.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Rea A. Becker
Fashion—Mary Lee Thompson
Food—Mary Lee Thompson
Motion Picture-Theatrical—Anne Smith

NEW BRUNSWICK (N. J.), HOME NEWS (e) (S)
Split Run Advertising: Geographically.
Special Editions: Financial Review (Jan.); Spring Shoe Edition (Mar.); Men's Spring Style Edition (Mar.); New Brunswick Days (Jan.) (July); Auto Show Edition, National Baby Week Edition (Apr.); Cooking School Editions, Clean-Up-Paint-Up Edition (May); Father's Day Edition (June); Middlesex County Fair Edition (Aug.); Back-to-School Edition (Aug.); Labor Day Edition (Sept.); Better Homes Edition (Sept.); Furniture Edition (Sept.); Fire Prevention (Oct.); Men's Fall Fashion Report (Oct.); Men's Hats Section (Oct.); Discover Columbus Day (Oct.); "Do It Yourself" Edition (Nov.); Operation Snowflake (Nov.); Christmas Gift (Tabloid) (Dec.).
No Editions: New Years; Memorial Day; 4th July; Labor Day; Christmas; Thanksgiving.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. Wesley Bogle
Aviation—H. Wesley Bogle
Book—Doris Brown
Business-Financial—Rodney Luery
Church—Elsie Ringer
Columnists—Hugh N. Boyd; Edward N. Olly; Walter Frank; Pete O'Rouke; Al Miller
Editorial Writers—Alexander Jones; Thomas McMorrow
Education—Alexander Jones
Farm—Leon Carpenter
Fashion—Viola Jennings
Food—Viola Jennings
Garden—Leon Carpenter
Motion Picture-Theatrical—Leon Carpenter
Music—Viola Jennings
Personnel Mgr.—Anne F. Lester
Picture Editor—H. Rodney Luery
Radio-Television—Edward Olly
Real Estate—Thomas McMorrow
Travel—H. Wesley Bogle
Society—Viola Jennings

PASSAIC-CLIFTON (N.J.), HERALD-NEWS (e)
No Editions: New Years; Memorial Day; July 4;; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur G. McMahon
Aviation—Arthur Lenehan
Book—Allen W. Smith
Business-Financial—David B. Carlisle
Church—Mrs. Ellen W. Moser
Columnists—Edward J. Reardon; Bolton Schwartz; Augie Lio; John Farley; Victor Winkler; Arthur Lenehan; David B. Carlisle
Editorial Writers—Carl Ek; Burton L. Hotaling
Education—Fordyce Baker, Jr.
Fashion—Miss Margaret Ketcham
Food—Mrs. Ellen W. Moser
Garden—William H. Pohle
Librarian—Rodney Adams
Motion Picture-Theatrical—William H. Pohle
Music—Fordyce W. Baker, Jr.
Photo. Dept. Mgr.—Roger Terhune
Picture Editor—Arthur G. McMahon
Radio-Television—William H. Pohle
Real Estate—Osmonde Spaar
Travel—Robert Irwin
Society—Mrs. Ellen W. Moser

PASSAIC-CLIFTON (N. J.), EAGLE (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Norman M. Mates
Aviation—Norman M. Mates
Book—Miss Jane Saren
Business-Financial—David Miltz
Cartoonists—Annabelle Winarski
Church—Mrs. Theresa Howley
Columnists—Miss Tomma Zuckorberg
Editorial Writers—Miss Barbara Gascione; Joseph G. Donavan; Norman M. Mates
Education—Mrs. Theresa Howley
Farm—Mrs. Theresa Howley
Fashion—Miss Bette Lee
Food—Miss Bette Lee
Garden—Miss Bette Lee
Librarian—Samuel Kobalkin
Motion Picture-Theatrical—Norman M. Mates
Music—Miss Barbara Gascione
Photo. Dept. Mgr.—Norman M. Mates
Picture Editor—Albert Mates
Radio-Television—Mrs. Theresa Howley
Real Estate—Norman M.Mates
Travel—Norman M. Mates
Society—Miss Bette Lee

PATERSON (N. J.), MORNING CALL (m)
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Emma Zabriskie
Columnists—Charles Pezzano; James Salvato; Hugh Baird
Credit Mgr.—Albert E. Barthold
Editorial Writers—Noah Krieger; Henry A. Willaims
Food—Helen Wrigley
Radio-Television—Ida Brullo
Society—Helen Wrigley

PATERSON (N.J.), NEWS (e)
Special Editions: Paterson Sale Days (Feb.); Paterson Sale Days (Aug.); Back to School (Aug.); Home Fashion Time (Sept.).
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Stakesing
Aviation—Robert Stakesing
Book—Abe J. Greene
Business-Financial—Abe J. Greene
Church—Gwen Fox
Credit Mgr.—George J. Gross
Editorial Writers—Harry B. Haines; Abe J. Greene
Librarian—Walter Stelzenmeuller
Photo. Dept. Mgr.—John Crivelli
Picture Editor—Robert Stakesing
Radio-Television—Henry C. Schwartz
Real Estate—Charles Kook
Travel—Robert Stakesing
Society—Elaine Stelzenmeuller

PATERSON (N. J.), SUNDAY EAGLE (S)
Split Run Advertisting: carried.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Murray Fried
Fashion—Miss Connie Pitts
Food—Miss Connie Pitts
Motion Picture-Theatrical—Jane Sarin
Music—Jane Sarin
Photo. Dept. Mgr.—Tom Probert
Picture Editor—Norm Mates
Real Estate—Murray Fried
Society—Louise Costa

PERTH AMBOY (N. J.), NEWS (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to John J. McDonnell.

PLAINFIELD (N.J.), COURIER-NEWS (e)
Split Run Advertising: Every other paper.
Advs. Not Accepted: Liquor.
Special Editions: Columbus Day; Shoe Section (Mar., Sept.); Men's Section (Apr. & Oct.); Home Furnishings (Sept.); Plainfield Sale Day; Carnival of Values.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Henry J. Leader
Church—Henry J. Leader
Editorial Writers—Henry J. Leader; Ellwood Johnson
Fashion—Paul Smith
Food—Paul Smith
Garden—Paul Smith
Librarian—Norma E. Barrett
Music—George Cormwell
Radio-Television—Paul Smith

TRENTON (N. J.), TIMES (e); TIMES-ADVERTISER (S)
Run-of-Paper Color Advs.: 1 color. Mon. and Tues.
No Editions; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WTOA-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Harry A. Weissblatt
Editorial Writers—Frederick L. Ferris; Raymond A. Schroth
Farm—Jules Harlicka
Fashion—Thelma Thomas
Garden—Jules Harlicka
Music—Harry A. Weissblatt
Photo. Dept. Mgr.—Martin D'Arcy
Society—Thelma Thomas

TRENTON (N J.), TRENTONIAN (m)
Special Editions: Industrial Review (Jan. 1); Resorts (June); Back to School
Food and/or Household Dept: Food Thurs. and Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Florence N. Block
Columnist—Fred VanDeventer
Editorial Writers—Edmund Goodrich; J. Willard Hoffman
Food—Florence N. Block
Librarian—Dolores Vigh
Society—Florence N. Block

UNION CITY (N. J.), HUDSON DISPATCH (m)
Advs. Not Accepted: Mail Order.
Special Editions: National Homes (Sept.); Spring Fashion (March); Back to School (Aug.).
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Frank Evers
Columnists—Jack Kalter; Ray Tucker
Editorial Writers—John Mitchell; A. Bruce Cook
Food—Alice Manning
Librarian—Regina Celenza

VINELAND (N. J.), TIMES-JOURNAL (e)
Run-of-Paper Color Advs: Up to 2 colors. Any day.
Special Editions: Poultry and Farm (Mar.); Real Estate (Semi-Annually); Christmas Gift (Nov.).
No Editions: Christmas; Thanksgiving; New Years; July 4th; Memorial Day; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Ralph C. Squillace
Church—Mary W. Regan
Columnist—J. Delbert Brandt
Editorial Writer—Ben Leuchter
Farm—Marvin Smith
Fashion—Cecily Sturges
Food—Cecily Sturges
Librarian—Eleanor Shinkos
Suburban—Richard Buyer
Music—Stanley Slome
Photo. Dept. Mgr.—William Maselli
Picture Editor—Ralph C. Squillace
Radio-Television—Ralph C. Squillace
Real Estate—Thomas P. Flynn
Society—Mary W. Regan

WOODBURY (N. J.), TIMES (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

NEW MEXICO

ALAMOGORDO (N. M.), NEWS (e) (S)
Special Editions: Progress Edition (Aug.).
No Editions: New Years; July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Arlynn Bruer
Editorial Writer—Billie Holder
Photo. Dept. Mgr.—Betty Ewing
Society—Virginia Chappell

ALBUQUERQUE (N. M.), ALBUQUERQUE TRIBUNE (e); JOURNAL (m) (S)
No Editions: Christmas (e).
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. D. Kailer (m) (S); Bern Gantner (e)
Aviation—J. D. Kailer (m) (S); Bern Gantner (e)
Book—Ralph Looney (e)
Columnists—Ed Minteer (m) (S); Howard Bryan; J. D. Kailer (m); Carlos Salazar; Al McPherson (e); Dan Burrows (e)
Editorial Writer—Dan Burrows (e)
Education—Howard Bryan (e)
Farm—Wayne Scott (m) (S); Donald Dahl (e)
Fashion—Sigrid Helten (m) (S); Vera Napier (e)
Food—Vera Napier (e)
Garden—Urith Allison (e)
Librarian—Mary Rosebadgley (m) (S). Sandra Lipstet (e)
Motion Picture-Theatrical—Howard Bryan (e)
Music—Flo Wilks (m) (S); Vera Napier (e)
Photo. Dept. Mgr.— Jim Forrest (m); George Baldwin (e)
Picture Editor—Bob Brown (m); George Baldwin (e)
Radio-Television—Howard Bryan (e)
Real Estate—Wright Van Deusen (e)
Travel—Ralph Looney
Society—Sigrid Holien; Vera Napier (e)

ARTESIA (N. M.), PRESS (e) (S)
Special Editions: New Years; Graduation (May); Old Timers (Sept.); Soil Conservation (Sept.); Oil (Oct.); Christmas; Oil (Aug.); Rodeo (July).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—James K. Green
Columnist—Bill Canino
Editorial Writers—O. L. Peterman; Will Harrison
Farm—Bill Canino
Food—Maurine Mathis
Society—Maurine Mathis

CLOVIS (N.M.), NEWS-JOURNAL (e) (S)
Run-of-Paper Color Advs: Up to 2 colors. Available 6 days.
Advs. Not Accepted: Liquor, fortune telling.
Special Editions: Christmas (Dec.); Cooking School (June); Progress (July).
No Editions: Christmas.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. H. Fischer
Book—C. H. Fischer
Business-Financial—C. H. Fischer
Church—Pat Davis
Columnist—R. C. Holles
Credit Mgr.—J. R. Spencer
Editorial Writers—C. H. Fischer; Charles Stanfield; R. C. Holles
Farm—Charles Stanfield
Fashion—Pat Davis
Food—C. H. Fischer
Garden—Pat Davis
Motion Picture-Theatrical—Pat Davis
Music—June McIsaac
Personnel Mgr.—C. H. Fischer
Photo. Dept. Mgr.—Joe Fahnert
Picture Editor—C. H. Fischer
Society—Pat Davis

FARMINGTON (N. M.), TIMES (e) (S)
Special Editions: Oil (March); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Will Harrison; Alan Pugh
Society—Lee Boyd

GALLUP (N. M.), INDEPENDENT (e ex. Sat.) (S)
Special Editions: Indian Ceremonials (Aug.); Christmas Greeting (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Will Harrison; Richard Ryan

HOBBS (N. M.), NEWS-SUN (e) (S)
Special Editions: Oil Edition (Oct.).
No Editions: Dec. 25.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Robert McGrath
Photo. Dept. Mgr.—James Rawls
Society—Kathryn Morris

LAS CRUCES (N.M.), SUN-NEWS (e) (S)
Special Editions: Greeting Edition (Dec.).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Ruth Harwell
Church—Ruth Harwell
Columnists—
Editorial Writer—Orville E. Priestley
Farm—Jack Gottschall
Photo. Dept. Mgr.—Joe Priestley
Picture Editor—Joe Priestley
Society—Ruth Harwell

LAS VEGAS (N. M.), OPTIC (e)
Special Editions: Cowboy's Reunion (Aug.); Auto Review (Feb.); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Will Harrison

PORTALES (N. M.), NEWS (e ex. Sat) (S)
Special Editions: Fair (Sept.); Easter; Christmas (Dec.).
No Editions: July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. K. Greaves
Business-Financial—M. M. Stinnett
Church—G. K. Greaves
Editorial Writers—G. K. Greaves
Education—G. K. Greaves
Fashion—Georgiana Cooper
Garden—G. K. Greaves
Photo. Dept. Mgr.—G. K. Greaves
Society—Georgiana Cooper

RATON (N. M.), RANGE (e)
Advs. Not Accepted: Vending Machines.
Special Editions: Race Track Opening (May); Kearney Entrada (Aug.); Christmas Shopping (Dec.); Easter Fashion (Spring).
No Editions: New Years, Christmas; Thanksgiving; July 4th; Labor Day; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Jim Elliott
Editorial Writer—Frank Pfeiffer
Picture Editor—Skip Repola
Society—Skip Repola

ROSWELL (N. M.), RECORD (e ex. Sat.) (S)
Run of Paper Color Advs.: 1 color. Daily & Sun. except Sat.
Special Editions: Back to School (Aug.); Christmas Shopping (Nov.).
No Editions: Christmas; Labor Day; July 4th; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Albert Stubbs, Managing Editor
Credit Mgr.—Lynn W. Croissant
Society—Francis Bear Wolfe

(Continued on Page 214)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NEW MEXICO Cont'd

(Continued from Page 213)

SANTA FE (N. M.) NEW MEXICAN (e) (S)
Run-of-Paper Color Advs.: 3 colors. Daily
Split Run Advertising : Geographically.
Special Editions: Vacation (May); Fiesta (Aug.); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Philip Higgins
Aviation—Dan Russel
Book—Joe Lawler
Business-Financial—Philip Higgins
Church—Dan R. Byrne
Columnists—Will Harrison; Tony Hillerman; Joe Lawler; Oliver La Farge
Editorial Writers—Joe Lawler; Robert McKinney
Education—Dan Russel
Farm—Dan Russel
Fashion—Ann Clark
Food—Ann Clark
Garden—Joe M. Clark
Librarian—Evelyn Scholts
Motion Pictures-Theatrical—Dan Byrne
Music—Joe Lawler
Photo. Dept. Mgr.—Dick Goehring
Picture Editor—Tony Hillerman
Radio-Television—Tony Hillerman
Real Estate—Philip Higgins
Travel—Philip Higgins
Society—Ann Clark

SILVER CITY (N. M.), PRESS & INDEPENDENT (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Col. Clyde Ely
Editorial Writer—Col. Clyde Ely
Picture Editor—Jack Kroenkhe
Society—Mrs. Joe Turner

TUCUMCARI (N. M.), NEWS (e ex. Sat. & Mon.) (S)
Special Editions: Christmas (Dec.); Rodeo (Aug.).
No Editions: Labor Day; Christmas; Thanksgiving; July 4th; Memorial Day; New Years Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Jesse Price (e)

NEW YORK

ALBANY (N. Y.), KNICKERBOCKER NEWS (e)
Run-of-Paper Color Advs.: 2 colors. Publisher's option
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Holly Edition (Dec.); Fashions (Spring); Fashions (Oct.); Building (Spring & Fall); School (Spring & Fall).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Rowley
Aviation—Duane LaFleche
Book—Gertrude Connelly
Business-Financial—William Rowley
Cartoonist—Jerry Costello
Church—Evan Richards
Credit Mgr.—Arthur V. O'Connor
Editorial Writers—Clifton Bradt; Donald Flesher
Education—William Rowley
Fashion—Katherine Van Epps
Food—Katherine Van Epps
Garden—H. Malcolm Van Loan
Librarian—Helen Waterbury
Motion Picture-Theatrical—Ormonde Plater
Music—Ormonde Plater
Photo. Dept. Mgr.—Edward Driscoll
Picture Editor—H. Malcolm Van Loan
Real Estate—Walter Hawver
Travel—H. Malcolm Van Loan
Society—Rhoda Hathaway; Lavina Reedy

ALBANY (N. Y.), TIMES-UNION (m) (S)
Run-of Paper Color Advs: Up to 1 color.
Split Run Advertising: Every-other Paper and Special Troy area circulation.
Magazine Section Carried: American Weekly; Puck-The Comic Weekly.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Pauley
Aviation—Paul Vadnais
Book—A. M. O'Neil
Business-Financial—Paul Vadnais
Cartoonist—Hy Rosen
Church—Dr. Carlyle Adams
Columnists—Edgar S. Van Olinda; C. R. Roseberry
Editorial Writer—Dr. Carlyle Adams
Education—John Maguire
Farm—Paul Vadnais
Fashion—Romola Metzner
Food—Mona Smith
Garden—William Meehan
Librarian—Carolyn Archer
Motion Picture-Theatrical—Edgar S. Van Olinda
Music—Edgar S. Van Olinda
Photo. Dept. Mgr.—Robert Wilder
Picture Editor—Robert Wilder
Radio-Television—Charles E. Davis
Real Estate—Paul Vadnais
Travel—Roy Travis
Society—Jeanne Arnold

AMSTERDAM (N. Y.), RECORDER (e)
No Editions: New Years, Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas
Food and/or Household Dept Thursday food pages
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Rolland Allen
Editorial Writer—Robert Stanley
Society—Mildred Wilkins

AUBURN (N. Y.), CITIZEN-ADVERTISER (e)
Advs. Not Accepted. Medical direct mail.
No Editions: Six holidays.
Radio Station Affiliation: WMBO-AM & FM
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Charles J. Wellner

BATAVIA (N. Y.), NEWS (e)
Special Editions: Farm Equipment (Sept.); Finance & Business (Jan.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John H. Connor
Aviation—John H. Connor
Book—John H. Connor
Business-Financial—John H. Connor
Church—Francis Fiske
Columnist—J. E. Brown
Editorial Writers—John H. Connor; J. E. Brown; Daniel Winegar.
Education—John H. Connor
Farm—Leo F. Decker
Fashion—Frances Fiske
Food—Frances Fiske
Garden—Leo F. Decker
Librarian—Alice Turner
Motion Picture-Theatrical—J. E. Brown
Music—Frances Fiske
Picture Editor—John H. Connor
Radio-Television—Mrs. F. E. Brown
Real Estate—John H. Connor
Travel—John H. Connor
Society—Frances Fiske

BATH (N. Y.), STEUBEN ADVOCATE (e)
No Editions: New Year's; May 30; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—M. M. Landon
Aviation—T. S. Denham
Book—M. M. Landon
Business-Financial—M. M. Landon
Church—Helena L'Hommedieu
Editorial Writer—M. M. Landon
Education—M. M. Landon
Fashion—Helena L'Hommedieu
Food—Helena L'Hommedieu
Motion Picture-Theatrical—M. M. Landon
Music—Helena L'Hommedieu
Photo. Dept. Mgr.—T. S. Denham
Picture Editor—T. S. Denham
Real Estate—M. M. Landon
Travel—M. M. Landon
Society—Helena L'Hommedieu

BINGHAMTON (N.Y.), PRESS (e) (S)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted Liquor; beer; wine.
Special Editions; Binghamton Days (May); Dollar Days (Aug. & Feb.).
No Editions Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Henry C. Niles (e) (S)
Book—Fred W. Stein (e) (S)
Business-Financial—William Lawton (e) (S)
Cartoonist—Jack Bryan (e) (S)
Church—Eleanor Coleman (e) (S)
Columnists—William Lawton (e) (S); Thomas R. Cawley (e) (S); John W. Fox (e) (S); Stuart Dunham (S); Frank Dolan (e) (S)
Credit Mgr.—Edward G. Tucker
Editorial Writers—Robert J. Dillon (e) (S); Stuart Dunham (S)
Education—Robert Eckert (e) (S)
Farm—John Edsall (e) (S)
Fashion—Patricia Hogarbome (e) (S)
Food—Mary Packwood (e) (S)
Garden—Kimball Davis (e) (S)
Librarian—Sandra Palmer (e) (S)
Motion Picture-Theatrical—Kimball Davis (e) (S)
Music—Eleanor Coleman (e) (S)
Photo. Dept. Mgr.—Eugene S. Swierkosz (e) (S)
Picture Editor—Henry C. Niles (e) (S)
Radio-Television—Kimball Davis (e) (S)
Travel—Kimball Davis (e) (S)
Society—Joan Connelly

BINGHAMTON (N. Y.), SUN (m)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Mail Order.
Special Editions: Christmas Gift Guide (Tabloid) (Dec.).
No Editions: New Years; Decoration Day; July 4th; Thanksgiving; Christmas; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert N. Dixon
Aviation—Robert N. Dixon
Book—Robert N. Dixon
Business-Financial—Doris Carter
Church—Marie Johns
Columnist—Marvin Behr
Credit Mgr.—L. C. Bell
Editorial Writer—Walter J. Lyon
Education—Paul D. Gormley
Fashion—Mary Ann Woodcock
Food—Mary Ann Woodcock
Garden—Mary Ann Woodcock
Librarian—Isabelle A. Thorson
Motion Pictures-Theatrical—Chas. O. Terboss
Music—Chas. O. Terboss
Personnel Mgr.—L. C. Bell
Photo. Dept. Mgr.—Walter Ewanow
Picture Editor—Chas. W. Voorhis
Radio-Television—Dave Rossie
Society—Mary Ann Woodcock

BUFFALO (N. Y.), COURIER-EXPRESS (m) (S)
Run-of-Paper Color Advs; Up to 4 colors. Every Day.
Split Run Advertising: Every other paper.
Syndicated Magazine Section Carried: American Weekly.
Group Membership: Metropolitan
Food and/or Household Dept: Food column.
Radio Station Affiliation: WEBR
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Theodore Meier
Book—W. E. J. Martin
Business-Financial—Peter Andrews
Cartoonist—Leo Joseph Roche; Robert Dunn
Church—Earl Williams
Columnists—Jerry Evarts; Dr. Ralph W. Loew; Thomas Cook Brown; H. Katherine Smith.
Credit Mgr.—Richard C. Lyons, Jr.
Editorial Writers—Thomas Cook Brown; John Smith; Fred Mackenzie; Ed Keifer; Carroll McPherson.
Education—Floyd Stein
Farm—LeRoy Fess
Fashion—Honor McGrath
Food—Alice Partridge
Garden—George Abraham
Motion Picture-Theatrical—W. E. J. Martin
Music—Kenneth Gill
Photo. Dept. Mgr.—Frank Schifferle
Picture Editor—William Woodcock
Radio-Television—Geo. Koenig
Real Estate—Theodore Meier
Travel—Theodore Meier

BUFFALO (N. Y.), NEWS (e)
Special Editions: Auto Show (Jan.); Year-end Business Review and Forecast (Dec.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept: Yes.
Radio Station Affiliation: WBEN; WBEN-FM.
Television: WBEN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lenard Kruger
Aviation—Robert Watson
Book—George Esselburne
Business-Financial—Lenard Kruger
Cartoonist—Bruce M. Shanks
Church—Preston Smith; Lance Zavitz
Columnists—Bob Feeney; Chas. J. Young; Jean Reeves; Robert A. Watson
Credit Mgr.—Norman J. Ronald
Editorial Writers—Millard C. Browne; Charles A Michie, Leonard W. Halpert; Ralph Young
Education—Sue Fruchtbaum
Farm—Frederic T. Turner
Features—George Esselburne
Food—Harriet Cooke
Garden—Tobbio Martino
Home Building—James Bell
Librarian—Arthur C. Smyth
Motion Picture-Theatrical—Mr. Ardis Smith
Music—John P. Dwyer
Photo. Dept. Mgr.—Bernard J. Kerr
Picture Editor—Fredrik Kosslow
Radio-Television—Sturgis Hedrick
Real Estate—Robert A. Watson
Travel—Elwood M. Wardlow
Society—Mrs. Margery M. Hanson

CANANDAIGUA (N. Y.), MESSENGER (e ex. Sat.)
Special Editions: Spring Opening (Mar.); Dollar Days (Aug.); Fall Opening (Sept.); Christmas Opening (Nov.).
No Editions: Legal Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Phil Feldman
Aviation—John J. Waterbury
Book—Jim T. Lacy
Business-Financial—A. C. Waterbury
Church—Catherine Welch
Columnists—Jim T. Lacy
Editorial Writers—Jim T. Lacy; John J. Waterbury
Education—John J. Waterbury
Farm—Jim T. Lacy
Fashion—Berdie Tuttle
Food—Berdie Tuttle
Garden—Berdie Tuttle
Motion Picture-Theatrical—Robert A. Wade
Music—J. J. Waterbury
Photo. Dept. Mgr.—Jim T. Lacy
Picture Editor—Phil Feldman
Radio-Television—Robert A. Wade
Real Estate—A. C. Waterbury
Travel—John J. Waterbury
Society—Catherine Welch

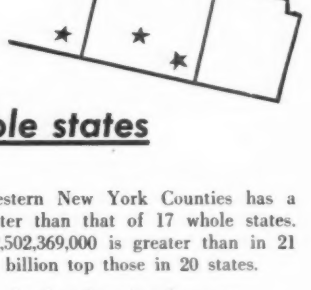
CATSKILL (N. Y.), MAIL (e)
Special Editions: Farm (Mar.); Harvest (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Daniel F. Barr
Aviation—Daniel F. Barr
Book—Elizabeth Boice
Business-Financial—Howard E. Silberstein
Church—Daniel F. Barr
Columnist—Daniel F. Barr
Editorial Writer—Howard E. Silberstein
Education—Daniel F. Barr
Farm—Karl Elish
Fashion—Elizabeth Boice
Food—Elizabeth Boice
Garden—Elizabeth Boice
Motion Picture-Theatrical—Karl Elish
Music—Karl Elish
Photo. Dept. Mgr.—John Behuniak
Picture Editor—John Behuniak
Radio-Television—John Behuniak
Real Estate—John Behuniak
Travel—John Behuniak
Society—Elizabeth Boice

CORNING (N. Y.), LEADER (e)
Special Editions: Spring Fashion Ed. (Mar.); Back to School (Aug.) Fall Fashion Ed. (Sept.); Christmas Gift Edition (Nov.).
No Editions: Legal Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to George H. Bevan.

CORTLAND (N. Y.), STANDARD (e)
Special Editions: Dollar Day (Feb. & Aug.).
No Editions: New Years; Christmas; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. Rounds
Church—Grace Wheeler
Editorial Writers—John T. Allen
Farm—Rol L. Randall
Fashion—Grace Wheeler
Photo. Dept. Mgr.—John T. Allen
Picture Editor—L. B. van Dyck
Society—Grace Wheeler

DUNKIRK-FREEDONIA (N. Y.), OBSERVER (e)
Special Editions: Spring Fashion (Mar.); Better Homes (Apr.); Graduation (June); Vacation (July); Back-to-School (Aug.); Yuletide Preview (Nov.); Christmas Greetings (Dec.); New Year Greetings (Dec.).
No Editions: National holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gerald Wystup
Editorial Writers—Wallace A. Brennan; Herbert G. Schwartz; MacLeod L. Williams
Education—Gerald Wystup
Farm—Fred McKee

THE BUFFALO MARKET



more important than many whole states

The Buffalo Market of 8 Western New York Counties has a population of 1,595,500 — greater than that of 17 whole states. Effective buying income of $2,502,369,000 is greater than in 21 states. Retail sales of nearly 2 billion top those in 20 states.

Best Reached through the Courier-Express

FOR SATURATION, use the *Sunday* Courier-Express. With 308,731 circulation it's the state's largest newspaper outside of Manhattan, reaching nearly ⅔ of all families in the 8 Western New York Counties.

FOR ECONOMY — for more advertising for your dollar concentrated on those families with more dollars to spend, use the *morning* Courier-Express. Its selling power is attested to by the fact that it carries 63.9% of daily women's store, and 70% of daily men's store lineage in Buffalo.

ROP COLOR available both Daily and Sunday

Buffalo COURIER-EXPRESS

Member: Metro Sunday Comics and Sunday Magazine Networks

Representatives: SCOLARO, MEEKER & SCOTT Pacific Coast: DOYLE & HAWLEY

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

DUNKIRK-FREEDONIA (N. Y.) OBSERVER—Cont'd

Fashion—Marion Greve
Food—Marion Greve
Garden—Marion Greve
Motion Picture-Theatrical—John Ray
Photo. Dept. Mgr.—Lamar Schur
Picture Editor—MacLeod Williams
Radio-Television—Gerald Wystup
Travel—John Ray
Society—Marion Greve

ELMIRA (N. Y.), ADVERTISER (m); STAR-GAZETTE (e): SUNDAY TELEGRAM (S)
Split Run Advertising: (m) (e) (S); Geographically (m) (e) (S); Every-other Paper (m) (e).
Advs. Not Accepted: Alcoholic Beverages.
No Editions: Jan. 1st; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; (m) (e).
Radio Station Affiliation: WENY.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Hillard Gordon (m); W. Charles Barber (e); Thomas E. Byrne (S)
Business-Financial—Joseph Shannon (m); Thomas J. McCarthy (e) (S)
Church—Madeline Ketter (e) (S)
Columnists—Frank Tripp (S); James Morse (e) (S); Joseph Hayes (S)
Credit Mgr.—Clayton J. Gallagher
Editorial Writers—Hillard Gordon (m); W. Charles Barber (e) (S)
Education—Burt Blazar (m); Thomas E. Byrne (e) (S)
Fashion—Greta Paige (m); Mary T. Nelcoski (e) (S)
Food—Greta Paige (m); Marion Tryon (e) (S)
Librarian—Madeline Ketter (m) (e) (S)
Motion Picture-Theatrical—Greta Paige (m); James Morse (e); Thomas J. McCarthy (S)
Photo. Dept. Mgr.—James B. Walsh (m) (e) (S)
Picture Editor—Leo Kuss (m); Covey Hoover (e) (S)
Society—Greta Paige (m); Marion Tryon (e); Mary T. Nelcoski (S)

ENDICOTT (N. Y.), BULLETIN (e)
Run-of-Paper Color Advs: 1 color. Daily except Sat.
Special Editions: Progress-Review (Jan.); Spring Fashion Ed. (Mar. Apr.); Back-to-School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WENE
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lillian Brown
Aviation—Lillian Brown
Book—Pat Hopko
Business-Financial—Roy Southworth
Church—Pat Hopko
Columnists—Roy Southworth; Steven Hambalek
Editorial Writers—Robert Whittemore; Roy Southworth
Education—Ursula Hambalek
Fashion—Edith Harwood
Food—Edith Harwood
Garden—Edith Harwood
Librarian—Leigh Chadwick
Motion Picture-Theatrical—Martha Doyle
Music—Martha Doyle
Photo. Dept. Mgr.—Stacey Harrington
Picture Editor—Roy Southworth
Radio-Television—Pat Hopko
Real Estate—Martha Doyle
Travel—Martha Doyle
Society—Edith Harwood

GARDEN CITY-HEMPSTEAD. (See L. I., N. Y. (Nassau County).

GENEVA (N. Y.), TIMES (e)
Advs. Not Accepted: Alcoholic Beverage.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.

GLENS FALLS (N. Y.), POST-STAR (m); TIMES (e)
Advs. Not Accepted: Clairvoyant; some types mail order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WWSC.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Edward Worster (m); Claude Fox (e)

GLOVERSVILLE (N.Y.), LEADER-HERALD (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Eldon Coultrup
Editorial Writer—Wm. H. Evans

HERKIMER-ILION (N. Y.), TELEGRAM (e)
Special Editions: Automobile Edition (Feb.); Back to School Edition (Sept.); Building (Apr.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Emily Denton
Business-Financial—Charles S. Cantwell
Church—Emily Denton
Credit Mgr.—Catherine Schneck
Editorial Writer—Emily Denton
Education—Emily Denton
Farm—Charles S. Cantwell
Motion Pictures-Theatrical—Mary Edwards
Picture Editor—Charles S. Cantwell
Radio-Television—Mary Edwards
Real Estate—Charles S. Cantwell
Society—Emily Denton
Address all correspondence to W. P. Small.

HICKSVILLE (N. Y.), CENTRE ISLAND NEWS (m)
Run-of-Paper Color Advs.: Up to 1 color.
Special Editions: Automobile (Mar.); Chamber of Commerce (June); Christmas Greeting (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Education—Wm. Orton
Librarian—Kenneth Barnes
Society—Mildred Hanson

HICKSVILLE (N. Y.), MID-ISLAND TIMES (m)
No Editions: Christmas; New Years
Food and/or Household Dept.: Daily Page.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—S. A. Kaye
Editorial Writers—Don McBride; Edward Konstant
NOTE: The Mid-Island Times suspended daily operations in January, 1957.

HORNELL (N. Y.), TRIBUNE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Louis G. Buisch

HUDSON (N. Y.), REGISTER-STAR (e)
Special Editions: Fashion (Mar. & Sept.); Farm (Apr.).
No Editions: New Years; Memorial Day; Independence Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Anthony Nevo
Church—Judy Nooney
Fashion—Joan Nicholson
Food—Joan Nicholson
Picture Editor—Donald Waggoner
Radio-Television—Judy Nooney
Society—Judy Nooney

ITHACA (N. Y.), JOURNAL (e)
No Editions: Jan 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Arthur W. Cochran
Columnists—Romeyn Berry; C. Kenneth Van Sickle
Editorial Writer—William J. Waters
Photo. Dept. Mgr.—G. Frederick Mohn
Society—Mrs. Mary A. Hile

JAMESTOWN (N. Y.), POST-JOURNAL (e)
Advs. Not Accepted: Mail Order.
Special Editions: Dollar Days (Feb. & Aug.); Thanksgiving (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Thurs., Sat.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jennie Vimmerstedt
Columnist —Frank Hyde (sports)
Editorial Writers—J. Harold Swanson
Food—Patricia Appleyard
Librarian—Glenna Murray
Music—Harold E. Crissey
Photo. Dept. Mgr.—Stanley A. Olson
Society—Lois Hough

JAMESTOWN (N. Y.), SUN (m)
Run-of-Paper Color Advs: Up to 2 colors.
No Editions: Christmas; New Years; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Art Winburg
Columnist—Edward J. Byrne
Editorial Writer—Edward J. Byrne
Farm—Burnell Lydell
Fashion—Joan Smith
Food—Joan Smith
Music—E. I. Acker
Radio-Television—E. I. Acker
Society—Joan Smith

KINGSTON (N. Y.), FREEMAN (e)
No Editions: New Year's; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Louis R. Netter

LITTLE FALLS (N. Y.), TIMES (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—John B. McGuire
Picture Editor—Ralph Weir
Society—Miss Gloria Lawrence

LOCKPORT (N. Y.), UNION-SUN & JOURNAL (e)
Special Editions: Business Directory (Jan.); Home Furnishing Event (Feb.); Spring Fashion Section (Mar.); Home Improvement Tabloid (Apr.); Automotive Supplement (May); Bowling Tournament Section (May); Graduation Section (June); City Wide Dollar Days (July); Back-to-School Supplement (Aug.); Farm-Home Days Section (Aug.); Fall Fashion Section (Sept.); Restaurant Section (Oct.); Christmas Gift Guide Supplement (Nov.); Christmas Greeting Edition (Dec.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Weekly food column.
Radio Station Affiliation: WUSJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Ned Young
Church—Louise L. Lerch
Credit Mgr.—S. E. Wendel
Editorial Writers—Elting Wells; Easton A. Elliott; Louise L. Lerch
Education—Henry Kosloski
Fashion—Bertha Applin
Food—Bertha Applin
Garden—Bertha Applin
Librarian—Dorothy Smith
Photo. Dept. Mgr.—William Donald
Picture Editor—Elting Wells
Radio-Television—Dorothy Smith
Travel—Bertha Applin
Society—Bertha Applin

LONG ISLAND CITY. (See New York City listing)

LONG ISLAND (N. Y.) (NASSAU COUNTY), NEWSDAY (e)
Special Editions: Industrial (Jan.); Hearth and Home (Feb.); Garden Almanac (Mar.); Spring Fashion (Mar.); Real Estate (May); Vacation (June); Back-to-School (Aug.); Fall Fashion (Sept.); Modern Living (Oct.); Christmas Almanac (Nov.); Newsday's Weekly Report (Sat.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Hal Burton
Business Page—Dave Rosenbluth
Cartoonists—Cliff Rogerson; Edmund Duffy
Columnists—Jack Altshul; Hal Burton; Phyllis Cerf; Frances Story; Richard A. Knight
Credit Mgr.—Mrs. Jean Pine
Editorial Writer—Richard M. Clurman
Librarian—Kathryn Bloeth
Personnel Mgr.—Andrew W. Miller
Photo. Dept. Mgr.—Richard Morseman
Picture Editor—Marie Hanning
Radio-Television—Jo Coppola
Special Editions—Bea Jones
Theatre—George Oppenheimer

MALONE (N. Y.), TELEGRAM (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: Jan. 1; Dec. 25; Thanksgiving; July 4th, Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Vivian Dufort
Music—Vivian Dufort
Society—Vivian Dufort
Address other editorial correspondence to Del Forkey

MAMARONECK (N. Y.), TIMES (e)
Split Run Advertising: Every-other Paper.
Special Editions: Spring and Fall (seasonal); Boating (Apr.); Back-to-School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Lincoln's Birthday; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Westchester County Publishers, Inc.
Food and/or Household Dept: Tues. & Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred. W. Greenwood, Jr.
Business-Financial—H. Richmond Campbell
Church—Teunis E. Gouwens
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Teunis E. Gouwens
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Ruth R. Taub

MEDINA (N. Y.), JOURNAL-REGISTER (e)
No Editions: New Years; Christmas; Memorial Day; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—A. L. Waters
Librarian—R. E. Waldo
Photo. Dept. Mgr.—Robert E. Waters
Picture Editor—Robert E. Waters

MIDDLETOWN (N. Y.), TIMES-HERALD (e)
Special Editions: Baby Edition (Apr.); Fair Edition (Aug.); Christmas Edition (Nov.); Harness Racing (June).
No Editions: Jan 1; Feb. 22; May 30; July 4th; Labor day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Nevin Carman
Church—Julia Stewart
Columnists—Edward P. Dougherty; Richard Milburn
Editorial Writers—Edward P. Dougherty; E. Bradley Boyle
Education—Allan Ericson
Farm—Michael Harwood
Fashion—Genevieve Smith Wood
Food—Genevieve Smith Wood
Librarian—Jacqueline Marshall
Photo. Dept. Mgr.—Harold Strong
Picture Editor—E. Bradley Boyle
Society—Julia Stewart

MT. KISCO (N. Y.), PATENT TRADER (S) (Thurs.)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—David C. Simonson
Church—Mrs. Ruth L. Preston
Motion Picture-Theatrical—David C. Simonson
Music—Mrs. Bertram Taylor
Personnel Mgr.—Mrs. Harriet L. Barker
Photo. Dept. Mgr.—Philip A. Litchfield
Picture Editor—Henry L. Griggs, Jr.

MOUNT VERNON (N. Y.), DAILY ARGUS (e)
Split Run Advertising: Every-other Paper.
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Lincoln's Birthday; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Tues. & Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John M. Fleischmann
Business-Financial—William E. Seely
Church—Ettore Fraioli
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Ettore Fraioli
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Catherine T. Walsh

NEWBURGH (N. Y.), NEWS (e)
Advs. Not Accepted: Liquor.
Special Sections: Spring Fashion Section (Mar.); Fall Fashion Section (Sept.); Spring Home Fashion Section (May); Fall Home Fashion Section (Sept.); National Baby Week (May); June Brides Special (June); Graduation Edition (June); Back-to-School Edition (Sept.); Vacation and Travel Section (June); Paint-Up-Clean-Up-and Fix-Up Week Special Section (May); Home & Garden Section (Apr.); Spring Men's and Boy's Wear Section (Mar.); Fall Cleanup Section (Oct.); Fall Men's and Boy's Wear Section (Oct.); Radio-TV Week Special (Oct.); Mother's Day Special (May); Father's Day Special (June); Christmas Greeting Section (Dec. 24); Let's Go On A Picnic (July); Boy Scouts of America (Feb.); Home Appliances (May).
No Editions: Thanksgiving; Christmas; New Year's Day; Memorial Day; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ralph Flemming
Aviation—Victor Livingston
Book—Don Henry
Business-Financial—Maurice Herbert
Cartoonist—Al Rhoades
Church—Ruth Wilsey
Columnist—John McNally
Editorial Writer—Maurice Herbert
Education—Ruth Wilsey
Farm—E. Boehn Rosa
Fashion—Ruth A. Wilsey
Food—Ruth A. Wilsey
Garden—Ruth A. Wilsey
Librarian—Mary Kingsley
Motion Picture-Theatrical—Victor Livingston
Music—Ruth Wilsey
Photo. Dept. Mgr.—Ralph Aiello
Picture Editor—Ralph Aiello
Radio-Television—Victor Livingston
Real Estate—Frank Anderson
Travel—Victor Livingston
Society—Gloria M. Zimmer

NEW ROCHELLE (N. Y.), STANDARD STAR (e)
Split Run Advertising: Every-other Paper.
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Lincoln's Birthday; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Tues. and Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William J. Fitzgerald
Business-Financial—Elmer H. Miller
Church—Harry Donsky
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Harry Donsky
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Edith B. Mathey

NEW YORK CITY

BROOKLYN (N. Y.), DAILY (m ex. Sat.)
No Editions: Legal Holidays.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charlie Karsboom
Aviation—Gladys M. Sullivan
Cartoonist—Herb Blatt
Church—Walter G. Schilling
Columnists—Frank Tattel; Stan Wyman; Mort Cogan; Hank O'Day; Leonard Probst
Credit Mgr.—Sam Loldman
Editorial Writer—Arnold Fine
Education—Leonard Probst
Fashion—Irene Klass
Food—Irene Klass
Librarian—Morris Inker
Motion Picture-Theatrical—Martin Dickstein
Music—Ruth Sperling
Photo. Dept. Mgr.—Joel Landau
Picture Editor—Ben Schiff
Radio-Television—Ted Nelson
Travel—Gladys M. Sullivan
Society—Ethel Smith

NEW YORK (N. Y.), HERALD TRIBUNE (m) (S)
Split Run Advertising: Geographically. Every-other Paper.
Special Editions; (S) Midwinter Vacation (Jan.); Annual Real Estate Review (Jan.); World Travel Guide (Mar.); Flower Show (Mar.); Spring Vacation (Apr.); New York Infirmary (Apr.); Spring Resort and Travel (May); Children's Book Festival (May); Summer Resort and Travel (June); Annual Christmas Gift Guide (Nov.); Winter Resort and Travel (Dec.); (e) Year-end Financial and Business Review (Jan.); High School Forum (Mar.).
Print Own Magazine: Yes, "Today's Living" & TV & Radio Magazine.
Syndicated Magazine Section Carried: This Week.
Group Membership: This Week Magazine; Metropolitan Sunday Newspapers, Inc.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Ansel Talbert
Book—Irita Van Doren
Business-Financial—Donald I. Rogers
Cartoonists—Paul Arlt; Dan Dowling
Church—Ann Elizabeth Price
Columnists—Walter Lippmann (m); Joseph and Stewart Alsop (m) (S); David Lawrence (m); John Crosby (m) (S); Hy Gardner (m); Art Buchwald (m) (S); Red Smith (m) (S); Edmund Gilligan (m); C. Norman Stabler (m); Tobe (m); Clementine Paddleford (m); John K. Hutchens (m); Harvey Runner (m) (S); Florence Osborn (m) (S); Roscoe Drummond (m) (S); Joseph Kaselow (m); Walter F. Kerr (S); Emily Genauer (S); Walter Terry (S); Paul Henry Lang (S); Bert Bacharach (S); Ernest Kehr (S); Alfred Putz (S); Henry Aul (S); Bert E. Marsh; Arch Mercey (S); Ralph Dalzell (S); Mark Duffield (S); Herbert Kupferberg (S); Horace Sutton (S)
Credit Mgr.—Ruth Wallace
Editorial Writers—Geoffrey Parsons; Harry Baehr; Richard Lindabury; L. L. Engelking; Herbert Kupferberg; Beach Conger
Education—Sloan Wilson
Fashion—Eugenia Sheppard
Food—Clementine Paddleford; Isabel McGovern
Garden—J. W. Johnston
Librarian—Robert Grayson
Motion Picture-Theatrical—Otis Guernsey
Music—Jay Harrison
Photo. Dept. Mgr.—Ben Price
Picture Editor—Ben Price
Real Estate—Richard Lyman
Travel—Barnett D. Laschever

NEW YORK (N. Y.), JOURNAL-AMERICAN (e) (S)
Print Run-of-Paper Color Advs.: Up to 2 colors. Days available 2. Mon. & Tues.
Special Editions: Business & Financial Review (e) (Jan.); Travel & Resort Number (S) (May & June) Annual Debutante Issue (S) (Oct.).
No Editions: New Year; Decoration; July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes. Pictorial-TView.
Syndicated Magazine Section Carried: The Saturday Home Comics; The American Weekly; Puck-The Comic Weekly.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Maxson
Aviation—George Carroll
Book—Clark Kinnaird
Business-Financial—Leslie Gould
Cartoonists—Burris Jenkins, Jr.; Rube Goldberg
Church—Frances Shemanski
Columnists—Bill Corum; Frank Graham; Lewis H. Haney; Max Kase; Dorothy Kilgallen; Cholly Knickerbocker; Jack O'Brian; Louis Sobol; John Watson
Credit Mgr.—John Weisenseel

(Continued on Page 216)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NEW YORK—Cont'd

(Continued from Page 215)

NEW YORK (N. Y.) JOURNAL-AMERICAN—Cont'd
Editorial Writers—Elon F. Tompkins; John Watson
Education—Ann Dixon
Fashion—Barbara Bruce
Food—Janet Cook
Garden—Margaret Duross
Librarian—Peter L. Campbell
Motion Picture-Theatrical—Jim O'Connor
Music—Miles Kastendieck
Personnel Mgr.—Frank McNeill
Photo. Dept. Mgr.—Robert F. Keogh
Picture Editor—Tom Cleere
Radio-Television—J. J. Karpf (R) & (TV)
Real Estate—Morton Kail
Travel—John Whiteley
Society—Cholly Knickerbocker

NEW YORK (N. Y.), THE JOURNAL OF COMMERCE (m ex. Sat)
No Editions: National legal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Sidney Fish
Aviation—Harold Gold
Business-Financial—M. L. Van Slyck
Columnists—Dr. H. E. Luedicke; Dr. Jules I. Bogen; J. Roger Wallace
Credit Mgr.—John G. Mozer
Editorial Writers—Dr. H. E. Luedicke; Dr. Jules I. Bogen; Stanley Ferguson
Farm—J. Roger Wallace
Food—A. E. Mockler

NEW YORK (N. Y.), MIRROR (m) (S)
Split Run Advertising: Geographically. Every-other Paper.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gene Graf
Book—Dr. Paul Butler
Business-Financial—Clarence Hebb
Church—Dr. Paul Butler
Credit Mgr.—Lawrence P. Currie

NEW YORK (N. Y.), NEWS (m) (S)
Split Run Advertising: Geographically; Every-other Paper.
Print Own Magazine: Yes.
Group Membership: Metropolitan Sunday Newspapers; Three Markets Group.
Food and/or Household Dept.: Daily & Sunday.
Television Station Affiliation: WPIX.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Hughes
Aviation—John Hughes
Business-Financial—John Rogers
Cartoonists—C. D. Batchelor; Leo O'Mealia
Columnists—Ed Sullivan; Danton Walker; Hedda Hopper; Bob Sylvester
Credit Mgr.—E. J. Roche
Fashion—Eileen Callahan
Food—Alice Petersen
Librarian—Bernard M. Reddington
Motion Picture-Theatrical—Kate Cameron; John Chapman
Music—Douglas Watt
Personnel Mgr.—J. P. Moll
Photo. Dept. Mgr.—George J. Schmidt
Picture Editor—Howard Knapp
Radio-Television—Ben Gross
Real Estate—Harry Ryan
Travel—John Hughes
Society—Nancy Randolph

NEW YORK (N. Y.), POST (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Daily & Sun.
Split Run Advertising: Geographically; Every-other paper.
Special Editions: Business Review (e) (Jan.); Pass-over Food Section (e) (Mar.); Furniture Section (S) (Aug.); Food of All Nations Section (e) (Sept.); TV Section (S) (Oct.).
No Editions: 6 Legal holidays.
Print Own Magazine: Yes.
Food and/or Household Dept.: Food Section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Amusements—Ben Rosenberg
Book—Martha MacGregor
Cartoonist—John Pierotti
Columnists—Max Lerner; Rose Franzblau; Murray Kempton; Jimmy Cannon; Milton Gross
Credit Mgr.—Samuel Weinrib
Editorial Writers—James A. Wechsler
Fashion—Ruth Preston
Food—Agnes Adams Murphy
Librarian—Peter Dinella
Motion Picture-Theatrical—Irene Thirer; Frances Herridge
Music—Harriett Johnson
Personnel Mgr.—Jesse Simons
Radio-Television—Albert Cusick
Real Estate—Alfred A. Baum
Society—Agnes Adams Murphy

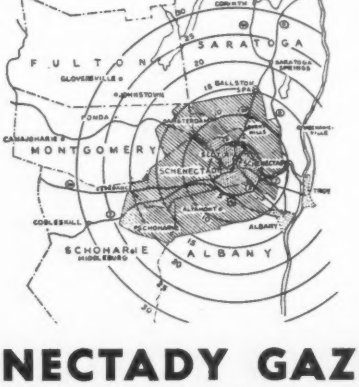
NEW YORK (N. Y.), TELEGRAPH (m)
Split Run Advertising: Geographically.
Annual Special Editions: Annual Review (Jan.); Kentucky Derby (May).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—George Freedley
Business-Financial—L. Iverson
Columnists—Frank Armstrong; Peter Cole; Chuck Connors; Nelson Dunstan; Fred Galiani; Charles Hatton; Joe Hirsch; Nancy Lee; Hugh J. McGuire; J. J. Murphy; Tom O'Reilly; Oscar Otis; William C. Phillips; Leon Rasmussen; Evan Shipman; Clive Graham; R. D. Grainger; Raymond McGowan; Michael O'Hehir; Bob Thomson
Credit Mgr.—M. Horowitz
Motion Picture-Theatrical—Leo Mishkin; Whitney Bolton; Burt Boyar; Millie Considine; Collie Knox; Irv Kupcinet; W. MacQueen Pope; Herb Stein
Personnel Mgr.—S. Hooker
Photo. Dept. Mgr.—Frank Williamson
Picture Editor—S. D. Rosen
Radio-Television—Leo Mishkin

EFFECTIVE LEADERSHIP
In the Compact
SCHENECTADY, N. Y. MARKET

CIRCULATION LEADERSHIP
8,604
MORE COPIES DAILY!

	Gazette	Other Paper	Gazette Lead
City Zone	30,874	28,572	2,302
Retail T.Z.	6,990	4,815	2,175
Total City and R.T.Z.	37,864	33,387	4,477
All Other	6,942	2,815	4,127
Total	44,806	36,202	8,604

ABC Publisher's Statement for 6 Months Ending Sept. 30, 1956
EFFECTIVE COVERAGE CONCENTRATED IN THE HIGH SALES AREA



SCHENECTADY GAZETTE
REYNOLDS-FITZGERALD, INC., National Representatives

NEW YORK (N. Y.), TIMES (m) (S)
Advs. Not Accepted: Ads not meeting Times standards.
Print Own Magazine: Yes.
Food and/or Household Dept.: Food news every day; Household (S)
Radio Station Affiliation: WQXR.

DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—George D. Stewart

NEW YORK (N. Y.), THE WALL STREET JOURNAL (Eastern Edition) (m)
Split Run Advertising: Geographically. Regionally, in New York, Chicago, Dallas or San Francisco.
No Editions: Jan. 1; Feb. 22; May 30; July 4th, Labor Day, Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—T. J. Conlon
Editorial Writers—William H. Grimes; Vermont C. Royster; Joseph E. Evans; William H. Fitzpatrick
Librarian—Florence Wagner
Personnel Mgr.—Wm. V. Graves

NEW YORK (N. Y.), WORLD-TELEGRAM and SUN (e ex. Sun.)
Split Run Advertising: Every-other Paper.
Special Editions: Business Review (Jan.); Mid-Winter Resort & Travel (Jan.); Boat Show (Jan.); International Travelrama (Jan.); Real Estate Review (Feb.); Camera Show (Feb.); World Travel (Mar.); Spring Fashion Preview (Apr.); Spring Antiques (Apr.); Spring Vacation (Apr.); Spring Resort & Travel (May); Summer Vacation Preview (May); Summer Camera (May); Summer Resort & Travel (June); Summer Vacation (June); Mid-Summer Vacation (July); Fall Vacation (Aug.); Fall Fashion Preview & Debutante Listing (Sept.); Preview to Winter Vacations (Nov.); Christmas Camera (Dec.); Annual Winter Resort (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday food pages; household daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles Sievert
Aviation—Max Cook
Book—Sterling North
Business-Financial—Robert Denver
Cartoonist—Willard Mullin
Church—Alice Moldenhawer
Columnist—Joe Williams
Credit Mgr.—Frank A. Dreiss
Editorial Writer—Joseph Sage
Education—Jacob Jacowitz
Fashion—Anne Yates Clarke
Food—Dixie Oliver
Librarian—Matthew Redding
Motion Picture-Theatrical—Alton Cook (MP)
Music—Louis Biancolli
Photo. Dept. Mgr.—Al Aumuller; Wm. Greene
Picture Editor—W. Flahault
Radio-Television—Harriet Van Horne; Kevin Delany
Real Estate—James Holton
Travel—Edmund Leamy
Society—Charles Ventura

JAMAICA (N. Y.), LONG ISLAND PRESS (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily except Thurs. & Sun.
Special Editions: (S) Financial Section (Jan.); Men's Fashions (Mar.); Paint-up, Clean-Up, Fix-Up (Apr.); Back-To-School (Aug.); Home & Home Furn. (Oct.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food columns Thurs.; household page daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Labor Editor—Austin Perlow
Cartoonists—Al Liederman
Columnists—Walter Kaner; Ward Morehouse; Hal Eaton
Credit Mgr.—Daniel Coulter
Editorial Writer—Arthur Eggleston
Fashion—Mary Lee Thompson
Food—Abby Polesie
Garden—Otto Langhans
Librarian—Annette Schaffet
Music—Garbriel Fontrier
Radio-Television—William Cotter; Burton Rascoe; John Lester
Real Estate—Leo Beck
Theatrical—Ward Morehouse
Travel—Mel Elfin
Society—Abby Polesie

LONG ISLAND CITY (N. Y.), LONG ISLAND STAR-JOURNAL (e)
Run-of-Paper Color Advs.: 1 color. Mon., Tues., Fri.
Special Editions: Industrial (Jan.).
No Editions; July 4th; Labor Day; Christmas; New Years; Memorial Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robin Mattal
Aviation—Thomas Finnegan
Book—Philip Hofmann
Business-Financial—Thomas Finnegan
Church Barbara Gellman
Columnists—Walter Kaner; Louis F. O'Neill; Joseph Giardini
Credit Mgr.—Harry J. McCloskey
Editorial Writer—Martin Sheldon
Education—Philip Hofmann
Fashion—Mary Lee Thompson
Food—Don Snyder
Garden—Don Snyder
Motion Picture-Theatrical—Philip Hofmann
Music—Philip Hofmann
Picture Editor—George Douris
Radio-Television—Robert Wright
Real Estate—Robin Mattal
Travel—Philip Hofmann
Society—Joan Crawford

RIDGEWOOD (N. Y.), LONG ISLAND ADVOCATE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food & household cols. daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Louis Royal
Aviation—Frank Engle
Book—Frank Sherkel
Business-Financial—Victor Stanley
Church—Margaret Cappuccio
Columnists—Ray Wilson; Helen Waters; Charles Sattler
Credit Mgr.—Louis E. Reichhold
Editorial Writers—Frank Sherkel; Lewis E. Reichhold
Education—Victor Stanley
Fashion—Evelyn Glass
Food—Evelyn Glass
Librarian—Charles Meyer
Motion Picture-Theatrical—Frank Frazer
Music—Frank Frazer
Photo. Dept. Mgr.—Bernard Folts
Picture Editor—Bernard Folts
Radio-Television—W. Witte
Real Estate—George Grill
Society—Millie Seiflin

STATEN ISLAND (N. Y.), ADVANCE (e)
Special Editions: Business-Industry (Apr.).
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Edward J. Jones
Personnel Mgr.—Naomi N. Jablow

NIAGARA FALLS (N. Y.), GAZETTE (e)
Run-of-Paper Color Advs.: Up to 3 colors and black. Daily.
No Editions: Jan. 1; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Ray M. Van Wagnen
Editorial Writers—Thomas J. Berrigan; Hamilton B. Mizer
Society—Dora L. Bertoglio

NORWICH (N. Y.), SUN (e)
Special Editions: County Fair (Summer).
No Editions: Jan. 1; May 30; July 4th; Dec. 25th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert J. Jones
Church—Beatrice Hall
Columnist—Robert J. Jones
Editorial Writer—Robert J. Jones
Education—Jerry Weaver
Farm—Jerry Weaver
Fashion—Marge Chase

NYACK (N. Y.), JOURNAL-NEWS (e)
Split Run Adv. Carried: Yes.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mariruth Campbell
Church—Mariruth Campbell
Columnists—Frank Ernest; Fred Geist; John Sutter; Donald Klein
Credit Mgr.—Frank Henn
Editorial Writers—Norman R. Baker; F. R. Miller
Music—Mariruth Campbell
Picture Editor—Virginia Parkhurst
Real Estate—Vincent De Salvo

OGDENSBURG (N. Y.), JOURNAL (e), ADVANCE-NEWS (S)
Advs. Not Accepted: Liquor.
Annual Special Editions: Auto Show (e) (S) (Jan); Farm Bureau (Oct.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

OLEAN (N. Y.), TIMES HERALD (e)
Special Editions: Homes and Garden (Apr.); Fall Fashion (Sept.); Christmas (Nov.); Spring Fashion (Mar.).
No Editions: Labor Day; July 4th; Thanksgiving; Christmas; New Years.
Food and/or Household Dept: Yes.
Radio Station Affiliation: W H D L.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ned Conner
Business-Financial—Grey Fitzpatrick
Church—Charles Fish
Columnists—Gilbert Stinger; John Armstrong
Editorial Writer—Grey Fitzpatrick
Education—Gilbert Stinger
Fashion—Constance Connors
Food—Constance Connors
Music—Ned Conner
Photo. Dept. Mgr.—George Lian
Picture Editor—Charles Fish
Society—Constance Connors

ONEIDA (N. Y.), DISPATCH (e)
Special Editions: Auto (Jan.); Spring Fashion (Mar.); Fall Fashion (Sept.); Paint Up-Fix Up (April); Year End (Dec.).
No Editions: New Year's; Christmas; Thanksgiving; Labor Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—John T. Tuttle
Society—Theresa Stoughton

ONEONTA (N. Y.), STAR (m)
Special Editions: Farm Edition (Apr.); 4-H Edition (May).
No Editions: Jan. 1; Memorial Day; Labor Day; Thanksgiving; Christmas; July 4th.
Radio Station Affiliation: WDOS.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Warner
Aviation—George Keith
Book—Gerald Gunthrup
Church—Robert Warner
Columnists—Gerald Gunthrup
Editorial Writer—Gerald Gunthrup
Education—George Keith
Farm—Robert Warner
Fashion—Marguerita Scott
Food—Marguerita Scott
Garden—Robert Warner
Librarian—Jeffrey Haight
Motion Picture-Theatrical—Gerald Gunthrup
Music—Francis Forrest
Photo Dept. Mgr.—Robert Teeple
Picture Editor—Harold Rockwell
Radio-Television—Robert Depianti
Real Estate—Robert Warner
Society—Marguerita Scott
Travel—Marguerita Scott

OSSINING (N. Y.), CITIZEN REGISTER (e)
Split Run Advertising: Every-other Paper.
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Lincoln's Birthday; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Tues. & Thurs.

SPECIAL DATA—Continued

OSSINING (N. Y.) CITIZEN REGISTER—Cont'd
Radio Station Affiliation: WFAS and WFAS-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frederick J. Tittel
Business-Financial—Joseph L. Naar
Church—Douglas R. Wildey
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Douglas R. Wildey
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Edna C. Rosky

OSWEGO-FULTON (N. Y.), PALLADIUM-TIMES (e)
Special Editions: Cooking School.
No Editions: New Years; Memorial Day; July 4th; Thanksgiving Day; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edwin M. Allen
Aviation—Clark Morrison III
Book—Thomas A. Cloutier
Business-Financial—Clarence T. Leighton
Church—J. Russell Gill
Columnist—John Hurley
Credit Mgr.—Thomas A. Cloutier
Editorial Writers—Clarence T. Leighton; Clark Morrison III
Education—Clarence T. Leighton
Farm—John Quinn
Fashion—Mrs. Adelle Eusepi
Food—Thomas A. Cloutier
Garden—Thomas A. Cloutier
Librarian—J. Russell Gill
Motion Picture-Theatrical—Thomas A. Cloutier
Music—John Hurley
Personnel Mgr.—Thomas A. Cloutier
Photo. Dept. Mgr.—William H. Leighton
Picture Editor—Raymond Carpenter
Radio-Television—J. Russell Gill
Real Estate—Thomas A. Cloutier
Travel—Thomas A. Cloutier
Society—Mrs. Adelle Eusepi

PEEKSKILL (N. Y.), STAR (e)
No Editions: Jan. 1; Feb. 12; Feb. 22; May 30; July 4; Labor Day; Nov. 25; Dec. 25.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Larrabee Albertson
Church—Dorothy Krumeich
Editorial Writers—E. Joe Albertson; Larrabee Albertson
Education—E. Joe Albertson
Food—E. Joe Albertson
Garden—J. Donald Albertson
Librarian—Larrabee Albertson
Photo. Dept. Mgr.—J. Donald Albertson
Picture Editor—J. Donald Albertson
Real Estate—Barclay M. Bollas
Travel—E. Joe Albertson
Society—Dorothy Krumeich

PLATTSBURG (N. Y.), PRESS-REPUBLICAN (m)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Carr
Aviation—John Lonergan
Book—Laura Ingalls
Business-Financial—James Graham
Church—Frank Provost
Columnist—William Babel
Editorial Writer—William Babel
Education—Ann Breen
Farm—Frank Provost
Fashion—James Graham
Garden—Frank Provost
Librarian—James Graham
Motion Picture-Theatrical—Richard Gallagher
Music—Harriet Page
Photo. Dept. Mgr.—John Lonergan
Picture Editor—George Carr
Radio-Television—Ann Breen
Real Estate—James Graham
Travel—Ann Breen

PORT CHESTER (N. Y.), ITEM (e)
Split Run Advertising: Every-other Paper.
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Lincoln's Birthday; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Tues. & Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John E. Sheils
Business-Financial—William J. Bassett
Church—Warren B. Randall
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Warren B. Randall
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Victoria Miraglia

PORT JERVIS (N. Y.), UNION-GAZETTE (e)
Special Editions: Tri-States Summer Playground Section (weekly June through Aug.).
No Editions: Legal holidays, (New Years; Washington's Birthday; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—F. D. Salmon, Sr.
Cartoonist—M. Kowal
Church—R. C. Frederick
Credit Mgr.—W. R. Happ
Editorial Writer—R. C. Frederick
Fashion—F. D. Salmon, Jr.
Motion Picture-Theatrical—F. D. Salmon, Jr.
Personnel Mgr.—F. D. Salmon, Jr.
Photo. Dept. Mgr.—D. Dwyer
Travel—F. D. Salmon, Jr.
Society—E. J. Weale

POUGHKEEPSIE (N. Y.), NEW YORKER (e) (S)
No Editions: Labor Day; Thanksgiving; Christmas; New Year's; Decoration Day; July 4th.
Food and/or Household Dept: Daily food column; recipe column Thursday; household column Saturday. Two food columns; homemaker column Sunday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Marjorie Anderson
Church—Mildred A. Morgan
Columnists—Roy Jackson; Herbert J. Thomsen
Editorial Writers—Herbert J. Thomsen; Charles G. Murray; Edwin H. Rozell
Fashion—Laura C. Foerschler
Food—Laura C. Foerschler
Photo. Dept. Mgr.—Murray Wayne
Society—Laura C. Foerschler

ROCHESTER (N. Y.), TIMES-UNION (e); DEMOCRAT & CHRONICLE (m) (S)
Split Run Advertising: Every-other Paper. 2 section issues only.
Advs. Not Accepted: Alcoholic beverages.
No Editions: (e only) New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: This Week (S).
Group Membership: Metropolitan Sunday Newspapers, Inc.
Radio Station Affiliation: WHEC.
Television Station Affiliation: WHEC-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Herbert R. Schaeffer (S)
Book—William D. Manning (m) (S); Olin W. Archer (e)
Business-Financial—Donald E. Record (m) (S); Bruce R. Mann (e)
Cartoonists—Robert C. Meagher (m) (S); Elmer R. Messner (e)
Columnists—Henry Clune (m); William E. Beeney (m) (S); George Beahon (m) (S); L. B. Skeffington (m) (S); Howard C. Hosmer (e); Matthew A. Jackson (e); Howard Kemp (S); Paul Pinckney (m); Floyd King (S); Jack Needham (S)
Credit Mgr.—Stuart W. Richards
Editorial Writers—James Campbell (m); Clifford Carpenter (m); L. R. Blanchard (m) (S); Olin W. Archer (e); William M. Ringle (e)
Education—Frank Dostal (m) (S); Herbert G. Jackson, Jr. (e); William Pulsifer (e)
Farm—Frank Lonergan (m)
Fashion—Christine Gratto (m); Joseph Freudenberger (e)
Food—Elizabeth de Sylva (m); Joseph Freudenberger (e)
Garden—Elizabeth de Sylva (m); Elizabeth Keiper (e)
Motion Picture-Theatrical—Hamilton B. Allen (e); Jean Walrath (m) (S)
Music—Harvey W. Southgate (m) (S); Hamilton B. Allen (e)
Photo. Dept. Mgr.—Fred H. Powers (m) (S)
Radio-Television—Harold Nichols (m) (S); John C. Hadley (e)
Real Estate—William E. Beeney (m) (S); Joseph N. Freudenberger (e)
Travel—Paul E. Tanner (S)
Society—Elizabeth de Sylva (m) (S); Ruth B. Chamberlain (e)

ROME (N. Y.), SENTINEL (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Special Editions: Auto Show (May): Fashion (Apr., Sept.); Christmas Shopping (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WRUN and WRUN-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Fritz S. Updike
Farm—Walter Staloff
Photo. Dept. Mgr.—Lloyd Williams
Picture Editor—William L. Courson
Radio-Television—Margaret McCarthy
Society—Joan Kahler

SALAMANCA (N. Y.), REPUBLICAN-PRESS (e)
Special Editions: Vacation Guide (May); Christmas Gift (Nov.).
No editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Matthew Weber.

SARANAC LAKE (N. Y.), ADIRONDACK ENTERPRISE (e)
Special Editions: Summer Vacation (May).
No Editions: Usual holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Eddie Vogt
Editorial Writers—Roger W. Tubby; James Loeb, Jr.
Music—Mrs. Ellen Loeb
Photo. Dept. Mgr.—Bill McLaughlin
Picture Editor—Bill McLaughlin

SARATOGA SPRINGS (N. Y.), SARATOGIAN (e)
Advs. Not Accepted: Alcoholic beverages.
Annual Special Editions: Opening Saratoga Raceway (June); Opening Saratoga Race Track (July & Aug.).
No Editions: Christmas; Thanksgiving; July 4th; New Years; Memorial Day; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Fred G. Eaton
Church—Blanche Robbins
Credit Mgr.—J. V. Hannigan
Editorial Writer—Fred G. Eaton
Photo. Dept. Mgr.—R. Mayette
Picture Editor—Fred G. Eaton
Society—Mrs. A. Woodworth

SAUGERTIES (N. Y.), POST (e)
Special Editions: Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to James L. Carey.

SCHENECTADY (N.Y.), GAZETTE (m)
Split Run Advertising: Yes.
Special Editions: Home Builders Edition (Oct.); Fashion Edition (Apr.); Automotive Edition (Feb.)
Food and/or Household Dept.: Food section Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert G. Adams
Church—D. E. Ritz
Columnists—H. Shave
Editorial Writer—R. M. Turner

(Continued on Page 218)

be Sure to
SELL SYRACUSE*
and the 15-county
SYRACUSE
MARKET

When you think about the Syracuse Market . . . **think about all of it!** Think of 15 counties embracing one-third of the total area of New York State. Think of cities like Oswego, Auburn, Ithaca, Cortland, Oneida, Massena and a dozen other sizable, thriving communities **in addition** to metropolitan Syracuse—America's Number One Test Market.

There's a single, effective, economical way to sell this truly great market of 399,000 families spending $1.9 billion annually. The Syracuse Newspapers deliver **100% saturation** coverage of metropolitan Syracuse, daily and Sunday — **effective** circulation in the 14 additional counties. You can't buy a combination of media that will do a comparable job in this market at a comparable cost!

FULL COLOR AVAILABLE—DAILY AND SUNDAY

AMERICA'S Best TEST MARKET

*Selling Research Inc. Survey published by Sales Management

★

Circulation: Combined Daily	233,611
Sunday Herald American	221,244
Sunday Post-Standard	105,094

the SYRACUSE NEWSPAPERS
HERALD JOURNAL & HERALD AMERICAN
Evening Sunday
THE POST-STANDARD
Morning & Sunday
Represented by MOLONEY, REGAN & SCHMITT

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NEW YORK—Continued

(Continued from page 217)

SCHENECTADY (N. Y.) GAZETTE—Cont'd
Education—David Vrooman
Fashion—Maud Welin
Food—F. E. Baldwin
Garden—Jane Farmer
Librarian—Ruth Jorgensen
Music—D. E. Ritz
Photo. Dept. Mgr.—C. B. Sellers, Jr.
Society—Helen W. George

SCHENECTADY (N. Y.), UNION-STAR (e)
Advs. Not Accepted: Clairvoyant
Special Editions: Building (Apr. & Oct.); Nat'l Home Week (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Food col. every Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to H. R. Ekins.

SYRACUSE (N.Y.), HERALD-JOURNAL (e); HERALD-AMERICAN (S)
Run-of-Paper Color Advs.: Full color daily & Sun. R.O.P. and comic sections.
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Auto Show (Jan.); Home Building (Apr. & Sept.); Fashion (Apr. & Aug.).
No Editions: Christmas.
Syndicated Magazine Section Carried: American Weekly; Parade; Puck, The Comic Weekly.
Food and/or Household Dept.; Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Kenneth F. Sparrow
Aviation—Kenneth F. Sparrow
Book—Karl McElroy
Business-Financial—Frank J. Early
Cartoonist—Fred Heymann
Church—Lee Heath
Columnist—Joe Beamish
Editorial Writer—Harold Addington
Education—Howard Carroll
Farm—Paul Peffers
Fashion—Arlene LaRue
Food—Arlene LaRue
Garden—Lou Tarr
Librarian—Elizabeth Bahouth
Motion Picture-Theatrical—Robert Sokolsky
Music—Emma VanWormer
Photo. Dept. Mgr.—Arthur J. Cornelius
Picture Editor—Fred Heymann
Radio-Television—Robert Sokolsky
Real Estate—Frank J. Early
Travel—Kenneth Sparrow
Society—Arlene LaRue

SYRACUSE (N. Y.), POST-STANDARD (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper.
Annual Special Editions: Resort Section (May); Home Show Section (Mar.); Style Show (Feb. & Sept.); Year End Ind. Review (Dec.); Business Review & Forecast (Dec.).
Print Own Magazine: Yes.
Group Membership: Metropolitan Group.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. Raymond Laing
Aviation—James M. Annan, Jr.
Book—Robert L. Voorhees
Business-Financial—Bernard S. Newer
Church—Nevart Apikian
Columnists—Emily Estey; William V. Reddy; Rod Hunter; Bernard S. Newer
Credit Mgr.—James E. Kelly
Editorial Writers—Robert L. Voorhees; E. Avery Nelson
Education—Edith M. Scully
Farm—Ronald Graham
Fashion—Alice F. Keegan
Food—Alice F. Keegan
Garden—Ronald Graham, Frank Abrahams
Librarian—Mae Walton
Motion Picture-Theatrical—Nevart Apikian
Music—Prof. William Fleming
Photo. Dept. Mgr.—Herman J. Borzner
Picture Editor—J. Leonard Gorman
Radio-Television—Peg Simpson
Real Estate—Bernard S. Newer
Society—Moriel Kerr

TARRYTOWN (N. Y.), DAILY NEWS (e)
Split Run Advertising: Every-other Paper
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Aloys A. Robert
Business-Financial—Wallace Odell
Church—Robert M. Austin
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—Robert M. Austin
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Marion M. Miller
No Editions: New Years; Lincoln's Birthday; Washington's Birthday; Memorial Day; Labor Day; Thanksgiving; July 4th; Christmas.
Food and/or Household Dept.: Tues. and Thurs.

THE TONAWANDAS (North Tonawanda-Tonawanda) (N. Y.), NEWS (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Harvey Hough
Business-Financial—Harvey Hough
Editorial Writer—Harvey Hough
Education—Harvey Hough
Fashion—Mrs. John R. Bohlen
Food—Mrs. John R. Bohlen
Garden—Kelly Simon
Photo. Dept. Mgr.—Bert Olson
Picture Editor—Kelly Simon
Radio-Television—Francis Skimin
Real Estate—Kelly Simon
Society—Mrs. John R. Bohlen

TROY (N. Y.), TROY RECORD (m); TIMES RECORD (e)
Advs. Not Accepted: Objectionable medical.
Special Editions: Educational (June); Back-to-School (Aug.); Spring & Fall Fashions (Seasonal).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas (Times-Record only).
Food and/or Household Dept.: Food pages Thurs. (e) & Fri. (m).
Radio Station Affiliation: WFLY-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joseph Kennedy
Cartoonist—Bill Dawson
Credit Mgr.—William A. Manseau
Editorial Writers—Dwight Marvin; Alton T. Sliter; Garner P. Roney
Fashion—Rena Surprise
Food—Helen J. Sutliff
Librarian—Helen J. Sutliff
Music—Keith Marvin
Radio-Television—Alton T. Sliter
Society—Jane A. Bennett

UTICA (N. Y.), PRESS (m); OBSERVER-DISPATCH (e) (S)
Run-of-Paper Color Advs: Up to 2 colors. Daily & Sunday.
Split Run Advertising: Every-other Paper (evening only).
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Dollar Day (Feb. & Aug.); Fashion (Mar.); Utica Day (Apr. & Oct.); Back to School (Aug.); Home Fashion (Sept.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Gilbert P. Smith (m); Charles A. King (e)
Columnists—Ted Townsend (m); Joseph Hahn (S)
Credit Mgr.—Theodore P. Gruszka
Librarian—Virginia Malecki (e)
Photo. Dept. Mgr.—Dante Tranquille (e)
Society—Diane Pimpinella (m) (e) (S); Marjorie Clark (m) (e) (S)

WATERTOWN (N. Y.), TIMES (e)
Advs. Not Accepted: Liquor.
No Editions: Jan. 1; May 30; July 4th; Labor Day; Thanksgiving; Dec. 25.
Magazine Section Carried: Farm & Garden (Saturdays); TV Week (Fridays).
Food and/or Household Dept: Food column Saturday.
Radio Station Affiliation: WWNY and WMSA.
Television Station Affiliation: WCNY-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Fred H. Kimball
Editorial Writers—John B. Johnson; Gordon W. Bryant; Peter B. Taub; Boyd E. Moffett
Farm—Boyd E. Moffett
Garden—Boyd E. Moffett
Librarian—Beverly W. Kocher
Motion Picture-Theatrical—Dominic Pepp
Music—David F. Lane
Radio-Television—Dominic Pepp
Society—Shirley Doxtater

WAVERLY (N. Y)—See Sayre (Pa.)

WELLSVILLE (N. Y.), REPORTER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

WHITE PLAINS (N. Y.), REPORTER DISPATCH (e)
Split Run Advertising: Every-other Paper
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Lincoln's Birthday; Washington's Birthday; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.. Yes Tues. & Thurs.
Radio Station Affiliation: WFAS and WFAS-FM;
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—T. Eugene Duffy
Business-Financial—Benjamin H. Carroll
Church—James F. Gressler
Credit Mgr.—A. H. Francis
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—James F. Gressler
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Nora Applegate

YONKERS (N. Y.), HERALD STATESMAN (e)
Split Run Advertising: Every-other Paper
Special Editions: Spring and Fall (seasonal); Back to School (Aug.); Home Fashions (Sept.); Christmas (Nov.).
No Editions: New Years; Lincoln's Birthday; Washington's Birthday; Memorial Day; Labor Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Tues. & Thurs.
Radio Station Affiliation: WFAS and WFAS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Kenneth B. Jones
Business-Financial—Oxie Reichler
Church—David S. Jensen
Education—Eleanor Ney
Fashion—Maureen McKernan
Food—Ann Chester
Garden—Maureen McKernan
Photo. Dept. Mgr.—Laurance Angel, Jr.
Picture Editor—Laurance Angel, Jr.
Radio-Television—David S. Jensen
Real Estate—Worth Judge
Travel—Maureen McKernan
Society—Irene Delmar

NORTH CAROLINA

ASHEVILLE (N. C.), CITIZEN (m); TIMES (e); CITIZEN-TIMES (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily. (4 ads Black & One Color).
Split Run Advertising: Every-other Paper.
Special Editions: (e) Educational Issue (March); Scenorama (June); Agricultural Issue (Oct.).
No Editions: Christmas.
Radio Station Affiliation: WWNC.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. S. Gosden (m) (e) (S)
Book—Charles K. Robinson (m) (S)
Business-Financial—C. S. Ramsey (m) (e) (S)
Church—Marguerite Alexander (e)
Columnists—Al Geremonte (e); Bob Terrell (m); Mrs. Pat Bailey Shaw (e); Mrs. C. N. Burton (m); Gertrude Ramsey (S)
Credit Mgr.—Joseph A. Brandl, Jr.
Editorial Writers—Geo. W. McCoy (m); Walter S. Adams (e); C. K. Robinson (S)
Education—Marguerite Alexander (e); W. E. Lindau (S)
Farm—W. E. Lindau (m)
Food—C. S. Ramsey (m) (e) (S)
Librarian—Mrs. P. E. Pearce (m) (e) (S)
Picture Editor—Richard Wynne (m)
Society—Gertrude Ramsey (S); Pat Bailey Shaw (e); Mrs. C. N. Burton (m)

BURLINGTON (N. C.), TIMES-NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors.
Advs. Not Accepted: Liquor.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. J. Nally
Aviation—Bill Hunter
Book—Staley A. Cook
Business-Financial—R. M. Fonville
Church—Howard White
Columnists—Don Metcalf; A. C. Snow; Floyd Ellington.
Editorial Writers—Staley A. Cook; Howard White.
Education—Howard White
Farm—Floyd Ellington
Fashion—Mrs. Ralph Norwood
Food—R. J. Nally
Garden—Mrs. Ralph Norwood
Librarian—Mrs. Ralph Norwood
Motion Picture-Theatrical—A. C. Snow
Photo. Dept. Mgr.—Ed. McCauley
Society—Mrs. Ralph Norwood

CHARLOTTE (N. C.), NEWS (e)
Print Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Split Run Advertising: Every-other Paper; Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Business Review and Forecast (Jan.); Cooking School (May).
Food and/or Household Dept.: Food magazine Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. A. Daly
Book—L. D. T. Cox
Business-Financial—J. A. Daly
Church—Helen Parks
Columnist—Julian Scheer; Rev. Herbert Spaugh
Credit Mgr.—Paul C. Hamilton
Editorial Writers—Cecil Prince; Perry Morgan
Fashion—Marie McK. Adams
Food—Mrs. Trippi Wisecup
Garden—Cora Harris
Motion Picture-Theatrical—Emery Wister
Society—Marie McK. Adams

CHARLOTTE (N. C.), OBSERVER (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Business Review (Jan.); Farm (Feb.); Sports (Sept.).
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept.: Food pages, Fri.; Women's pages.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Demont Roseman
Book—Dick Banks
Business-Financial—James Caldwell
Church—Roy Covington
Columnists—Kays Gary; Gus Travis
Credit Mgr.—Frank H. Trull
Editorial Writers—Rupert Gillett; Hal Tribble; Simmons Fentress
Fashion—Anne Parrish
Food—Eudora Garrison
Librarian—Anita Green
Motion Picture-Theatrical—Dick Banks
Music—Dick Banks
Personnel Mgr.—Sam McKeel
Photo. Dept. Mgr.—James Dumbell
Radio-Television—Dick Banks
Real Estate—Scott Summers
Society—Jane Rogers

CONCORD (N. C.), TRIBUNE (e ex. Sat) (S)
Run-of Paper Color Advs: 1 color.
Advs. Not Accepted: Liquor; wine; beer.
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Radio Station Affiliation: WEGO.
DEPARTMENT EDITORS and/or MANAGERS
Church—Marvin Eury
Columnists—Bob Slough; Kay Harbison
Editorial Writers—E. Ray King; Earl C. Kelley
Fashion—Helen Lyerly
Photo. Dept. Mgr.—James M. Babb
Society—Helen Lyerly

DUNN (N. C.), RECORD (e)
Split Run Advertising: Geographically; every other paper.
Special Editions: Tobacco (Farm) Edition (Aug.); Fashion (Apr.); Fashion (Oct.); Christmas (Dec.).
No Editions: Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Strickland
Aviation—Robert Strickland
Book—Mrs. Lee Crail
Business-Financial—Hoover Adams
Cartoonist—J. W. Temple, Jr.
Church—Grace Moore
Columnists—Hoover Adams; Ted Crail
Editorial Writers—Hoover Adams; Mel Adams; Ted Crail
Education—Lois Byrd
Farm—H. M. Evans
Fashion—Bobbie Whittenton
Food—M. S. Adams
Garden—Sylvia Slaughter
Librarian—Howard Tart
Motion Picture-Theatrical—Hoover Adams
Music—Sylvia Slaughter
Photo. Dept. Mgr.—T. M. Stewart
Picture Editor—T. M. Stewart
Radio-Television—Mel Adams
Real Estate—Arthur Capps
Travel—Hoover Adams
Society—Mrs. Hoover Adams

DURHAM (N. C.), HERALD (m) (S); SUN (e)
Split Run Advertising: Every-other paper
Advs. Not Accepted: Liquor.
No Editions: Christmas.
Radio Station Affiliation: WDNC.
Television Station Affiliation: WTVD.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ed Hodges (m); W. B. Strawn (e)
Aviation—Ed Hodges (m); W. B. Strawn (e)
Book—Ed Hodges
Business-Financial—Steed Rollins (m); J. R. Barry (e)
Cartoonists—John Sink (m); John Wilson, Jr. (e)
Church—Russell Clay (m); Wyatt Dixon (e)
Columnists—E. T. Cato (m); Russell Clay (m); James Shumaker (m); Wyatt Dixon (e); J. W. Duke (e)
Credit Mgr.—D. T. Germino
Editorial Writers—Steed Rollins (m); Herbert Bradshaw (m); J. H. Shumaker (m); John R. Barry (e); H. B. Webb (e)
Education—Herbert Bradshaw (m); J. R. Barry (e)
Farm—Ed Hodges (m); H. B. Webb (e)
Fashion—Suzzane Jones (m); Sarah Cash (e)
Food—Harry Hollingsworth
Garden—Ed Hodges (m); Sara Cash (e)
Librarian—Harry Hollingsworth (m); John Langston (e)
Motion Picture-Theatrical—Russell Clay (m); Wyatt Dixon (e)
Music—Herbert Bradshaw (m); J. R. Barry (e)
Photo. Dept. Mgr.—Chas. Cooper (m), Weaver Tripp (e); Harold Moore (m)
Travel—Ed Hodges
Society—Suzzane Jones (m); Grace Upchurch (m); Sarah Cash (e)

ELIZABETH CITY (N. C.), ADVANCE (e)
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Oscar Montgomery
Book—G. Norman Benjamin
Business-Financial—Fred Haney
Church—Bessie Culpepper
Editorial Writer—Fred Haney
Farm—Fred Haney
Fashion—Bessie Culpepper
Food—Bessie Culpepper
Garden—Bessie Culpepper
Motion Picture-Theatrical—Bessie Culpepper
Photo. Dept. Mgr.—William Jackson
Picture Editor—William Jackson
Radio-Television—Bessie Culpepper
Real Estate—Donald Hayes
Travel—G. Norman Benjamin
Society—Bessie Culpepper

GOLDSBORO (N. C.), NEWS-ARGUS (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Liquor.
Annual Special Editions: Progress Edition (Jan.); Bargain Days (Feb.); Spring Fashions (Easter); Better Farming Edition (Aug.); Goldsboro Days (Aug.);
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frances Tew
Book—Henry Belk
Business-Financial—Frances Tew
Cartoonists—Zeno Spence
Church—Clara Smith
Columnists—Jack Lee; George Johnson
Credit Mgr.—Mrs. Elizabeth Stroud
Editorial Writer—Henry Belk
Education—Carlton Harrell
Farm—Gene Roberts, Jr.
Fashion—Jean Powell
Food—Jean Powell
Librarian—Clara Smith
Motion Picture-Theatrical—George Johnson
Music—Jean Powell
Photo. Dept. Mgr.—Bill Futrelle
Picture Editor—Frances Tew
Radio-Television—George Johnson
Real Estate—Bill Justice
Travel—Jean Powell
Society—Jean Powell

GREENSBORO (N. C.), RECORD (e); NEWS (m) (S)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor
Television Station Affiliation: WFMY-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Evangeline Davis (m) (S)
Business-Financial—Marvin Sykes (e)
Church—Dorothy Benjamin (e)
Columnists—Jo Spivey (e); Anne C. White (e); William C. Burton (S)
Credit Mgr.—Daisy Upchurch
Editorial Writers—H. W. Kendall (m) (S); William Snider (m) (S); Colvin T. Leonard (e); Bertram H. Brown (e)
Education—Lane Kerr (m) (S)
Food—Phyllis McLeod (e)
Photo. Dept. Mgr.—James Wommack (m)
Real Estate—Marvin Sykes (e)
Society—Anne Cantrell White (m) (S) (e)

GREENVILLE (N. C.), REFLECTOR (e)
Special Editions: Farm Edition (Apr.); Women's Spring Fash. (Apr.); Men's Spring Fash. (Apr.); Fall Fashions (Sept.).
No Editions: July 4; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—David J. Whichard; Donald C. Schlienz
Farm—Alvin Taylor
Society—Mrs. Annette Jackson

HENDERSON (N. C.), DISPATCH (e)
Advs. Not Accepted: Liquor.
Special Editions: Tobacco (Sept.).
No Editions: Christmas Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Henry A. Dennis

HENDERSONVILLE (N. C.), TIMES-NEWS (e)
Advs. Not Accepted: Liquor; coin machines; work at home.
Special Editions: Horse Show (July); N. C. Apple Festival (Aug.); Back to School (Sept.); Western N. C. Fair (Sept.); Christmas (Dec.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robt. Lindsey
Business-Financial—C. M. Ogle
Church—Leo H. Wise
Editorial Writers—J. T. Fain; C. M. Ogle
Farm—J. T. Fain, Jr.
Fashion—Mrs. C. R. McManaway

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

HENDERSONVILLE (N. C.) TIMES-NEWS—Cont'd
Librarian—Eugene Ray
Photo. Dept. Mgr.—J. T. Fain, Jr.
Picture Editor—J. T. Fain, Jr.
Real Estate—W. M. Glenn
Society—Mrs. C. R. McManaway

HICKORY (N. C.), RECORD (e)
Advs. Not Accepted: Liquor.
Special Editions: Million $$$ Days (July & Aug.).
No Editions: Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Burch Allison
Aviation—L. C. Gifford
Book—Mary Elliott Willis
Business-Financial—Floyd A. Powell
Church—Maude Hoon
Columnists—Helen Ross; Wake Bridges; Edmund B. Martin, Jr.
Credit Mgr.—L. C. Gifford
Editorial Writers—L. C. Gifford; Floyd Powell
Personnel Mgr.—L. C. Gifford
Society—Mabel Miller Rowe

HIGH POINT (N. C.) ENTERPRISE (e) (S)
Advs. Not Accepted: Liquor.
Special Editions: Spring Style (Apr.), Fall Style (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe E. Brown
Aviation—Pierce Jones
Book—Robert Marks
Business-Financial—Joe E. Brown (e), David E. Gillespie (S)
Church—Pierce Jones
Columnists—Holt McPherson, Forrest Cates; David E. Gillespie (S)
Editorial Writers—Holt McPherson (e) (S), David E. Gillespie (S)
Education—Robert Marks
Farm—Tom Alston
Fashion—Madeline Hoover
Food—Madeline Hoover
Garden—Madeline Hoover
Librarian—Pierce Jones
Motion Picture-Theatrical—David E. Gillespie
Music—Madeline Hoover
Photo Dept. Mgr.—Joe E. Brown
Picture Editor—Joe E. Brown
Radio-Television—Joe E. Brown
Real Estate—Joe E. Brown
Travel—Joe E. Brown
Society—Madeline Hoover

JACKSONVILLE (N. C.), NEWS (e ex. Sun)
Run-of-Paper Color Advs: 1 color.
Special Editions: Spring Fashion (Mar.); Graduation (May); Back-to-School)(Aug.).
No Editions: Christmas; New Years; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Gilson Prather; J. B. Robinson.

KANNAPOLIS (N. C.), INDEPENDENT (e ex Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Mon., Wed., & Sat.
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Randolph Hancock
Church—Ruby Elliott
Columnists—Bill Workman; Frankie Patterson; Jim McAllister; Betty Moore; Randolph S. Hancock
Farm—Randolph S. Hancock
Fashion—Betty Moore
Food—Betty P. Moore
Garden—Randolph S. Hancock
Motion Picture-Theatrical—Bill Workman
Photo. Dept. Mgr.—Earl Graham
Picture Editor—Earl Graham
Radio-Television—Bill Bailes
Real Estate—Bill Maultsby
Society—Betty Moore; Ruby Elliott

KINSTON (N. C.), FREE PRESS (e)
Advs. Not Accepted: Alcoholic beverages; Fortune-telling.
Special Editions: Tobacco Edition (Aug.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. P. Strother
Aviation—J. P. Strother
Book—J. P. Strother
Business-Financial—H. Galt Braxton
Church—James Register
Editorial Writers—H. Galt Braxton; J. P. Strother
Education—H. Galt Braxton; J. P. Strother
Farm—Herald Latham
Food—Miriam Maynard
Librarian—Mrs. Lynnette Holt
Motion Picture-Theatrical—James Register
Music—Miriam Maynard
Photo. Dept. Mgr.—James Register
Real Estate—James Register
Travel—H. Galt Braxton

LENOIR (N. C.), NEWS-TOPIC (e)
Advs. Not Accepted: Liquor.
No Editions: Thanksgiving; Christmas.

LEXINGTON (N. C.), DISPATCH (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe S. Sink
Aviation—J. E. Wilkins, Jr.
Book—Miss Nancy Alley
Business-Financial—E. E. Witherspoon
Church—Miss Nancy Alley
Columnists—Fred O. Sink, Jr.
Editorial Writers—E. E. Witherspoon; L. A. Martin; Miss Nancy Alley
Farm—J. E. Wilkins
Fashion—Miss Nancy Alley
Food—Miss Nancy Alley
Motion Picture-Theatrical—Joe S. Sink
Photo. Dept. Mgr.—"Scoop" McCrary
Picture Editor—"Scoop" McCrary
Real Estate—J. E. Wilkins
Society—Miss Nancy Alley

LUMBERTON (N. C.), ROBESONIAN (e ex. Sat)
Advs. Not Accepted: Liquor.
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Penn Gray
Church—Mrs. Carrie Stevens
Editorial Writer—J. A. Sharpe, Jr.
Farm—J. A. Sharpe, Jr.
Fashion—Mrs. Carrie Stevens
Food—Mrs. Carrie Stevens
Garden—Virginia Simkins
Photo. Dept. Mgr.—Penn Gray
Picture Editor—Penn Gray
Society—Mrs. Carrie Stevens

MORGANTON (N. C.), NEWS-HERALD (e ex. Sat.)
Advs. Not Accepted: Liquor.
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Beatrice Cobb
Columnists—Beatrice Cobb; W. Stanley Moore; J. Gordon Queem; J. D. Fitz
Editorial Writer—W. Stanley Moore
Fashion—Faye Carraway
Food—Faye Carraway
Photo. Dept. Mgr.—Furman Dixon
Society—Faye Carraway

NEW BERN (N. C.), SUN-JOURNAL (e)
Run-of-Paper Color Advs.: 1 color. 3 Day Leeway.
Advs. Not Accepted: Mail order.
No Editions: Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to T. M. Diggs.
Personnel Mgr.—C. T. Midyette, Jr.

RALEIGH (N. C.), NEWS and OBSERVER (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Split Run Advertising: Geographically; Every-other Paper
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Farm Edition (Feb.); Shoe Edition (Mar.); Men's Wear (Apr.); Furniture (Apr. & Sept.); Educational (May).
No Editions: Dec. 26.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. H. Duncan
Book—Herbert O'Keef
Business-Financial—W. G. Womble, Jr.
Cartoonist—Bill Ballard
Church—James Whitfield
Columnists—Bill Humphries; Sam Ragan; Bugs Barringer; Nell Battle Lewis; Charles Craven
Credit Mgr.—Grace Wilder
Editorial Writers—Jonathan Daniels; Robert E. Williams
Education—James Whitfield
Farm—Bill Humphries
Fashion—Dorothy Cameron
Food—Dorothy Cameron
Garden—Herbert O'Keef
Librarian—Ann Brown
Motion Picture-Theatrical—Jane Hall
Music—Jane Hall
Photo. Dept. Mgr.—Lawrence Wofford
Picture Editor—W. G. Womble, Jr.
Radio-Television—Jane Hall
Real Estate—Herbert O'Keef
Travel—Herbert O'Keef
Society—Dorothy Cameron

RALEIGH (N. C.), TIMES (e)
Run-of-Paper Color Advs.: 1 color. 3 day leeway.
Advs. Not Accepted: Liquor.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. H. Duncan
Church—Bob Mitchell
Columnists—Tom Wood; Bette Elliott; Pat Kelly
Credit Mgr.—Grace Wilder
Editorial Writer—Mark Ethridge, Jr.
Education—Bob Mitchell
Fashion—Nancy Duckett
Food—Jean Anderson
Motion Picture-Theatrical—Ann Ehrgott
Radio-Television—Ann Ehrgott
Society—Nancy Duckett

REIDSVILLE (N. C.), REVIEW (e ex. Sat)
Advs. Not Accepted: Liquor; Wine.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Gypsy Y. Rankin
Editorial Writers—C. R. Oliver
Picture Editor—John A. Oliver
Society—Mrs. Gypsy Y. Rankin

ROANOKE RAPIDS (N. C.), HERALD (e) (S)
Special Editions: Graduation (May); Back to School (Aug.); Christmas (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Don Hall
Farm—Dick Kern
Fashion—Carter Croft
Food—Carter Croft
Photo. Dept. Mgr.—Carl Churchill
Picture Editor—Dick Kern
Society—Carter Croft

ROCKY MOUNT (N. C.), TELEGRAM (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily Sun.
Advs. Not Accepted: Liquor.
Special Editions: Tobacco Edition (Aug.); Trade Days (Oct. & Feb.).
No Editions: Christmas.
Food and/or Household Dept.: Grocery section on Thurs.; Farm Pages (Mon.); Builders Pages (Sun.).
Radio Station Affiliation: WCEC - WFMA.
Television Station Affiliation: WNCT.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Bill Rumfelt
Church—Billy Johnson
Columnists—Billy Johnson; Bob Williams
Editorial Writers—Vernon Sechriest; Ed Fike
Farm—Connor Jones
Fashion—Vivian McMillan
Food—Nancy Eason
Motion Picture-Theatrical—Clinton Andrews
Photo. Dept. Mgr.—Charlie Killebrew
Picture Editor—Bill Rumfelt
Radio-Television—Clinton Andrews
Society—Vivian McMillan

SALISBURY (N. C.), POST (e) (S)
Run-of-Paper Color Advs.: 1 color and Black.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor
Special Editions: Back-to-School (Aug.).
No Editions: Christmas
Syndicated Magazine Section Carried: Family Weekly
Group Membership: Southeastern Color Comic Group
Food and/or Household Dept: Food Column every Mon.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mrs. Rose Post
Book—Spencer Murphy
Cartoonist—Carl Spencer
Columnist—Heath Thomas
Editorial Writer—Spencer Murphy
Farm—Homer Lucas
Librarian—Mrs. Rose Post
Photo. Dept. Mgr.—John Suther
Radio-Television—Bette Kepley
Society—Mrs. Mary Linn Collins

SANFORD (N. C.), HERALD (e)
Advs. Not Accepted: Liquor.
Special Editions: Farm (Aug.).
No Editions: Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Cooking Recipes every Sat.
Radio Station Affiliation: WWGP-AM & FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert H. Mason
Church—Edna H. Byerly
Columnists—Edna Byerly; E. H. Jennes
Credit Mgr.—W. E. Horner
Editorial Writers—Robert H. Mason
Farm—E. H. Jennes
Fashion—Edna Byerly
Food—Edna Byerly
Personnel Mgr.—W. E. Horner
Photo. Dept. Mgr.—Luman Moore
Picture Editor—Robert Mason
Radio-Television—E. H. Jennes
Society—Edna Byerly

SHELBY (N. C.), STAR (e)
Advs. Not Accepted: Liquor; beer.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. L. Green, Jr.
Business-Financial—H. L. Weathers
Church—James Jolley
Editorial Writers—Wm. L. Green, Jr.; John W. Cannon.
Farm—James Jolley.
Fashion—Erma J. Drum
Food—Erma J. Drum
Photo. Dept. Mgr.—H. L. Weathers

STATESVILLE (N. C.), RECORD & LANDMARK (e)
Run-of-Paper Color Advs: Up to 2 colors. Daily.
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
No Editions: Christmas; July 4th; Thanksgiving.
Food and/or Household Dept.: Incl., Women's Dept.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Doris Waugh Betts
Church—Miss Rosamond Clark
Columnist—J. P. Huskins
Editorial Writers—J. P. Huskins; W. M. Moore
Farm—Robert Stern
Fashion—Mrs. Mildred A. Huskins
Food—Mrs. Mildred A. Huskins
Personnel Mgr.—C. P. Middlesworth
Photo. Dept. Mgr.—Steven Fry
Society—Miss Rosamond Clark

TRYON (N. C.), DAILY BULLETIN (m)
Advs. Not Accepted: Liquor, freak.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Seth M. Vining, Jr.
Business Financial—Seth M. Vining, Jr.
Cartoonist—Seth M. Vining, Jr.
Church—Seth M. Vining, Jr.
Columnist—Seth M. Vining, Jr.
Garden—Gladys Vining
Radio-Television—Seth Vining, Jr.
Society—Gladys Vining

WASHINGTON (N. C.), NEWS (e)
Run-of-Paper Color Advs.: Black and 1 color. Daily
Special Editions: Tobacco (Aug.); Christmas Opening (Dec.); Merry Christmas (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Thomas Spencer
Book—Mary Toler
Business-Financial—Thomas Spencer
Church—Thomas Spencer
Editorial Writer—Ashley B. Futrell
Farm—Thomas Spencer
Fashion—Mary Toler
Food—Mary Toler
Garden—Mary Toler
Photo. Dept. Mgr.—John Morgan
Picture Editor—John Morgan
Society—Mary Toler

WILMINGTON (N. C.), STAR (m); NEWS (e ex. Sat); STAR-NEWS (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Special Editions: Azalea Festival (Apr.); Annual Business Review (Feb.); Resort Edition (May).
No Editions: Christmas.
Food and/or Household Dept.: Daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Buck Meyers
Editorial Writers—Al G. Dickson; Frank O'Brien, William Willson
Farm—Julien Martin
Fashion—Joan Dresser; Marion Ward
Food—Joan Dresser; Marion Ward
Garden—Joan Dresser; Marion Ward
Librarian—Mary Connor; Marion Ward
Photo. Dept. Mgr.—Buck Meyers
Picture Editor—Jim Wilson
Society—Joan Dresser; Marion Ward

WILSON (N. C.), TIMES (e)
Run-of-Paper Color Advs.: 1 color and Black.
Special Editions: Tobacco Edition (Aug.).
No Editions: Christmas; Thanksgiving; July 4th.
Television Station Affiliation: WNCT.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Vernon Morton
Book—Miss Elizabeth Peele
Business-Financial—Vernon Morton
Church—Miss Elizabeth Peele
Editorial Writer—Elizabeth G. Swindell
Farm—Charles Martin
Fashion—Miss Elizabeth Peele
Food—Miss Elizabeth Peele
Garden—Miss Elizabeth Peele
Librarian—Miss Elizabeth Peele
Music—Miss Elizabeth Peele
Real Estate—Horace Overman
Society—Miss Elizabeth Peele

WINSTON-SALEM (N. C.), JOURNAL (m); SENTINEL (e); JOURNAL AND SENTINEL (S)
Print Run-of-Paper Color Advs.: Up to 3 colors. One week advance reservation and 5 days leeway on two and three color work. Also minimum 1000 lines on two and three colors and black. No minimum size requirement on spot (one color and black) color.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor, mail-order; medicine.
Group Membership: Jessie's Notebook.
Food and/or Household Dept.: Food column and food pages Fri. (m); Thurs. (e) & Sun.
Radio Station Affiliation: WSJS.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Tom Wicker
Business-Financial—Francis Clingman (m); Bill East (e)
Church—John Herndon (e)
Columnists—Roy Thompson (S); John Wesley Clay (m); Francis C. Anscombe (e); Clay Ferree (S)
Editorial Writers—James B. L. Rush (m) (e); H. Clay Ferree (m) (e); Frances Griffin (m) (e); Robert F. Campbell (m) (e); Robert T. Barnard (m) (e); Howard L. Myers (m) (e); Rixie Hunter (m) (e)
Education—Rom Weatherman; Jesse Poindexter (m) (S); Ed Friedenberg; Lucille Cathey (e)
Farm—Martin Howard (m) (S)
Fashion—Clara Bell LeGrand (m) (S); Annie Lee Singletary (e)
Food—Beth Tarton (m) (S); Catherine Fassett (e)
Librarian—Doris Tyson (m) (e) (S)
Motion Picture-Theatrical—Tom Wicker (S)
Music—Beverly Wolter (m) (e) (S)
Personnel Mgr.—J. A. Gray
Picture Editor—Frank Clingman (m) (S); Bill East (e)
Radio-Television—Tom Wicker
Travel—Tom Wicker
Society—Elizabeth Trotman (m) (S); Annie Lee Singletary (e)

NORTH DAKOTA

BISMARCK-MANDAN (N. D.), TRIBUNE (e)
Advs. Not Accepted: Mail order; fortune telling; marriage clubs.
Special Editions: Style (May); Style (Sept.); Farm Exchange (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Jack E. Case
Credit Manager—John Ehrmantraut
Editorial Writers—John O. Hjelle
Education—Mary Jane Low
Farm—Art McKinney
Fashion—Mary Jane Low
Food—Mary Jane Low
Librarian—June Thompson
Motion Picture-Theatrical—Anna Marie Ray
Music—Mary Jane Low
Society—Mary Jane Low

DEVILS LAKE (N. D.), JOURNAL (e ex. Sat)
Special Editions: Spring Opening (Apr.); Back to School (Aug.); Christmas Opening (Nov.).
No Editions: New Years; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Leonard Lund
Editorial Writer—R. L. Dushinske; L. Lund
Society—Mrs. R. L. Dushinske

DICKINSON (N. D.), PRESS (m)
Run-of-Paper Color Advs.: Up to 1 color.
Special Editions: April; June; July; Nov.; Dec.
No Editions: Six Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Samuel E. Burgess
Editorial Writer—Samuel E. Burgess
Society—Velma Vickery

FARGO (N. D.), FORUM (m ex. Mon) (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Daily & Sun. 2,3 or 4 colors except Sun. & Mon.
Advs. Not Accepted: Liquor; beer (S).
Radio Station Affiliation: WDAY.
Television Station Affiliation: WDAY-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ross Phipps
Aviation—Stanley Cowan
Book—John D. Paulson
Business-Financial—Stanley Cowan
Church—Bernice Oliver
Credit Mgr.—William C. Lontz
Farm—Wally Lindell
Fashion—Ruth Fairbanks
Food—Ruth Smith
Garden—Ruth Smith
Librarian—Jean Dunlap
Motion Picture-Theatrical—Del Johnson
Music—F. Schoff
Photo. Dept. Mgr.—Cal Olson
Picture Editor—Cal Olson
Radio-Television—Del Johnson
Travel—Ruth Smith
Society—Ruth Fairbanks

GRAND FORKS (N. D.), HERALD (e) (S)
Run-of-Paper Color Advs: Up to 2 colors. Daily and Sun.
Split Run Advertising: Every-other Paper.
Special Editions: (e) Farm (Apr.); Farm & Home (Mar.); (S) Spring Fashion (May); Back to School (Aug.); Christmas Catalog (Nov.).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
Radio Station Affiliation: KILO

(Continued on Page 220)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NORTH DAKOTA Cont'd

Continued from Page 219)

GRAND FORKS (N. D.) HERALD—Cont'd

DEPARTMENTAL EDITORS and/or MANAGERS
Church—L. C. Tinnes
Columnists—M. M. Oppegard; C. D. Locklin; Alvin Austin;
Editorial Writers—M. M. Oppegard; C. D. Locklin
Education—E. C. Eyler
Farm—R. G. Davies
Fashion—Edith Thompson
Food—Sally E. Glein
Garden—R. G. Davies
Librarian—Roberta Bertram
Motion Picture-Theatrical—Roberta Bertram
Music—Edith Thompson
Society—Edith Thompson

JAMESTOWN (N. D.), SUN (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food column, Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—B. G. Hansen
Church—Marianne O'Neile
Editorial Writers—William Wright; Sam Lowe
Farm—Ralph Scott
Food—Mrs. Gordon Hansen
Society—Ina Cook

MANDAN (N.D.), PIONEER (e)
Advs. Not Accepted: Mail order; marriage clubs.
Special Editions: Farm (March); Builders Show (April).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—E. D. Tostevin
Credit Manager—John Ehrmantraut
Editorial Writers—C. F. Pierce; W. C. Tostevin
Farm—C. F. Pierce
Fashion—Gloria Feickert
Food—Palma Fristad
Music—Gloria Feickert
Personnel Mgr.—William Moeller
Photo. Dept. Mgr.—Robert Feickert

MINOT (N. D.), NEWS (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Clairvoyant; fortune-telling; matrimonial.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Menu.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Bernard Peterson; Robert Cory; Jack Bone; James Sullivan

VALLEY CITY (N. D.), TIMES-RECORD (e)
Advs. Not Accepted: Liquor; wine.
Special Editions: N.D. Winter Show (Mar.); Lake Astabula Water Carnival (June); 4-H Achievement (Sept.); Christmas Shopping (Nov.); Progress (Jan.).
No Editions: New Years; Christmas; Memorial Day; July 4th; Thanksgiving; Labor Day.
Food and/or Household Dept: Homemakers Page Tuesday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—C. Vandestreek
Editorial Writers—Seth Carlson; Stan Cann
Farm—Stan Cann
Society—Evelyn Gieger

WILLISTON (N. D.), HERALD (e)
Special Editions: Christmas (Dec.); Spring Style (Apr.); Back to School (Aug.); Farm & Oil Festival (Sept.)
No Editions: Christmas; New Years; Thanksgiving; Labor Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Chuck Stiles
Editorial Writer—Harry E. Polk
Photo. Dept. Mgr.—Doyle Ennis
Society—Mrs. Harry E. Polk

OHIO

AKRON (Ohio), BEACON-JOURNAL (e) (S)
Run-of-Paper Color Advs.: 4 colors. Daily.
Syndicated Magazine Section Carried: Parade.
Group Membership: Locally Edited Group.
Radio Station Affiliation: WAKR.
Television Station Affiliation: WAKR-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joseph Kuebler
Aviation—Helen Waterhouse
Book—Margot Jackson
Business-Financial—Joseph Kuebler; George Hattie
Cartoonist—Ned White
Church—Lloyd Stoyer
Columnists—Kenneth Nichols; Terry Turner; Sam Radak
Credit Mgr.—L. C. Bowers
Editorial Writers—Tom Horner; R. H. Stopher; J. S. Jackson; Ray C. Sutliff
Education—Terry Turner
Farm—James D. Callaghan
Fashion—Marion Geyer
Food—Jean McGhie
Garden—Kate Clapp
Librarian—Mae Steinbach
Motion Picture-Theatrical—A. L. Cullison
Music—Oscar Smith
Photo. Dept. Mgr.—Julius Greenfield
Picture Editor—Murray Powers
Radio-Television—A. L. Cullison
Real Estate—Oscar Smith
Travel—A. F. Falk
Society—Betty Jaycox

ALLIANCE (Ohio), REVIEW (e)
Advs. Not Accepted: Competitive out of town copy; mail order.
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
Radio Station Affiliation: WFAH.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—C. D. Steffy
Farm—Wm. McCarty
Society—Mrs. Edward Yarnell

ASHLAND (Ohio), TIMES-GAZETTE (e)
Run-of-Paper Color Advs.: 1 color plus Black, all pages except 1st 2 and last 2 in each section.
Advs. Not Accepted: Liquor; display in local competition.
Special Editions: Dollar Days (Feb. & Aug.); Graduation (May or June); Spring Opening (Mar.); Back to School (Aug.); Fair Edition (Sept.); Fall Opening (Aug. or Sept.); Christmas Opening (Nov.)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dick O'Hara
Book—Don E. Beattie; Dick O'Hara
Business-Financial—Dick O'Hara
Church—Dick O'Hara
Columnists—Don E. Beattie; Wayne Byers; Bob Dixon
Editorial Writer—Don E. Beattie
Education—Don E. Beattie
Farm—Wayne Byers
Fashion—Barbara Darling
Food—Barbara Darling
Motion Picture-Theatrical—Barbara Darling
Music—Barbara Darling
Photo. Dept. Mgr.—William Howell
Picture Editor—Don E. Beattie
Radio-Television—Josephine Stookey
Society—Barbara Darling

ASHTABULA (Ohio), THE ASHTABULA STAR-BEACON (e)
Run-of-Paper Color Advs.: 1 color. One-week notice, two days leeway required, but will publish day specified, if possible.
Advs. Not Accepted: Liquor, horse racing.
Special Editions: Back to School (Aug.); Dollar Value Day (Feb., Aug.); Spring Fashion (Mar.); Christmas Tree Lane (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WICA AM and FM

ATHENS (Ohio), MESSENGER (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Special Editions: Christmas (Nov.).
No Editions: Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John V. Webb
Aviation—G. K. Bush
Church—Chas. Reamer
Editorial Writers—G. K. Bush; C. H. Harris
Education—Chas. Reamer
Fashion—Carol Baird
Food—Carol Baird
Garden—Carol Baird
Picture Editor—John V. Webb
Radio-Television—John V. Webb

BELLEFONTAINE (Ohio), EXAMINER (e)
Advs. Not Accepted: Liquor, mail order; vending machine
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Bureau of Advertising, Ohio Newspaper Assn., Ohio Select List.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Dalton Young
All other business, to Hamilton McPeck if individual necessary.

BELLEVUE (Ohio), GAZETTE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

BOWLING GREEN (Ohio), SENTINEL-TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Advs. Not Accepted: Liquor.
Annual Special Editions: Wood County Fair (Aug.); Auto Show (Jan.); Home & Garden (Apr.); Graduation (May); Cook-Book (July); Back to School (Aug.); Christmas Opening (Nov.); Christmas Greeting (Dec.); Oil Week (Oct.); Fire Prevention (Oct.); Food Cooking School (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul W. Jones
Aviation—Paul W. Jones
Business-Financial—Paul W. Jones
Church—Minniebelle Conley
Editorial Writer—Paul W. Jones
Education—William R. Gibbon
Farm—William R. Gibbon
Fashion—Minniebelle Conley
Food—Minniebelle Conley
Garden—Paul W. Jones
Librarian—Paul W. Jones
Picture Editor—Paul W. Jones
Radio-Television—Dean Roach
Real Estate—William R. Gibbon
Travel—Paul W. Jones
Society—Minniebelle Conley

BRYAN (Ohio), TIMES (e)
No Editions: New Years; Christmas; July 4th, & other national holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Edna Goller
Editorial Writer—Cass Cullis

BUCYRUS (Ohio), TELEGRAPH-FORUM (e)
Advs. Not Accepted: Mail order.
Special Editions: Bucyrus Days.
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—F. D. Armstrong
Business-Financial—C. S. Boryczka
Columnist—R. C. Hoiles
Credit Mgr.—C. S. Boryczka
Editorial Writers—Adam Boryczka; Don Wynn
Education—A. J. Boryczka
Farm—F. G. Kirby
Photo. Dept. Mgr.—Don Wynn
Society—Dorothy Krantz

CAMBRIDGE (Ohio), JEFFERSONIAN (e)
Run-of-Paper Color Advs.: 3 colors. Daily.
Advs. Not Accepted: Alcoholic beverages, vending machines.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Radio-Television—Mrs. Lathiel Winters
Society—Mrs. Nola R. Goodpaster

CANTON (Ohio), REPOSITORY (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun. ex Thurs.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Vending Machine.
Special Editions: Christmas Edition (Nov.); Auto Show Edition (Apr.); Home Show Edition (Mar.).
No Editions: (e) Christmas.
Print Own Magazine: No.
Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Daily food columns; full food section on Thurs.
Radio Station Affiliation: WHBC & WHBC-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Laston
Aviation—Frank Laston
Book—James Meade
Business-Financial—Joseph M. Koren
Cartoonist—Roy Hearn
Church—Gretchen Putnam
Columnists—Truman Twill; Mary Peebles; Bob Seaman
Credit Mgr.—Howard Patterson
Editorial Writer—Darrel Mansell
Education—Helen Carringer
Farm—Allan Simpson
Fashion—Gene Winski
Food—Louise Meek
Librarian—Dorothy Ott
Motion Picture-Theatrical—Willard Benjamin
Music—Willard Benjamin
Photo. Dept. Mgr.—Cliff Haga
Picture Editor—Charles Volzer
Radio-Television—Louise Meek
Real Estate—Gilbert Shepard

CELINA (Ohio), STANDARD (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Annual Special Editions: Vacation (May); Christmas (Nov.).
No Editions: New Years; Christmas; Thanksgiving; Labor Day; Memorial Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Parker R. Snyder
Cartoonist—Jean Muntzinger
Columnists—Tom Percy; Jim Arnold
Editorial Writers—Tom Percy; Parker R. Snyder
Education—Mary Goodwin
Farm—Ted English
Fashion—Mary Goodwin
Food—Betty Jean Arnold
Librarian—Mary Goodwin
Motion Picture-Theatrical—Betty Arnold
Society—Betty Arnold

CHILLICOTHE (Ohio), GAZETTE (e)
Special Editions: Ross Co. Fair (Aug.); Progress Edition (Feb.); Cooking School (Mar.).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to H. C. Oyer.

CINCINNATI (Ohio), ENQUIRER (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors daily. Sun., when available.
Split Run Advertising: Geographically Kentucky Edition. Also every-other Paper.
Special Editions: Women's Fashion (Mar. & Sept.); School (June & Sept.); Home Fashions (Sept.); Financial & Business Review (Jan.); Travel (S) (5 times Jan., Apr., June, Oct., Dec.); Christmas Gift Guide (S) (Roto) (Nov); Christmas Gift Guide (m) (Nov., Dec.); Christmas Book Review (S) (Dec.); Home Furnishings (S) (Roto) (Feb.); Garden (S) (Spring); Cook Book (m) (Oct.) (Tab).
Print Own Magazine: Yes.
Magazine Sections Carried: (S) This Week; American Weekly.
Group Membership: Metropolitan Group.
Food and/or Household Dept.: Food pages every Tues., Thurs. & Fri. Retail Food Adv. Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Beiser
Aviation—Robert F. Stayman
Book—Fred Yeiser
Business-Financial—Dick Havlin
Cartoonists—L. D. Warren; Harold Russell
Church—Ann Russell
Columnists—Ollie James; Forrest Davis; Wm. H. Hessler; Al Schottelkotte; Mildred Miller; Jack Ramey; Dave Roberts; Phillip M. Swatek; Dick Kirkpatrick; Hal Metzger
Credit Mgr.—Edwin Denning.
Editorial Writers—Ollie James; William H. Hessler; Fred Yeiser; Forrest Davis; Dave Roberts
Education—Ann Russell
Farm—Dave Hess
Fashion—Mary Gorey
Food—Dorothea Hake
Garden—Dorothea Hake
Librarian—Roscoe Eads
Motion Picture-Theatrical—E. B. Radcliffe
Music—Arthur Darack
Photo. Dept. Mgr.—Herbert W. Heise
Picture Editor—Stan Kohn
Radio-Television—James Devane
Real Estate—Ralph Weiskittel
Travel—Dave Roberts
Society—Jane Finneran

CINCINNATI (Ohio), POST (e)
Split Run Advertising: Every other paper.
Run-of-Paper Color Advs.: 4 colors. Daily.
Annual Special Editions: Business Review (Jan. 1); Travel (May, Dec.); Fashions Beauty (Mar.)
Print Own Magazine: Yes.
Radio Station Affiliation: WCPO-AM, FM
Television Station Affiliation: WCPO-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Monte Wilhelm
Aviation—Max Cook
Book—Edward Carberry
Business-Financial—Richard L. Rawe
Cartoonist—Clarence Wiese
Columnists—Alfred Segal; Frank S. Milburn
Credit Mgr.—Rob't B. Hyde
Editorial Writer—George Bidinger
Education—Betty Donovan
Farm—Ray Wilkerson
Fashion—Venita Kelly
Food—Fern Storer
Garden—Frances Dubois
Librarian—Elmer Geers
Motion Picture-Theatrical—Edward Carberry
Music—Eleanor Bell
Photo. Dept. Mgr.—Walter Kneal
Picture Editor—Jack Klumpe
Radio-Television—Mary Wood
Real Estate—William Hahnemann; Richard L. Rawe
Travel—John Bischoff

CINCINNATI (Ohio), TIMES-STAR (e)
Run-of-Paper Color Advs.: Up to 3 colors. 5 days.
Split Run Advertising: Geographically Kentucky Edition. Every-other Paper.
Special Editions: Progress Section (Jan.); Travel (Jan. & June); Home (May); Christmas Gifts (Dec.); Back to School (Aug.).
Food and/or Household Dept.: Daily.
Radio Station Affiliation: WKRC-AM & FM.
Television Station Affiliation: WKRC-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Art—Henry Humphreys
Auto—Charles R. Bonner
Business-Financial—Bernard Boer
Cartoonists—Claude Shafer; George Bristol
Church—Paul Sullivan
Columnists—Nixson Denton; Joseph Sagmaster; George Stimson; Groverman Blake; Jerry Hurter; Joseph Garretson; Joseph Kolling; Edward Chopin
Editorial Writers—George Stimson; Groverman Blake; Joseph Sagmaster; Nixson Denton
Education—Sherwood Kohn
Farm—Ellis Rawnsley
Fashion—Jean Dietrich
Food—Sara M. Austin
Garden—Daisy Jones
Librarian—Norma Bunting
Motion Picture-Theatrical—Marvin Arm; Henry Humphreys
Music—Henry Humphreys
Photo. Dept. Mgr.—William Russell
Picture Editor—Joseph Dressman
Radio-Television—Charlton Wallace
Travel—Fred Burns
Society—Helen Light
Women's Dept.—Patricia Dunbar, (Director)

CIRCLEVILLE (Ohio), HERALD (e)
Run-of-Paper Color Advs: Black and 1 color, Mon., Tues., Wed.
Special Editions: Cooking School (Feb.); Fair (Sept.); Pumpkin Show (Oct.)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

CLEVELAND (Ohio), NEWS (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Some medical.
Special Editions: Financial Review (Jan.); Home & Flower Show (Feb. or Mar.); Metropolitan Opera Section (Mar. or Apr.); Men's Spring Fashions (Mar. or Apr.); Educational Section (Aug.); Women's Fall Fashions (Sept.); Men's Fall Fashions (Sept.); National Home Week (Sept.); Christmas Gift Guide (Nov.); Christmas Book Section (Dec.)
No Editions: Christmas.
Food and/or Household Dept.: Food; Wed., Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Alvin Rothenberg
Aviation—George Ghetia
Book—Frank O'Neill
Business-Financial—Jack Cleary
Cartoonist—John Hudson
Church—William Dinwoodie
Columnists—Howard Preston; Ed Bang; Ed McAuley; Sidney Andorn
Editorial Writers—Jack Kennon, Lawrence Leveseberg; Paul Myhre
Education—William Faulkner
Fashion—Eve Keleher
Food—Ruth Merriam Spaeth
Garden—Paul Young
Librarian—Rose Vormelker
Motion Picture-Theatrical—Arthur Spaeth
Music—Ethel Boros
Photo. Dept. Mgr.—Perry Cragg
Picture Editor—Charles Haughney
Radio-Television—Maurice Van Metre
Real Estate—Jay Taylor
Travel—Cornelia Curtiss
Society—Molly D. Samford

CLEVELAND (Ohio), PLAIN DEALER (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Annual Special Editions: Business & Financial Review (Jan.); Midwinter Vacation Section (Jan.), (S); International Travel Section (Feb.), (S); Spring Vacation Section (Apr.), (S); Summer Vacation (June) (S); Winter Vacation Preview (Nov.), (S); Winter Vacation Section (Dec.), (S); Home & Flower Show Section (Mar.); National Home Week (Sept.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: This Week; American Weekly.
Group Membership: Metropolitan; Nancy Sasser; Outdoor Tips.
Food and/or Household Dept.: Daily and Sun. food column and household.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry Linge
Book—Robert I. Snajdr
Business-Financial—John Bryan
Cartoonist—Edward D. Kuekes
Church—Richard Wager
Columnists—P. W. Porter; William F. McDermott; Charles A. Lawrence; Claire MacMurray; Eleanor Clarage; Gordon Cobbledick
Credit Mgr.—Clark Bole
Editorial Writers—Ralph Donaldson; Spencer Irwin; Roelif Loveland; Peter Greenough; John Huth
Farm—Robert J. Drake
Fashion—Winifred Goodsell
Food—Helen Robertson
Garden—Besse Howells
Librarian—Rose L. Vormelker
Motion Picture-Theatrical—Ward Marsh; William F. McDermott
Music—Herbert Elwell
Photo. Dept. Mgr.—Edwin A. Vorpe
Picture Editor—Edwin T. Rice
Radio-Television—George E. Condon
Real Estate—Adin C. Rider
Travel—Harry W. Smith
Society—Louise Davis

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

CLEVELAND (Ohio), PRESS (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper.
Special Editions: Childrens Book Fair (Oct.); Family Fair (Oct.); Financial Review (Jan.).
No Editions: Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily Food column.
Television Station Affiliation: WEWS.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Silver
Aviation—Charles Tracy
Book—Emerson Price
Business-Financial—Robert Seltzer
Cartoonists—Willard Combes
Church—Frank Stewart
Credit Mgr.—Robert T. Holman
Columnists—John Love; Fred Sterbenz; David Dietz
Editorial Writers—Richard Peters; John Markham, Thomas Boardman
Education—Noel Wicol
Fashion—Elizabeth Luft
Food—Florence LaGanke
Garden—Henry Pree
Librarian—Lawrence Schreiber
Motion Picture-Theatrical—Omar Ranney
Music—James Frankel
Personnel Mgr.—Dan Ruthenberg
Photo. Dept. Mgr.—Glenn Zahn
Picture Editor—Kenneth Solt
Radio-Television—Stanley Anderson
Real Estate—James Chandler
Society—Betty Wilk
Travel—Bill Hughes

COLUMBUS (Ohio), CITIZEN (e) (S)
Run-of-Paper Color Advs.: Up to 1 color. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor (S).
Special Editions: Travel (Apr.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jerry Burden
Aviation—Harry Franken
Book—Jack Keller
Business-Financial—Ernest L. Arms
Cartoonist—Al Getchell
Church—Francine Lottridge
Columnists—Ben Hayes; Geo. Robey; Lew Byrer
Education—Katherine Sullivan
Farm—Geo. Zeis
Fashion—Jane Kehrer
Food—Judy Coffman
Garden—Geo. Zeis
Librarian—Doris Brazil
Motion Picture-Theatrical—Norman Nadel
Photo. Dept. Mgr.—Dick Garrett
Radio-Television—Mrs. Jo Reed
Real Estate—Ernest L. Arms
Travel—Richard Tracy; Robert Havel
Society—Paul Swinehart

COLUMBUS (Ohio), DISPATCH (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun. ex Thurs. & Fri.
Split Run Advertising: Every-other Paper.
Special Editions: Summer & Winter (Apr); Travel Numbers (June-Dec.-Jan); Cooking School (May); Home Builders (Apr).
Print Own Magazine: Yes.
Group Membership: Metropolitan; Jessie DeBoth; Nancy Sasser, Locally Edited Group; Comic Metro.
Food and/or Household Dept.: Food Columns Thurs; Roto Sun. Household-daily & Sun.
Radio Station Affiliation: WBNS
Television Station Affiliation: WBNS-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert N. English
Book—Ernest Cady
Business-Financial—Robert N. English
Cartoonists—Ray Evans; Eugene Craig
Church—Charlotta S. Becker
Columnists—Johnny Jones; William Zipf; Mardo Williams
Editorial Writers—Laurence R. Connor; Ernest A. Cady; Harold A. Stacy
Education—Mary McGarey
Farm—William Zipf
Fashion—June Wells Dill
Food—Barbara Myers
Garden—Harry R. O'Brien
Librarian—Ray V. Blowers
Motion Picture-Theatrical—Samuel T. Wilson
Music—Samuel T. Wilson
Photo. Dept. Mgr.—Rodger L. Hamilton
Picture Editor—Walter J. Stahl
Radio-Television—Robert G. Connors
Real Estate—Richard P. Devine
Travel—Kenneth Hamrick
Society—Marilyn Beck

COLUMBUS (Ohio), OHIO STATE JOURNAL (m)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Vending machines.
Special Editions: Progress (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. W. Carlisle
Aviation—Lester Hinshaw
Book—Harold W. Carlisle
Business-Financial—Justin Henley
Cartoonist—Bill Goodwin
Church—Marilyn Shaeffer
Columnists—Clyde D. Moore; Fern Sharp; Don Mack; Edgar Barmann
Editorial Writers—Karl B. Pauly; Elmer Parkin; J. A. Meckstroth
Education—Daniel F. Flavin
Fashion—Mrs. Sarah L. Mills
Food—Mrs. Sarah L. Mills
Garden—Justin Henley
Motion Picture-Theatrical—Clyde D. Moore
Music—Clyde D. Moore
Photo. Dept. Mgr.—William Foley
Picture Editor—Charles M. Cummings
Radio-Television—Edgar Barmann
Real Estate—Justin Henley
Travel—Daniel Flavin
Society—Mrs. Sarah L. Mills.

COLUMBUS (Ohio), STAR (Sat)
Run-of-Paper Color Advs.: Up to 3 colors
Split Run Advertising: Every-other Paper
Television Station Affiliation: WBNS-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John F. Phillips
Cartoonist—Pedro Frau-Hutton
Columnist—Paul Pry, Jr.
Fashion—Franzi Barron
Motion Picture-Theatrical—Joe R. Mills
Radio-Television—Pauline Smith
Society—Pauline Smith

CONNEAUT (Ohio), NEWS-HERALD (e)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs.
Advs. Not Accepted: Liquor.
Special Editions: Easter; Christmas.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

COSHOCTON (Ohio), TRIBUNE (e) (S)
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly
Radio Station Affiliation: WTNS.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Grier Coleman
Church—Helen Fallon
Columnists—Grier Coleman; Helen Fallon; Bob McCarty; R. B. Wallace
Editorial Writers—R. B. Wallace; Lester Boyd; W. C. Wallace.
Education—Lester Boyd
Fashion—Helen Fallon
Motion Picture-Theatrical—Grier Coleman
Photo. Dept. Mgr.—William Felver
Picture Editor—William Felver
Radio-Television—William Felver
Real Estate—Grier Coleman
Society—Helen Fallon

DAYTON (Ohio), JOURNAL-HERALD (m)
Run-of-Paper Color Advs.: Up to 3 colors.
Radio Station Affiliation: WHIO
Television Station Affiliation: WHIO-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Brainard Platt
Aviation—James O'Connor
Book—Merab Eberle
Business-Financial—Brainard Platt; Billie Long
Church—Wm. Heck
Columnists—Dwight Young; Arthur Kany; Marj Heyduck; Chesta Fulmer; Brainard Platt; Clara Weisenborn; Merab Eberle
Credit Mgr.—Morris W. Coffman
Editorial Writers—James Carroll; Joseph Myers
Education—Joseph Myers
Farm—Marion Esterline
Fashion—Marj Heyduck
Food—Marj Heyduck
Garden—Clara Weisenborn
Librarian—Ethel Harper
Motion Picture-Theatrical—Arthur Kany
Music—Merab Eberle
Photo. Dept. Mgr.—Robert Doty
Radio-Television—Brainard Platt
Real Estate—Brainard Platt
Society—Marj Heyduck

DAYTON (Ohio), NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Advs. Not Accepted: Mail order; vending machine subject to approval.
Special Editions: National Homes Week (Sept.); Travel-Vacation (May).
Print Own Magazine: Yes.
Radio Station Affiliation: WHIO
Television Station Affiliation: WHIO-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William L. Sanders
Aviation—Richard Shearin
Book—Walt McCaslin
Business-Financial—Eldon Fisher
Church—Carl Lundquist
Columnists—Si Burick; Grover Mitchell
Credit Manager—Morris W. Coffman
Editorial Writers—Walter Locke; Francis P. Locke; Walter Rybeck
Education—Carl Lundquist
Farm—Jesse Garrison
Fashion—Diane Heckert
Food—Betty Dietz
Garden—Bess Hardy
Librarian—Jane Hall
Motion Picture-Theatrical—Grover Mitchell
Music—Betty A. Dietz
Photo. Dept. Mgr.—Homer Hacker
Radio-Television—Grover Mitchell
Real Estate—Eldon Fisher
Travel—Walt McCaslin
Society—Elizabeth Lyman

DEFIANCE (Ohio), CRESCENT-NEWS (e)
Advs. Not Accepted: Liquor
Annual Special Editions: Christmas (Nov.); Back to School (Aug.).
No Editions: Christmas; New years; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Al Geitgey
Church—Willow Baringer
Editorial Writers—Homer Schutt
Fashion—Willow Baringer
Food—Barbara Redford
Picture Editor—Homer Schutt
Radio-Television—Jerry Redford
Society—Willow Baringer

DELAWARE (Ohio), GAZETTE (e)
Advs. Not Accepted: Liquor.
Special Editions: County Fair (Sept.); Christmas (Nov.); Auto Edition (Jan.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. C. Reed
Church—Elsie Leady
Columnists—H. C. Reed; W. D. Thomson; H. C. Thomson
Editorial Writer—H. C. Reed
Education—K. C. Virtue
Farm—Virginia Cruikshank
Fashion—Elsie Leady
Photo. Dept. Mgr.—H. C. Reed
Picture Editor—H. C. Reed

EAST LIVERPOOL (Ohio), REVIEW (e)
Advs. Not Accepted: Liquor.
Special Editions: Building Edition (Apr.); Baby Edition (May); Fall Fashion Edition (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur T. Thomas
Aviation—Arthur T. Thomas
Book—Arthur T. Thomas
Business-Financial—Paul Walton
Church—Howard J. Kaufman
Editorial Writer—Arthur T. Thomas
Education—Howard J. Kaufman
Farm—Glenn Waight
Fashion—Agnes Cleland
Food—Arthur T. Thomas
Garden—Robert Popp
Librarian—Agnes Cleland
Motion Picture-Theatrical—Arthur T. Thomas
Music—Agnes Cleland
Photo. Dept. Mgr.—Byron Eells
Picture Editor—Paul Walton
Radio-Television—Julius Cassels
Real Estate—Arthur T. Thomas
Travel—Arthur T. Thomas
Society—Agnes Cleland

EAST PALESTINE (Ohio), LEADER (e)
Advs. Not Accepted: Liquor.
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mrs. Margaret Ward
Business-Financial—Paul Merwin
Church—Paul Merwin
Editorial Writer—C. L. Merwin
Education—Paul Merwin
Farm—Paul Merwin
Fashion—Mrs. Margaret Ward
Food—Mrs. Margaret Ward
Garden—Paul Merwin
Librarian—Paul Merwin
Music—Paul Merwin
Society—Mrs. Margaret Ward

ELYRIA (Ohio), CHRONICLE-TELEGRAM (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily
Advs. Not Accepted: Help wanted, vending machine, liquor.
No Editions: New Years; Labor Day; Decoration Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Miller
Aviation—Mike Rubin
Book—Winifred Fay
Business-Financial—Don Hawk
Cartoonist—George Innes; Jim Rollbuhler
Church—Grace Tulk
Columnists—Russ Davies; Dorothy Funk; John Jackson; Patricia Mason; Don Miller; Jeri O'Connor; Evelyn Andrews
Editorial Writers—J. C. George; Otto Schoepfle
Education—Grace Tulk
Farm—Walter Godfrey
Fashion—Winifred Fay
Food—Evelyn Andrews
Garden—Dorothy Funk
Librarian—Bobbie Oldenburg
Motion Picture-Theatrical—Dorothy Funk
Music—Grace Tulk
Photo. Dept. Mgr.—Don Miller
Picture Editor—Don Miller
Radio-Television—Dorothy Funk
Real Estate—Joe Cowden
Society—Winifred Fay

FAIRBORN (Ohio), HERALD (e)
Advs. Not Accepted: Liquor; beer
Special Editions: Christmas (Dec.); Graduation (May); Auto (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.

FINDLAY (Ohio), REPUBLICAN-COURIER (m)
Run-of-Paper Color Advs.: Up to 2 colors.
Advs. Not Accepted: Alcoholic beverages; mail order.
Special Editions: Cooking School (Apr.); Back-to-school (Aug.); Spring fashion (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WFIN, WFIN-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edwin L. Heminger
Aviation—Edwin L. Heminger
Book—Albert S. Bryan
Business-Financial—R. L. Heminger
Church—Richard Fenlon
Columnist—Margaret Dennis
Editorial Writer—R. L. Heminger
Education—Margaret Dennis
Farm—John Hutson
Fashion—Lorraine Henry
Food—Lorraine Henry
Garden—Lorraine Henry
Librarian—Lucille Brown
Music—Allen Dudley
Photo. Dept. Mgr.—Robert Crawford
Picture Editor—Albert Bryan
Radio-Television—Allen Dudley
Real Estate—Edwin L. Heminger
Travel—Edwin L. Heminger
Society—Lorraine Henry

FOSTORIA (Ohio), REVIEW-TIMES (e)
Special Editions: Cooking School (Oct.); Back to School (Aug.); Christmas (Dec.); Spring Fashion (Mar.).
No Editions; Christmas; New Years; Labor Day; July 4th; Memorial Day.
Food and/or Household Dept.: Wed., Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Edmond M. Hopkins
Book—Robert H. Manecke
Business-Financial—V. E. Switzer
Church—Howard Wyatt
Columnist—Constance Rice
Editorial Writer—V. E. Switzer
Education—V. E. Switzer
Farm—Harry Stoneberger
Food—Marguerite Hopkins
Librarian—Cordelia Shoemaker
Music—Constance Rice
Photo. Dept. Mgr.—Harry Stoneberger
Picture Editor—V. E. Switzer
Radio-Television—Howard Wyatt
Travel—E. M. Hopkins
Society—Carolyn Bower

FREMONT (Ohio), NEWS-MESSENGER (e)
Advs. Not Accepted: Mail Order
Special Editions: Automobile (Jan.); Cooking School (Sept.)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Ohio Select List
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Glen Geib
Farm—Otto Smith
Photo. Dept. Mgr.—Robert Gebauer
Society—Ilene Rock

GALION (Ohio), INQUIRER (e)
Advs. Not Accepted: Liquor, vending machines.
Annual Special Editions: Pre-Easter (Mar.); Pre-Vacation (Apr.); Pre-School (Aug.); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Walter S. Goshorn
Editorial Writer—Walter S. Goshorn
Music—Mrs. Ethel Dye
Personnel Mgr.—W. S. Goshorn
Photo. Dept. Mgr.—Robert G. Dever
Radio-Television—Mrs. Leona Gillette
Society—Mrs. Ethel Dye

GALLIPOLIS (Ohio), TRIBUNE (e ex. Sat.)
Special Editions: Spring Fashion (Mar.); Back to School (Aug.); Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Dwight C. Wetherholt
Church—Vic Sherow
Columnists—Harry Hurn; Vic Sherow, Dwight C. Wetherholt
Editorial Writer—Vic Sherow
Education—D. C. Wetherholt
Fashion—Eva L. McCoy
Librarian—D. C. Wetherholt
Photo. Dept. Mgr.—Charles Butler
Society—Eva L. McCoy

GENEVA (Ohio), FREE PRESS (e)
Advs. Not Accepted: Liquor; horse racing.
Special Editions: Greetings (Dec.).
No Editions: New Years, Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WICA-AM & FM.
Television Station Affiliation: WICA-TV.

GREENFIELD (Ohio), TIMES (e)
No Editions: New Years; July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—G. P. Shrock
Editorial Writer—G. P. Shrock
Society—Virginia Griesheimer

GREENVILLE (Ohio), ADVOCATE (e)
Special Editions: Dollar Day (Feb. & Aug.); Greenville Day (Sept.).
No Editions: Christmas; New Years; July 4th; Labor Day; Decoration Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. A. Browne III
Aviation—Wm. A. Browne III
Book—Frances Smith
Business-Financial—Wm. A. Browne III
Cartoonist—Walter E. Browne, Jr.
Church—Wm. A. Browne III
Columnist—James Light
Editorial Writer—David J. Deardourff
Education—Walter E. Browne, Jr.
Farm—Wm. A. Browne III
Fashion—Frances Smith
Food—Kenyon Harris
Garden—Frances Smith
Librarian—David J. Deardourff
Motion Picture-Theatrical—Walter E. Browne, Jr.
Music—Frances Smith
Photo. Dept. Mgr.—Walter E. Browne, Jr.
Picture Editor—David J. Deardourff
Radio-Television—Walter E. Browne, Jr.
Real Estate—Wm. A. Browne III
Travel—Walter E. Browne, Jr.
Society—Frances Smith

HAMILTON (Ohio), JOURNAL-NEWS (e)
Split Run Advertising: Every-other Paper.
No Editions: July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Donald E. Stuckey
Fashion—Hilda Fontaine
Photo. Dept. Mgr.—R. A. Connelly

IRONTON (Ohio), TRIBUNE (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors.
Advs. Not Accepted: Most mail order.
Special Editions: Appliance Editions; Home Editions.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. J. McCarthy
Aviation—Jay Brusnart
Book—Josephine MacAdam
Business-Financial—C. J. McCarthy
Church—Marguerite Layne
Columnists—C. J. McCarthy; Don Mayne; Marguerite Layne; Jo MacAdam; Wanda Brammer
Editorial Writer—Don Mayne
Education—C. J. McCarthy
Farm—Jay Brushart
Fashion—Josephine MacAdam
Food—Wanda Brammer
Motion Picture-Theatrical—Wanda Brammer
Music—Josephine MacAdam
Photo. Dept. Mgr.—Wyatt Thomas
Picture Editor—Don Mayne
Radio-Television—Wanda Brammer
Real Estate—Don Mayne
Society—Josephine MacAdam

KENTON (Ohio), TIMES (e)
No Editions; New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Area Editor—Thad Gardner
Auto—Paul Thomas
Aviation—Paul Thomas
Book—Tom Cooper
Business-Financial—Tom Cooper
Church—Tom Cooper
Editorial Writers—Tom Cooper; C. E. Flanagan
Education—Paul Thomas

(Continued on Page 222)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

OHIO—Cont'd

(Continued from Page 221)

KENTON (Ohio) TIMES—Cont'd
Farm—Thad Gardner
Fashion—Eleanor Pyle
Food—Eleanor Pyle
Garden—Eleanor Pyle
Librarian—Paul Thomas
Motion Picture-Theatrical—Tom Cooper
Music—Tom Cooper
Photo. Dept. Mgr.—James Stephey
Picture Editor—Tom Cooper
Radio-Television—Paul Thomas
Real Estate—Tom Cooper
Travel—Paul Thomas
Society—Eleanor Pyle

LANCASTER (Ohio) EAGLE-GAZETTE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Annual Special Editions: Fair (County) (Oct.); Christmas (Dec.); Back To School (Aug.)
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Floyd Wolfe
Church—R. Mattox; Ruth Fuller
Editorial Writer—Richard Mattox
Farm—Ruth Fuller
Fashion—Juanita Grant
Food—Richard Mattox
Motion Picture-Theatrical—Richard Mattox
Photo. Dept. Mgr.—Duke Ellis
Picture Editor—Richard Mattox
Society—Juanita Grant

LIMA (Ohio), NEWS (e) (S)
Run-of-Paper Color Advs.: 1 color. Any day.
Advs. Not Accepted: Mail order requesting cash.
Syndicated Magazine Section Carried: Family Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—F. H. Cooey
Fashion—Hope Strong
Food—Edward A. Kahoutek
Society—Jeannette Stolzenbach

LISBON (Ohio), EVENING JOURNAL (e)
No Editions: New Years; Memorial Day; July 4th: Labor Day; Armistice Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—W. A. Frew

Because changes in Departmental Editors occur frequently during the year, it is requested that such revisions in this Special Data Section be promptly reported to:

EDITOR & PUBLISHER,
1475 Broadway,
New York 36, N. Y.

LORAIN (Ohio), JOURNAL (e)
Run-of-Paper Color Advs.: Up to 3 colors and black. 1 and 2 colors any day, 3 colors 5 day leeway.
Special Editions: New Year Business Appraisal (Jan.); Automobile Show (Jan.); Spring Fashion (Feb.); Men's Wear (Mar.); Good Housekeeping Week (April); Father's Day Edition (June); Cooking School (June); Outdoor Living (June); Baby Edition (July); Fall Fashion (Aug.); Back to School (Aug.); National Home Week (Sept.); Home Fashions (Sept.); Christmas Gift Edition (Thanksgiving Day); Year End Business Review (Dec.).
No Editions: Christmas.
Food and/or Household Dept.: Wednesday & Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William E. Totten
Aviation—William E. Totten
Book—Malcolm E. Hartley
Business-Financial—Douglas Kneeland
Church—Jean Weaver
Editorial Writer—Malcolm E. Hartley
Education—Jean Weaver
Farm—Dave Getchell
Fashion—LuElla Kepler
Food—LuElla Kepler
Garden—William E. Totten
Motion Picture-Theatrical—William E. Totten
Music—William E. Totten
Photo. Dept. Mgr.—A. Douglas Moore
Picture Editor—A. Douglas Moore
Radio-Television—William E. Totten
Real Estate—William E. Totten
Travel—William E. Totten
Society—LuElla Kepler

MANSFIELD (Ohio), NEWS-JOURNAL (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: New Years (Jan.); Spring Fashion (Feb.); Men's Wear (Mar.); Father's Day Edition (June); Picnic Section (June); Baby Edition (June); Fall Fashion (Aug.); Back to School (Aug.); Natl Home Week (Sept.); Fall Sports Kickoff (Sept.); Club Women (Oct.); Cooking School (Oct.); Christmas (Nov.); Home & Garden (S) (Mar.); Vacation Sec (S) (May); Cap & Gown (S) (May).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ray Tharp
Aviation—Donn Gaynor
Book—D. K. Woodman
Business-Financial—D. K. Woodman (e); Frank Horward (S)
Church—Nita Branson
Columnists—Gaylord Hake; Ellen Bromfield Geld; V. A. Stanfield; Geo. Constable; Fred Tharp
Editorial Writers—D. K. Woodman; G. J. Kochenderfer; V. A. Stanfield
Education—Marguerite Miller
Farm—V. A. Stanfield
Fashion—Velita Kinney
Food—Velita Kinney (e); Diane Kent (S)
Garden—V. A. Stanfield
Librarian—Emily Pirrgo
Motion Picture-Theatrical—Margaret Mattox
Music—Nita Branson
Photo. Dept. Mgr.—Adrianne Reed
Picture Editor—Gaylord Hake
Radio-Television—Donn Gaynor
Real Estate—Frank Horward
Travel—George Constable
Society—Velita Kinney

MARIETTA (Ohio), TIMES (e)
Special Editions: April Follies (April), Dollar Day (July); Bargain Days (Sept.); Christmas Opening (Nov.)
No Editions: Memorial Day; Labor Day; July 4th; Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ted Bauer
Book—E. D. Southwick
Business-Financial—R. I. Beagle
Church—R. I. Beagle
Editorial Writers—F. B. McKinney; E. D. Southwick
Education—R. I. Beagle
Farm—Andrew Elliott
Motion Picture-Theatrical—Ted Bauer
Music—Betty McKinney
Photo. Dept. Mgr.—Ted J. Strickland
Picture Editor—R. I. Beagle
Radio-Television—Andrew Elliott
Society—Marjorie Stephens

MARION (Ohio), STAR (e)
Run-of-Paper Color Advs.: 1 color. Daily. Thurs. subject availability.
Advs. Not Accepted: Mail Order: Vending Machine.
Special Editions: National Baby Week (Apr.); Home Show (May); Father's Day (June); Back to School (Aug.); Christmas Gift Section (Nov.); Annual Bldg. (Mar.); Auto Show (Apr.); County Fair Tabloid (Aug.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Charles L. Martin
Church—Elaine Ballinger
Editorial Writer—John A. Maxwell, Jr.
Education—June Roseberry
Farm—Allan Bovey
Food—Frances Bomberger
Garden—Don Runion
Librarian—Frances Bomberger
Motion Picture-Theatrical—Frances Bomberger
Music—Edna Dutton
Photo. Dept. Mgr.—William Diem
Radio-Television—Frances Bomberger
Real Estate—Don Runion
Society—Edna Dutton

MARTINS FERRY (Ohio), TIMES-LEADER (e)
Run-of-Paper Color Advs.: Up to 1 color.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. E. Grace Coleman
Columnists—Robert Fordyce; Bill Van Horne; Clyde Mackey; Jim Mountain; Bill McNell
Credit Mgr.—D. Morton
Food—Lucile Hipkins
Music—Doris C. Morton
Radio-Television—E. Grace Coleman
Society—Lucile Hipkins

MASSILLON (Ohio), INDEPENDENT (e)
No Editions: New Years; Memorial Day, July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Fred J. Becker
Society—Marie Kreiger

MIDDLETOWN (Ohio), JOURNAL (e); NEWS JOURNAL (S)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Advs. Not Accepted: Retail competitive to local merchants.
Special Editions: Builders Sect. (Mar.); Christmas Sect. (S) (Nov.); Year End (Dec.).
No Editions: July 4th: Christmas.
Food and/or Household Dept.: Daily & Sun. Food column.
Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Day
Aviation—Jim Mills
Book—Jody Terney
Business-Financial—Ed Edmiston
Church—Becky DeVette
Columnists—Dave Regan; Alice Lawler
Credit Mgr.—William Hill
Editorial Writer—Dave Regan
Education—Jody Terney
Farm—Max Sommers
Fashion—Alice Lawler
Food—Alice Lawler
Garden—Paul Day
Motion Picture-Theatrical—Bob Carrier
Music—Nellie Evans
Photo. Dept. Mgr.—William Weith
Picture Editor—William Weith
Radio-Television—Bob Carrier
Society—Nellie Evans

MOUNT VERNON (Ohio), NEWS (e)
Advs. Not Accepted: Liquor; vending machines
No Editions: New Years; July 4th; Memorial Day; Thanksgiving; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Virgil Shipley
Aviation—Virgil Shipley
Book—Fred Lorey
Business-Financial—Fred Lorey
Church—Fred Lorey
Columnists—Hal Clawson; Spiv Harris
Editorial Writers—Justin Devalon
Education—Fred Lorey
Farm—Hal Clawson
Fashion—Josephine Lee
Food—Josephine Lee
Garden—Josephine Lee
Librarian—Josephine Lee
Motion Picture-Theatrical—Josephine Lee
Music—Fred Lorey
Photo. Dept. Mgr.—Virgil Shipley
Picture Editor—Fred Lorey
Radio-Television—Virgil Shipley
Real Estate—Fred Lorey
Travel—Fred Lorey
Society—Josephine Lee

NEWARK (Ohio), ADVOCATE AND AMERICAN TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor; mail order.
Special Editions: Bargain Days (Jan. & July); Christmas (Nov.).
Food and/or Household Dept.: Daily.
Radio Station Affiliation: WCLT-AM and FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Kathleen Brown
Columnists—Paul W. Reed
Editorial Writers—Frank W. Spencer, Jr.; F. W. Spencer
Farm—Roy Hay
Fashion—Hazel Kirk
Food—Hazel Kirk
Librarian—Irene Cosgrove
Motion Picture-Theatrical—Hazel Kirk
Photo. Dept. Mgr.—Don Matthews
Radio-Television—Don Smith
Society—Hazel Kirk

NEW PHILADELPHIA (Ohio), TIMES (e)
Run-of-Paper Color Advs.: 1 color and black.
Special Editions: Christmas (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.

NILES (Ohio), TIMES (e)
Special Editions: Christmas Eve (Dec.); Graduation (June).
No Editions: Christmas; New Year's Day; Thanksgiving; Labor Day; July 4th; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. Thorpe
Book—Rosemary L. Wick
Columnists—Walt Wick; M. Wick; Ed. Neon
Editorial Writers—J. L. Wick; M. Wick; Walter M. Wick
Radio-Television—Agnes Lopata
Society—Bessie Biddle

NORWALK (Ohio), REFLECTOR-HERALD (e)
No Editions: New Years, July 4th; Christmas, Memorial Day; Thanksgiving; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. A. Fisher
Church—Mrs. Bette Rogers
Columnists—J. H. Williams, Dudley A. White, Jr.
Editorial Writer—Dudley A. White
Society—Mrs. Bette Rogers

PAINESVILLE (Ohio), TELEGRAPH (e)
Run-of-Paper Color Advs.: 1 color. One-week notice, 2 days leeway required, but will publish day specified if possible.
Advs. Not Accepted: Liquor, horse racing.
Special Editions: Dollar Day (Feb.); Spring Fashion (Mar.) Boating (June); Dollar Day, Back to School (Aug.); Fair (Sept.); Santa Claus Lane (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WICA and WICA-FM.

PIQUA (Ohio), CALL (e)
Split Run Advertising: Geographically Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: 4-H (Mar.); Thanksgiving (Nov.).
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Food copy three times per week.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Paul Murray
Aviation—Joe Klasman
Book—Lola Hill
Business-Financial—F. R. Myers
Church—Paul Murray
Columnists—Lola Hill, Tom Barnett
Editorial Writers—F. R. Myers; Paul Murray
Education—Paul Murray
Farm—Doyle Howard
Fashion—Lola Hill
Food—Lola Hill
Garden—Paul Murray
Librarian—Ella Purdy
Motion Picture-Theatrical—Ella Purdy
Music—Lola Hill
Picture Editor—Paul Murray
Radio-Television—Ella Purdy
Real Estate—Joe Klasman
Travel—Paul Murray
Society—Lola Hill

POMEROY (Ohio), SENTINEL (e)
No Editions: New Years; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Reynold Greene; Paul Clifford; Eleanor Schaaf; Blanche Haskins
Editorial Writers—Reynold Greene; Richard Owen

PORT CLINTON (Ohio), NEWS (e)
Annual Special Edition: Fair Edition (Oct.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—R. W. Reider
Cartoonist—R. W. Reider
Church—Juel Reed Cover
Columnists—Juel Reed Cover; R. W. Reider
Editorial Writers—Juel Reed Cover; Robert W. Reider
Farm—R. W. Reider
Motion Picture-Theatrical—R. W. Reider
Society—R. W. Reider

PORTSMOUTH (Ohio), TIMES (e)
Run-of-Paper Color Advs; 1 color.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Mail order.
Annual Special Editions: National Home Week (Sept.); Home Show (Mar.); Gift Section (Nov.); Back to School (Aug.).
No Editions: Christmas.
Food and/or Household Dept: Food Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Raymond R. Steineck
Society—Miriam Gee

RAVENNA - KENT (Ohio), RECORD-COURIER-TRIBUNE (e)
Advs. Not Accepted: Vending Machine Adv.
Annual Special Editions: Snowfall Contest Edition (Oct.); Do It Yourself (Mar. & Sept.)
No Editions: Thanksgiving; New Years; Christmas; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lloyd Long
Aviation—Mrs. Helen Dix
Business-Financial—Robert C. Dix
Church—Dorothy Wolcott
Columnists—Loris Troyer; Angelo Sicuro; Robert C. Dix
Editorial Writers—C. M. Knapp; Angelo Sicuro; Robert C. Dix
Farm—Ruth Fairchild
Fashion—Katheryn Stump
Food—Katheryn Stump
Garden—Ralph May
Motion Picture-Theatrical—Josephine Sicuro
Photo. Dept. Mgr.—Ruth Fairchild
Picture Editor—Ruth Fairchild
Radio-Television—Josephine Sicuro
Real Estate—George Litun
Society—Katheryn Stump & Dorothy Wolcott

SANDUSKY (Ohio), REGISTER-STAR-NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Fashion-usually (Mar. & Sept.); Farm-(In Spring).
No Editions. New Years, Memorial Day, July 4th; Labor Day; Christmas, Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Sanford Bittner
Business-Financial—Mel Harmon
Farm—H. L. Brady
Fashion—Dorothy R. Asher
Society—Dorothy R. Asher

SHELBY (Ohio), GLOBE (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—M. M. Moore

SIDNEY (Ohio), NEWS (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Special Editions: Financial (Jan.); Cooking School (Feb.); Baby Week (Apr.); Clean Up, Paint Up, Fix Up (May); School Opening (Aug.); Vacation (June); Fair (July); Cook Book (Nov.).
No Editions: New Years; Memorial Day; Independence Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Marion Russell
Building—Galen Maclain
Business Financial—Oliver Amos
Church—Marilyn Counts
Farm—Galen Maclain
Fashion—Mildred Cronley
Food—Marilyn Counts
Radio-Television—Marion Russell
Society—Mildred Cronley

SPRINGFIELD (Ohio), SUN (m); NEWS (e); NEWS-SUN (S)
Run-of-Paper Color Advs.: 3 colors. Optional date required as Press capacity controls.
Special Editions: Outdoor Living Section (Feb.); Spring Fashion Section (Mar.); Home and Auto Show Section (Apr.); Clean Up- Paint Up - Fix Up Section (Apr.); National Baby Week Section (Apr.); Father's Day Section (June); Food and Garden Section (June); Clark County Fair Section (Aug.); Back-to-School Section (Aug.); National Home Week (Sept.); Fall Fashion Section (Sept.); Home Fashion Time Section (Sept.); Radio-TV Section (Dec.); Christmas Gift Section (Dec.).
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WHIO.
Television Station Affiliation: WHIO-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Managing Editor.

STEUBENVILLE (Ohio), HERALD-STAR (e)
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Humphrey
Columnists—Jim O'Leary; John Kirker
Editorial Writer—W. J. Michl
Education—James Joyce
Farm—Louis Blay
Fashion—Marge Bedortha
Food—Louis Blay
Garden—Wm. Humphrey
Librarian—James Brown
Photo. Dept. Mgr.—Paul Rhodes
Picture Editor—W. J. Michl
Radio-Television—W. J. Michl
Society—Marge Bedortha

TIFFIN (Ohio), ADVERTISER-TRIBUNE (e)
Special Editions: Community Days (Feb., May, Aug., Dec.); Spring Fashion Edition (prior to Easter); Christmas Edition (first week after Thanksgiving).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—A. Whalen
Columnists—John H. Thompson; John Van Camp
Editorial Writer—John H. Thompson

TOLEDO (Ohio), TIMES (m); BLADE (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Special Editions: (m) Menswear (Mar., Oct.); Home Furnishings (Mar., Oct.); Shoes (Sept.); (e) Sports and Travel (Feb., Mar.); Flower & Garden Show (Mar.); (S) Farms and Agriculture (Feb.); Home Furnishings (Roto) (Mar.); Spring Fashions (Roto) (Mar.); Baseball Section (Apr.);

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

TOLEDO (Ohio) TIMES-BLADE—Cont'd

Home Appliances (June); Back-To-School Fashions (Roto) (Aug.); Cook Book (Sept.); Fall Fashions (Roto) (Sept.); National Home Week (Sept.); Year-End Review (Dec.).
No Morning Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes.
Group Membership: Locally Edited Gravure Magazine Group (S)
Food and/or Household Dept.: Daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Luther Harshman (m); Roscoe D. Treier (e) (S)
Aviation—Elsie McKay Cram (e) (S)
Book—Paul A. Schrader (e) (S)
Business-Financial—Luther Harshman (m); Roscoe D. Treier (e) (S); Howard Youngs (e) (S)
Cartoonist—Walt Buchanan (e) (S)
Church—Helen Murphy (e); Lester F. Heins (e) (S)
Columnists—Tom Bolger (m); Ruth Elgutter (m); Fred L. Mollenkopf (e) (S); Don Wolfe (e) (S)
Credit Mgr—George A. Steger
Editorial Writers—George Benson (m); Kent Mender (m); Michael Bradshaw (e) (S); John Harrison (e) (S); Willis Harrison (e) (S);
Farm—James H. Metcalf (e) (S)
Fashion—Alice Holly Barr (m)
Food—Betty Marsh Dodd (e) (S)
Garden—Charles Henderson (e) (S)
Librarian—Helen Orcutt (e) (S)
Motion Picture-Theatrical—Ruth Elgutter (m); G. Mitchell Woodbury (e) (S)
Music—Frederick J. Kountz (m); Julian Seaman (e) (S)
Photo. Dept. Mgr.—Thomas O'Reilly (e) (S)
Picture Editor—Anthony M. Nassr (m); Lewis M. Schwab (e) (S)
Radio-Television—Ray Oviatt (e) (S)
Real Estate—Lewis M. Little (m); Charles Henderson (e) (S)
Travel—Charles Henderson (e) (S)
Society—Alice Holly Barr (m); Eleanor Kerstetier (e) (S)

TROY (Ohio), NEWS (e)
Special Editions: County Fair (Aug.)
No Editions: New Years; Decoration Day; July 4th; Labor Day
FOOD and/or HOUSEHOLD DEPT.
Weekly Food and Household Section with columns, menus, and pix—Thurs., Farm Page (Tues.); Builders' Page (Wed.).

UHRICHSVILLE (Ohio), CHRONICLE (e)
Special Editions: National Clay Week (Aug.).
No Editions: New Years; Christmas; July 4th; Labor Day; Thanksgiving.

UPPER SANDUSKY (Ohio), CHIEF-UNION (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); Dollar Days (Aug.); Value Days (Feb.).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Shirley Constien
Editorial Writers—L. M. Newcomer; Paul P. Creger
Society—Shirley Constien

URBANA (Ohio), CITIZEN (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. F. Worrell
Aviation—Bob Cummins
Book—H. Algire
Church—Kay Ross
Editorial Writer—H. Algire
Education—Kay Ross
Farm—R. Inskeep
Fashion—Kay Ross
Society—Kay Ross

VAN WERT (Ohio), TIMES-BULLETIN (e)
Split Run Advertising: Geographically. Thurs. or Fri. Every-other Paper. Thurs. or Fri.
Advs. Not Accepted: Liquor; mail order.
Special Editions: Farm (Apr.); County Fair (Sept.); Home Show (Apr.).
No Editions: New Years; Memorial Day; Labor Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lloyd Hippensteele
Business-Financial—Ford G. Owens
Church—Lloyd Hippensteele
Columnist—Lloyd Hippensteele
Editorial Writer—Ford G. Owens
Farm—Ray Miller
Fashion—Laura Germann
Food—Laura Germann
Garden—H. E. Agler
Librarian—Carla Wilhelm
Photo. Dept. Mgr.—Ray Miller
Picture Editor—Ray Miller
Radio-Television—Lloyd Hippensteele
Real Estate—Ford G. Owens
Society—Laura Germann

WAPAKONETA (Ohio), NEWS (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Walter Summers
Church—Walter Summers
Editorial Writer—Clarence Gratz
Farm—Clarence Gratz
Fashion—Jackie Frost
Food—Jackie Frost
Music—Walter Summers
Radio-Television—Hazel Brown

WARREN (Ohio), TRIBUNE-CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Mail order copy; vending machine adv.
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WHHH.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James F. Brown
Business-Financial—Richard Ellers
Columnist—Jack Darrow
Credit Mgr.—Bertha Stephens
Education—Clint Bell
Farm—Helen Hey
Food—James F. Brown
Garden—Jack Darrow
Motion Picture-Theatrical—Jack Darrow
Music—Jack Darrow
Photo. Dept. Mgr.—Robert Semple
Picture Editor—Clint Bell
Radio-Television—John Forrest
Real Estate—Jack Darrow
Society—Miriam Hawkins

WASHINGTON COURTHOUSE (Ohio), RECORD-HERALD (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Split Run Advertising: Geographically.
Special Editions: Dollar Days (Feb.) (June) (Aug); Graduation (May); Fair Edition (July); Back to School (Aug.); Christmas Greetings (Dec.).
No Editions: Christmas; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Paul F. Rodenfels
Editorial Writer—Forest F. Tipton
Education—Howard S. Harper
Farm—B. E. Kelley
Fashion—Faithe C. Pearce
Librarian—June Ramey
Photo. Dept. Mgr.—R. S. Rochester
Society—Faithe C. Pearce

WELLSTON (Ohio), SENTINEL (e)
Special Editions: Dollar Days (Apr., Nov., Jul.).
No Editions: Christmas; Thanksgiving; New Years; July 4th; Labor Day; Memorial Day.
Syndicated Magazine Section Carried: Rural Gravure.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John L. Weber
Aviation—Gordon Morrow
Book—John L. Weber
Business-Financial—Gordon Morrow
Church—Gordon Morrow
Columnists—Gordon Morrow; John Weber
Editorial Writers—Gordon Morrow; John L. Weber
Education—Gordon Morrow
Farm—Gordon Morrow
Fashion—Ada Merle Wortman
Food—Ada Merle Wortman
Garden—Ada Merle Wortman
Librarian—Ada Merle Wortman
Motion Picture-Theatrical—John L. Weber
Music—Gordon Morrow
Photo. Dept. Mgr.—Gordon Morrow
Picture Editor—Gordon Morrow
Radio-Television—John L. Weber
Real Estate—Gordon Morrow
Travel—Gordon Morrow
Society—Ada Merle Wortman

WILLOUGHBY (Ohio), NEWS-HERALD (e)
No Editions: New Years, Memorial Day; July 4th; Labor Day, Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food and household pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Thomas Riley
Aviation—Paul Colebrook
Book—Mrs. Harriet Haine
Business-Financial—Max Price
Church—Harriet Haine
Columnists—Max Price; James Collins
Editorial Writer—Richard Palmer
Education—Wm. Rigo
Farm—Jack Court
Fashion—Mrs. Harriet Haine
Food—Mrs. Harriet Haine
Garden—Mrs. Harriet Haine
Motion Picture-Theatrical—Miss Thelma Davidson
Music—Mrs. Harriet Haine
Photo. Dept. Mgr.—Albert Lebowitz
Picture Editor—Max Price
Radio-Television—Miss Thelma Davidson
Real Estate—Max Price
Travel—William Braucher
Society—Mrs. Harriet Haine

WILMINGTON (Ohio), NEWS-JOURNAL (e)
Run-of-Paper Color Advs.: 1 color.
Advs. Not Accepted: Liquor.
Special Editions: Fair (Aug.), Christmas (Dec.).
No Editions: July 4th, Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert McNemar
Business-Financial—Nelle M. Mills
Church—Mrs. Louis Lieurance
Columnist—Robert McNemar
Editorial Writer—Robert McNemar
Farm—Robert McNemar
Fashion—Mrs. Eleanor Conard
Food—Mrs. Robert Bicker
Photo. Dept. Mgr.—Robert McNemar
Radio-Television—Mrs. Eleanor Conard
Society—Mrs. Robert Bicker

XENIA (Ohio), GAZETTE (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas Greeting (Dec.).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Rev. L. J. Houck
Columnists—Suphia Day; Dick Hibbett
Librarian—Laversa Motes
Personnel Mgr.—Jack D. Jordan
Society—Mildred Mason

YOUNGSTOWN (Ohio), VINDICATOR (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun. Must be cleared with publisher.
Split Run Advertising: Every-other Paper: 1000 Line Minimum.
Advs. Not Accepted: Mail order except garden and books.
Annual Special Editons: Men's Fashion (Mar.); Home Section (Mar. or Apr.); Men's Fashions (Mar. or Apr.); Appliance Section (June), National Home Week (Sept.); Women's Fall Fashion (Sept.); Year-End Review (Dec. or Jan.).
Syndicated Magazine Section Carried: "Parade."
Radio Station Affiliation: WFMJ.
Television Station Affiliation: WFMJ-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Cliff Bolander
Aviation—George R. Reiss
Book—Fred Friedman
Business-Financial—Philip Tear
Church—Glenn Hartman
Columnist—Esther Hamilton
Credit Mgr.—G. A. Houck
Editorial Writers—George Madtes; Jack Jurey
Education—Esther Hamilton
Fashion—Ella Maag
Food—Esther Hamilton; Ella Maag
Garden—Fred Friedman
Motion Picture-Theatrical—Fred Childress
Music—L. R. Boals
Photo. Dept. Mgr.—Lloyd Jones
Political Editor—Clingan Jackson
Picture Editor—William F. Maag Jr.
Radio-Television—Adrian Slifka
Real Estate—George R. Reiss
Travel—Fred Friedman
Society—Ella Maag

ZANESVILLE (Ohio), TIMES RECORDER (m); SIGNAL (e); TIMES-SIGNAL (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
No Editions: Labor Day; Christmas
Syndicated Magazine Section Carried: Family Weekly Magazine.
Food and/or Household Dept.: Food & Household features daily.
Radio Station Affiliation: WHIZ (AM).
Television Station Affiliation: WHIZ-TV and WTAP, Parkersburg, W.Va.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gail Ardrey (m) (e) (S)
Aviation—C. C. Stebbins (m) (e) (S)
Book—W. O. Littick (m) (e) (S)
Business-Financial—W. O. Littick (m) (e) (S)
Cartoonist—Leo Egli (m) (e) (S)
Church—Virginia Shafer (m); Regine Kimberly (e); Eleanor Harsch (S)
Columnists—Bud Harsh (S); Joseph Rathbun (m); Newell Harvey (e); Allen Gonder (e); C. C. Stebbins (e) (S)
Credit Mgr.—W. O. Littick
Editorial Writers—Joseph Rathbun (m); C. C. Stebbins (e) (S); Bud Harsh (S)
Farm—Roger Connor (m)
Fashion—Virginia Shafer (m); Regine Kimberly (e); Eleanor Harsch (S)
Food—Virginia Shafer (m); Regine Kimberly (e); Eleanor Harsch (S)
Garden—W. O. Littick (m) (e) (S)
Librarian—Norris Schneider (m) (e) (S)
Motion Picture-Theatrical—Stewart Worstall (m) (e) (S)
Music—Virginia Shafer (m); Regine Kimberly (e); Eleanor Harsch (S)
Personnel Mgr.—W. O. Littick
Photo. Dept. Mgr.—Newell Harvey (m) (e) (S)
Picture Editor—Newell Harvey (m) (e) (S)
Radio-Television—Virginia Reynolds (m) (e) (S)
Real Estate—Stewart Worstall (m) (e) (S)
Travel—W. O. Littick
Society—Virginia Shafer (m); Regine Kimberly (e); Eleanor Harsch (S)

OKLAHOMA

ADA (Okla.), NEWS (e ex. Sat) (S)
Run-of-Paper Color Advs: 1 color. Daily & Sun.
Advs: Not Accepted: Liquor.
No Editions: Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William D. Little, Jr.
Aviation—George Gurley
Book—George Gurley
Business-Financial—W. D. Little
Church—Roy S. McKeown
Editorial Writers—W. D. Little; William D. Little, Jr.
Education—Roy S. McKeown
Farm—W. L. Knickmeyer
Fashion—Wenonah Rutherford
Food—Wenonah Rutherford
Garden—Wenonah Rutherford
Librarian—William D. Little, Jr.
Motion Picture-Theatrical—George Gurley
Music—Roy S. McKeown
Photo. Dept. Mgr.—William D. Little, Jr.
Picture Editor—William D. Little, Jr.
Real Estate—William D. Little, Jr.
Travel—Mary Little Gurley
Society—Wenonah Rutherford

ALTUS (Okla.), TIMES-DEMOCRAT (e) (S)
Run-of-Paper Color Advs.: 2 colors.
Advs. Not Accepted: Liquor.
No Editions: Thanksgiving; Christmas.
Radio Station Affiliation: KWHW
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Callaway Buckley
Photo. Dept. Mgr.—Paul Flippin

ALVA (Okla.), REVIEW-COURIER (e ex. Sat) (S)
Special Editions: Graduation (May); Homecoming (Oct.); Back to School (S) (Aug.); County Fair (S) (Sept.); Fat Stock Show (S) (Feb.).
No Editions: New Years; July 4th; Labor Day; Memorial Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur G. Schwartz
Business-Financial—A. M. Delaney
Church—Carl W. Beyer
Columnists—Brooks Bicknell; E. M. Barker
Credit Mgr.—A. M. Delaney
Editorial Writer—Brooks Bicknell
Education—Joy Clark
Farm—Carl Beyer
Fashion—Marie Hansen
Food—Marie Hansen
Garden—Marie Hansen
Librarian—Janell Hall
Music—Brooks Bicknell
Photo. Dept. Mgr.—A. M. Delaney
Travel—Carl Beyer
Society—Marie Hansen

ANADARKO (Okla.), NEWS (e ex. Sat) (S)
Advs. Not Accepted: Liquor.
Special Editions: American Indian Exposition (Aug.); Christmas Greetings (Dec.)
No Editions: Christmas; July 4th; Thanksgiving; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Wallace Kidd
Columnist—Wallace Kidd
Editorial Writers—Wallace Kidd; Joe W. McBride
Food—Dorothy Kidd
Society—Dorothy Kidd

ARDMORE (Okla.), ARDMOREITE (e ex. Sat) (S)
Run-of-Paper Color Advs: 1 color. Sun.; Mon.; Fri.
Advs. Not Accepted: Liquor.
Radio Station Affiliation: KVSO.
Television Station Affiliation: KVSO-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Doyle May
Society—Joanne Steward

BARTLESVILLE (Okla.), EXAMINER (m ex Mon); ENTERPRISE (e ex Sat) (S)
Run-of-Paper Color Advs.: 2 colors. Daily.
Special Editions: Christmas (Dec.); Fall Fashion (Sept.); Spring Fashion.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—D. Shugars
Book—J. L. Jennings
Business-Financial—J. L. Jennings
Church—Meda Smith
Columnist—J. L. Jennings
Credit Mgr.—Don Marts
Editorial Writer—J. L. Jennings
Fashion—Meda Smith
Food—Vivian Morgan
Music—Meda Smith
Photo. Dept. Mgr.—Delbert Shugars
Picture Editor—Delbert Shugars
Society—Neda Smith

BLACKWELL (Okla.), JOURNAL-TRIBUNE (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Liquor.
Special Editions: School (May); Fair Edition (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mamie Womack
Credit Mgr.—Helen Honick
Personnel Mgr.—G. E. Jennings
Photo. Dept. Mgr.—Warren Bickford, II

CHICKASHA (Okla.), EXPRESS (e ex. Sat) (S)
Special Editions: Progress (Jan.); Fair (Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Lines

CLAREMORE (Okla.), PROGRESS (e ex. Sat. & Mon) (S)
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Stock Show (Mar.); Graduation (May); Rodeo (July); County Fair (Sept.); Will Rogers (Nov.).
No Editions: Christmas; New Years; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Ed. Livermore

CLINTON (Okla.), NEWS (e ex. Sat.) (S)
Advs. Not Accepted: Liquor.
No Editions: Christmas; New Years; July 4; Labor Day; Thanksgiving
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Chas. E. Engleman

CUSHING (Okla.), CITIZEN (e ex. Sat) (S)
Special Editions: Friendship (May); Pioneer (Sept.); Fashion Spring & Autumn (Sept. & Apr.); Christmas Opening with Santa Claus Parade (Nov.).
No Editions: July 4th; (unless on Sat); Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Betty Wilson
Aviation—Jim Campbell
Book—Mrs. O. H. Lachenmeyer
Business-Financial—H. M. Lachenmeyer
Cartoonist—Jim Campbell
Church—Marge Wallin
Columnists—H. M. Lachenmeyer; R. B. Allen, Jr.; Jim Campbell
Editorial Writers—R. B. Allen, Jr.; Jim Campbell
Education—Mrs. R. B. Allen, Jr.
Farm—R. B. Allen, Jr.
Fashion—Marge Wallin
Food—Mrs. Marge Wallin
Photo. Dept. Mgr.—A. Hinkle
Real Estate—Doretta Powers

DUNCAN (Okla.), BANNER (e ex. Sat) (S)
Run-of-Paper Color Advs: Up to 2 colors. Daily. 3 colors Sun.
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec. 24).
No Editions: July 4th; Christmas; Sunday and Thursday publish regardless of holiday.
Syndicate Magazine Section Carried: Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—L. M. Buben; Doyle May
Editorial Writer—B. L. Abernethy
Society—Mary Catherine Bond

DURANT (Okla.), DEMOCRAT (e) (S)
Advs. Not Accepted: Hard liquor.
Special Editions: Christmas (Dec.); Graduation (May); Spring Fashion (Mar.); Fall Fashion (Sept.).
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Food department. Thursdays.
Radio Station Affiliation: KSEO.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Calvin Wylie
Business-Financial—Chas. Ward
Church—R. F. Story
Editorial Writers—Bennett Story; Wesley Dickey; R. F. Story
Farm—Wesley Dickey
Fashion—Betty Story
Food—Pauline Tabor
Photo. Dept. Mgr.—Bob C. Story
Picture Editor—Norman Clark
Radio-Television—LeRoy Moses
Society—Pauline Tabor

EL RENO (Okla.), TRIBUNE (e ex. Sat.) (S)
Advs Not Accepted: Liquor except 3.2 beer.
No Editions: Christmas; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Ray J. Dyer
Farm—J. M. Rogers
Photo. Dept. Mgr.—H. L. Schroeder
Society—Mildred Coker

ENID (Okla.), EAGLE (e); NEWS (m ex. Mon) (S)
Run-of-Paper Color Advs: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—George Storm; C. E. Bachelor
Church—David Tull
Credit Mgr.—Elgin E. Freeman
Editorial Writers—Milton B. Garber; Waldo G. Clegg; Clint Miller
Education—David Tull

(Continued on Page 224)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

OKLAHOMA—Cont'd

(Continued from page 223)

ENID (Okla.) EAGLE-NEWS—Cont'd
Farm—Clint Miller
Fashion—Murrelle Mahoney
Food—Helen Mosbrock
Librarian—Wilma Franklin
Motion Picture-Theatrical—J. Allan Thomas
Photo. Dept. Mgr.—William Sheets
Picture Editor—William Sheets
Radio-Television—A. J. Strauss
Real Estate—Helen Mosbrock
Society—Murrelle Mahoney

FREDERICK (Okla.), LEADER (e)
Special Editions: Christmas Annual (Dec.); Junior Livestock Show (Mar.); Back-to-School (Aug.); Graduation (May).
No Editions: Christmas.
Food and/or Household Dept: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Cull
Aviation—Bob Cull
Church—Gertrude Perkins
Editorial Writer—Bob Cull
Fashion—Lynda Cottrell
Motion Picture-Theatrical—Gloria Wright
Photo. Dept. Mgr.—Gertrude Perkins
Picture Editor—Bob Cull
Radio-Television—Gertrude Perkins
Society—Gertrude Perkins

GUTHRIE (Okla.), LEADER (e)
Advs. Not Accepted: Liquor; mail order.
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Ridgeway Zelley
Columnists—James Weems (outdoor col.); Ridgeway Zelley.
Food—Ridgeway Zelley
Society—Bette Ellen Smith

GUYMON (Okla.), HERALD (e ex Mon & Sat) (S)
Advs. Not Accepted: Liquor.
Special Editions: Pioneer Day (May); Texas-Co and Pan-Handle District Fair (Sept); Dollar Day (S).
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Amon McKay
Aviation—Mike Belanger
Book—Vera Northrup
Business-Financial—R. H. Fields
Church—Genivee Mikesell
Columnist—R. H. Fields
Editorial Writers—R. H. Fields; Amon McKay
Education—Mrs. R. H. Fields
Farm—Emmitt Hughey
Fashion—Mae Moreland
Food—Donald Allison
Garden—Lou Higgins
Librarian—Art Wohgemuth
Motion Picture-Theatrical—Genivee Mikesell
Music—Mildred Fields
Photo. Dept. Mgr.—Amon McKay
Picture Editor—Amon McKay
Real Estate—Vera Northrup
Travel—Vera Northrup
Society—M. F. Fields

HENRYETTA (Okla.), FREE-LANCE (e ex. Sat.) (S)
Advs. Not Accepted: Liquor.
Special Editions: Cooking School (Apr.); Labor Day (Sept.); Christmas Greeting (Dec.); Graduation (S) (May); Back to School (S) (Aug.), Spring Fashion (S) (Mar.); Home Recipe (Jan.).
No Editions: July 4th; Labor Day; Thanksgiving, Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Leland Gourley
Business-Financial—Leland Gourley
Church—Earl Miller
Columnists—J. Leland Gourley; Bill Tharp; Earl Miller; Bill Morgan
Editorial Writer—J. Leland Gourley; Bill Tharp
Education—Leland Gourley
Farm—Bill Tharp
Fashion—Earl Miller
Food—Billie Joe Gourley
Motion Picture-Theatrical—B. J. Gourley
Personnel Mgr.—Marcelene Buzan
Picture Editor—B. J. Gourley
Travel—Billie Jo Gourley
Society—Earl Miller

HOLDENVILLE (Okla.), NEWS (e)
Advs. Not Accepted: Liquor.
Special Editions: Back-to-School (Aug.); Christmas (Dec.); Graduation (May).
No Editions: Christmas, Thanksgiving; Labor Day; July 4th; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Lyndell N. Williams; Bob Witty (e) (S)
Farm—Bob Witty (e) (S)
Society—Victoria Nininger (e) (S)

HUGO (Okla.), NEWS (e)
Advs. Not Accepted: Liquor.
Special Editions: Circus (May); REA (Sept.); Christmas Greeting (Dec.).
No Editions: Thanksgiving; Christmas.
Food and/or Household Dept: Food Thurs.; Household daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Jack Stamper; Gene Nesbit
Editorial Writer—Jack Stamper
Food—Marie Stamper
Society—Edna Arnett

LAWTON (Okla.), PRESS (m ex. Mon); CONSTITUTION (e ex. Sat); CONSTITUTION-PRESS (S)
Run-of-Paper Color Advs: 1 color. Daily & Sun.
Food and/or Household Dept: Yes
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. R. Rice
Book—W. R. Rice
Photo. Dept. Mgr.—Bill Dixon
Society—Lucile Potter

McALESTER (Okla.), NEWS-CAPITAL (e)
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Year's; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Grace C. Manos
Editorial Writer—William E. Folsom, Jr.
Society—Maysel Jones

MIAMI (Okla.), NEWS-RECORD (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily and Sunday.
Advs. Not Accepted: Liquor and rackets
Special Editions: (e) Spring Fashion (Mar.); Easter (Apr.); Fall Fashion (Oct.); Christmas (Nov.); (S) Fair Edition (Sept.); Christmas Greetings (Dec.); Dollar Day, First Mon. of every mo.
No Editions: (e) Christmas
Group Membership: (e) (S) Bureau of Adv.; SNPA; Oklahoma Press Assn.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—C. M. (Mac) Bartlett
Cartoonists—C. M. (Mac) Bartlett
Credit Mgr.—John Worley
Society—Mrs. Vera Russell

MUSKOGEE (Okla.), PHOENIX (m); TIMES-DEMOCRAT (e); PHOENIX & TIMES-DEMOCRAT (S)
Run-of-Paper Color Advs: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Special Editions: Oklahoma Free State Fair (Sept.).
Radio Station Affiliation: KBIX.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—John L. Stone
Book—Tom B. Root
Business-Financial—Arlo Wagner
Church—Owen Nickels
Columnists—John Lewis Stone; Warren Weakland; Leo Thoroughman
Editorial Writers—Tams Bixby, Jr.; John L. Stone
Education—Tom B. Root
Farm—Vernon Kouts
Fashion—LaRue B. Stone; Barbara Waldon
Food—LaRue B. Stone; Barbara Waldon
Librarian—Jo Anne Blair
Music—Tom B. Root
Photo. Dept. Mgr.—John L. Stone
Picture Editor—John L. Stone
Radio-Television—Wally W. Weber
Real Estate—Arlo Wagner
Society—LaRue B. Stone; Barbara Waldon

NORMAN (Okla.), TRANSCRIPT (e) (S)
Run-of-Paper Color Advs: Up to 3 colors. Daily & Sun.
Advs. Not Accepted: Liquor; out of town retail.
Special Editions: Progress Edition (Sept.); Back-to-School (Aug.).
No Editions: Christmas; New Year; Labor Day.

NOWATA (Okla.), DAILY STAR (e)
Advs. Not Accepted: Liquor only.
Special Editions: Oil Progress Ed. (Oct.); Graduation Ed. (May); Christmas Greeting (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Armistice; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Clarice Sorey

OKLAHOMA CITY (Okla.), TIMES (e); OKLAHOMAN (m) (S)
Run-of-Paper Color Advs: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Liquor.
Print Own Magazine: Yes
Food and/or Household Dept: Daily & Sun.
Radio Station Affiliation: WKY.
Television Station Affiliation: WKY-TV, WSFA-TV and WTVT.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Gene Campbell
Book—Edith Copeland (m) (S)
Business-Financial—Willis Baker
Cartoonist—James Lange (m) (S)
Church—Ray Shaw (e)
Columnists—Edith Johnson (m) (S); Elmer Peterson (m) (S); R. G. Miller (e)
Credit Mgr.—Henry G. Baker
Editorial Writers—Luther Harrison (m); Elmer Peterson (m) (e) (S); R. G. Miller (m) (e) (S); Ralph Lee (m) (e) (S)
Fashion—Margaret Harrison
Food—Mercedes Wheeler (m)
Garden—Lona Eaton Miller (m)
Librarian—Edna Fletcher (m) (e) (S)
Music—Aline Treanor
Personnel Mgr.—Tenal S. Cooley, Jr.
Photo. Dept. Mgr.—Al McLaughlin (m) (e) (S)
Society—Margaret Harrison

OKMULGEE (Okla.), TIMES (m ex. Mon) (S)
Run-of-Paper Color Advs: 1 color. Daily & Sun. back & front section.
Special Editions: Christmas (Dec.); School (Aug.); Oil Progress (Oct.)
Radio Station Affiliation: KHBG.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Helen Moreland
Aviation—Wilbur Wiggs
Book—J. Mansfield
Business-Financial—Donn Dodd
Church—Betty Grant
Columnist—Donn Dodd
Editorial Writer—Donn Dodd
Education—Helen Moreland
Fashion—Betty Grant
Food—Betty Grant
Librarian—Betty Grant
Motion Picture-Theatrical—Donn Dodd
Music—Betty Grant
Photo. Dept. Mgr.—Wilbur Wiggs
Picture Editor—Wilbur Wiggs
Radio-Television—Donn Dodd
Real Estate—Donn Dodd
Travel—Betty Grant
Society—Betty Grant

PAULS VALLEY (Okla.), DEMOCRAT (e ex. Sat.) (S)
Annual Special Editions: Oil Progress (Oct.); Alfalfa Days Mdse. Prom. (Sept.); Spring Opening (Mar.); Fall Opening (Sept.); Christmas Edition (Dec.); Fair Edition (Aug.); Back to School (Aug.); Christmas Opening (Nov.)
Food and/or Household Dept.: Food Edition Every Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Pat Engle
Columnist—Ken Reid
Editorial Writer—Ken Reid
Fashion—Patricia Engle
Photo. Dept. Mgr.—Ken Reid
Society—Patricia Engle

PAWHUSKA (Okla.), JOURNAL-CAPITAL (e ex. Sat & Mon) (S)
Advs. Not Accepted: Liquor.
Special Editions: Cattle (June); Inter. Cavalcade (July); Back to School (Aug.); Free Fair (Sept.); Oil Progress Week (Oct.); Graduation (May).
No Editions: New Years; Christmas; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Glen VanDyke
Editorial Writer—Frank L. Spencer
Photo. Dept. Mgr.—Frank Spencer
Picture Editor—Frank Spencer
Society—Mabel Smith

PERRY (Okla.), JOURNAL (e ex. Sat) (S)
Advs. Not Accepted: Liquor; wine.
Special Editions: High School Band. (Mar.); Annual Hereford Cattle (Feb.); High School Grad. (May); Cherokee Strip (Sept.); Christmas Greetings (Dec.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Milo W. Watson
Church—George Ann Elliott
Editorial Writer—Fred Beers
Farm—Gene Taylor
Fashion—George Ann Elliott
Music—Milo W. Watson
Picture Editor—Gene Taylor

PONCA CITY (Okla.), NEWS (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sat.
Advs. Not Accepted: Liquor; wine.
Special Editions: Back-to-School (Aug.); Oil Progress (Oct.); Christmas Gift Edition (Nov.); Baby Edition (Feb.); Spring Fashions (S) (Mar.); Home & Garden (Bldrs) (Apr.); Vacation (S) (June); Recipes (Feb.); Also Cherokee Strip and Oklahoma Semi-Centennial Edition Sept. 1957.
Radio Station Affiliation: WBBZ.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Clyde E. Muchmore
Farm—Bob Mathis
Photo. Dept. Mgr.—Gareth B. Muchmore
Society—Bonnie Hasz

PRYOR (Okla.), TIMES (e ex. Sun.)
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor if violating state laws.
Special Editions: Christmas (Dec.); Graduation (May); Home Demonstration (May).

SAPULPA (Okla.), HERALD (e) (S)
Advs. Not Accepted: Intoxicating liquors.
Special Editions: Christmas (Dec.).
No Editions: New Year's; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: "You," on Sunday. 2 colors - bi-monthly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. R. Matthews
Aviation—C. R. Matthews
Book—R. P. Matthews
Business-Financial—R. P. Matthews
Church—Mrs. Chris Johnson
Columnist—R. P. Matthews
Editorial Writers—R. P. Matthews
Education—Mrs. R. P. Matthews
Fashion—Faye Dunlap
Food—Faye Dunlap
Garden—Faye Dunlap
Librarian—Faye Dunlap
Music—Faye Dunlap
Photo. Dept. Mgr.—C. R. Matthews
Picture Editor—C. R. Matthews
Society—Faye Dunlap

SAYRE (Okla.), HEADLIGHT-JOURNAL (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; New Years; Thanksgiving; July 4th; Veterans Day; Labor Day.

SEMINOLE (Okla.), PRODUCER (e) (S)
Advs. Not Accepted: Whiskey.
Special Editions: Christmas Greeting (Dec.), Christmas Shopping (late Nov.), Back-to-School (Aug.).
No Editions: July 4th, Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Recipes and household hints carried rop Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Alex Adwan
Aviation—Alex Adwan
Book—Lissa Bush
Business-Financial—Al Givens
Church—Lissa Bush
Columnist—Milt Phillips
Credit Mgr.—Fay Canthrin
Editorial Writer—Milt Phillips
Education—Alex Adwan
Farm—Alex Adwan
Fashion—Lissa Bush
Food—Lissa Bush
Garden—Lissa Bush
Librarian—Lissa Bush
Motion Picture-Theatrical—Lissa Bush
Music—Lissa Bush
Photo. Dept. Mgr.—Al Givens
Picture Editor—Al Givens
Radio-Television—Al Givens
Real Estate—Alex Adwan
Travel—Lissa Bush
Society—Lissa Bush

SHAWNEE (Okla.), NEWS-STAR (m ex. Mon) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun
Advs. Not Accepted: Liquor; mail order.
Special Editions: Farm (Mar.); Christmas Greetings (Dec.).
Radio Station Affiliation: KGFF
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Maurice Moore
Church—Bob Mathews
Columnists—N. B. Musselman; Jack Spencer
Editorial Writers—N. B. Musselman, Jack Spencer
Farm—Jim Bradshaw
Fashion—Ruth Warren
Photo. Dept. Mgr.—Jack Reese
Picture Editor—Jack Reese
Radio-Television—Jack Reese
Society—Ruth Warren

STILLWATER (Okla.), NEWS-PRESS (e ex. Sat) (S)
Advs. Not Accepted: Liquor
Radio Station Affiliation: KSPI and KSPI-FM.

TULSA (Okla.), TRIBUNE (e); WORLD (m) (S)
Run-of-Paper Color Advs: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Liquor.
Special Editions: Vacation - magazine (May); Christmas (Dec.).
Print Own Magazine: Yes.
Food and/or Household Dept.: Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Riley Wilson (m) (S); Ed Spilman (e)
Aviation—Joe Cannon (m) (S); Jim Downing (e)
Book—LaVere Anderson (m) (S)
Business-Financial—Alan White (m) (S)
Cartoonist—Clarence Allen (m) (e) (S)
Church—Freda Gold (m) (S); Ernie Keen (e)
Columnists—Troy Gordon (m) (S); Roger Devlin (e)
Credit Mgr.—R. R. Rhine
Editorial Writers—N. G. Henthorne, Jr. (m) (S); Marshall Smith (m) (S); Walter Biscup (m) (S); Richard Lloyd Jones (e); Jenkin L. Jones (e); Victor Barnett (e); Roger Devlin (e)
Education—Eula Ross (m) (S)
Farm—Jack Putman (m) (S)
Fashion—Virginia Morris (m) (S)
Food—Florence Rheam (m) (S); John Booker (e)
Garden—Lula Egan Quinlan (m) (S); Gretchen Haralson (e)
Librarian—Jean Macklin (m) (e) (S)
Motion Picture-Theatrical—Russell Gideon (m) (S)
Music—Maurice DeVinna (m) (S)
Oil—Marion R. Cracraft
Photo. Dept. Mgr.—LeRoy Randall (m) (S); Royce Craig (e)
Radio-Television—Russell Gideon (m) (S);
Real Estate—Riley Wilson (m) (S); Bob Foreman (e)
Travel—Russell Gideon (m) (S)
Society—Virginia Morris (m) (S); Cathryn McCune (e)

VINITA (Okla.), JOURNAL (e)
Advs. Not Accepted: Liquor
Special Editions: Rodeo (Aug.).
No Editions: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—O. B. Campbell, Sam Love.
Editorial Writer—O. B. Campbell
Motion Picture-Theatrical—Sam Love
Photo. Dept. Mgr.—Sam Love
Society—Mrs. Dan Moore

WEWOKA (Okla.), TIMES (e) (S)
Special Editions: Back-to-School (Aug.) (S); Oil Progress (Oct.) (S);
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.

WOODWARD (Okla.), PRESS (e)
Special Editions: Rodeo Edition (Sept.); Anniversary (Jan.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Mrs. G. C. Lawrence

OREGON

ALBANY (Ore.), DEMOCRAT-HERALD (e)
Run-of-Paper Color Advs.: Up to 2 Colors. Daily
Special Editions: Spring Opening (Mar.); Timber Carnival (July), Back to School (Aug.); Fall Opening (Sept.).
No Editions: Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KWIL and KWIL-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. B. Lee
Aviation—W. C. Eakin
Book—Charles D. Alexander
Business-Financial—R. R. Cronise
Cartoonist—James Johnston
Columnist—Art Moyer
Editorial Writers—W. C. Eakin; R. R. Cronise; James Welch
Education—W. C. Eakin
Farm—Gordon Rice
Fashion—Bess Martin
Food—Bess Martin
Garden—Gordon Rice
Librarian—Ianthe Smith
Music—Ianthe Smith
Photo. Dept. Mgr.—W. C. Eakin
Picture Editor—Morrie Sanderson
Radio-Television—Scott McArthur
Travel—R. R. Cronise
Society—Ianthe Smith

ASHLAND (Ore.), TIDINGS (e)
Special Editions: Back to School (Aug.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Graham Dean
Business-Financial—Graham Dean
Church—Marge O'Harra
Farm—Lloyd Rogers
Fashion—Marge O'Harra
Food—Faith McCullough
Librarian—Marge O'Harra
Picture Editor—Lloyd Rogers
Radio-Television—Marge O'Harra
Society—Faith McCullough

ASTORIA (Ore.), ASTORIAN-BUDGET (e)
Run-of-Paper Color Advs.: 2 colors. Daily ex. Thurs.
Radio Station Affiliation: KAST
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Sally the Salmon
Columnists—Harold Haynes; John Verschueren
Editorial Writers—Fred Andrus
Photo. Dept. Mgr.—Don Church
Society—Philippa Seabrook

BEND (Ore.), BULLETIN (e)
Special Editions: Fair Edition (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. W. Chandler
Business-Financial—R. W. Chandler
Church—Ila Grant
Editorial Writers—R. W. Chandler; P. F. Brogan
Fashion—Ila Grant
Society—Ila Grant

COOS BAY-NORTH BEND (Ore.), TIMES (e)
Run-of-Paper Color Advs.: 3 colors. Daily except Sunday.
Advs. Not Accepted: Vending machine copy.
Special Editions: Home Improvement (May); Dairy (June); Back to School (Aug.); Television (Sept.); Home Furnishings (Sept.); Do It Yourself (Oct.); Gift Layaway (Nov.); Home Appliances (Dec.)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

COOS BAY-NORTH BEND (Ore.) TIMES—Cont'd
No Editions: New Years; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Food Section Thurs.
Radio Station Affiliation: KOOS.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Forest Amaden
Book—Walter J. Coover
Business-Financial—Kenneth Johnson
Church—Walter J. Coover
Editorial Writers—Sheldon F. Sackett; Kenneth Johnson; Forest Amaden
Food—Mrs. Helen Johnson
Music—Walter J. Coover
Photo. Dept. Mgr.—C. E. Wells
Picture Editor—C. E. Wells
Radio-Television—Kenneth Hess
Travel—Richard Kelly
Society—Mrs. Helen Johnson

CORVALLIS (Ore.), GAZETTE-TIMES (e)
Special Editions: Spring Opening (Mar.); Back-to-School (Sept.); Fall Opening (Sept.); Christmas (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years; Decoration Day.
Food and/or Household Dept: Daily household tips & Food features, Thursdays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. L. Lowe
Aviation—D. M. Thomas
Book—Marion Teal
Business-Financial—Bruce K. Myers
Church—Bruce K. Myers
Columnists—Bruce Myers; Marion Teal; Jackie McKenzie; Mike Bradley; Kris Kowitz
Editorial Writers—Robert Ingalls; Mike Bradley; Bruce Myers
Education—Bruce Myers
Farm—Marion Teal
Fashion—Jackie McKenzie
Food—Jackie McKenzie
Garden—Marion Teal
Librarian—Proof Reader
Motion Picture-Theatrical—Bruce Myers
Music—Phil Harmonic
Photo. Dept. Mgr.—Dick Jones
Picture Editor—Bruce Myers
Real Estate—Don Thomas
Travel—Mike Bradley
Society—Jackie McKenzie

EUGENE (Ore.), REGISTER-GUARD (e) (S)
Run-of-Paper Color Adv.: 4 colors.
Radio Station Affiliation: KERG.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Don Brown (e) (S)
Church—Joane Braunbernes (e) (S)
Credit Mgr.—Melvin J. Phelps
Editorial Writers—Alton F. Baker, Jr.; Robert B. Frazier (e) (S); Herbert C. Baker
Fashion—Kay Lundeen (e) (S)
Food—Kay Lundeen (e) (S)
Librarian—Margaret Benston (e) (S)
Society—Ann Connell (e) (S)

GRANTS PASS (Ore.), COURIER (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor.
No Editions: New Years; July 4th; Memorial Day; Veterans' Day; Labor Day; Christmas.
Radio Station Affiliation: KUIN & KGPO-FM.
Television Station Affiliation: KBES-TV; KPIC-TV; & KOTI-TV

KLAMATH FALLS (Ore.), HERALD & NEWS (e ex. Sat. & Sun.)
Run-of-Paper Color Advs.: Up to 3 colors. Daily and Sunday.
No Editions: Labor Day; Christmas.
Food and/or Household Dept.: Thurs.
Radio Station Affiliation: KFLW.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Jeff Yohn
Credit Mgr.—Lou Hoselton
Editorial Writers—Frank Jenkins; Bill Jenkins; Max Wauchope
Farm—Bill Decker
Food—Florence Jenkins
Photo. Dept. Mgr.—Don Kettler
Society—Millie Ramsby

LA GRANDE (Ore.), OBSERVER (e)
Special Editions: Spring Fashion (Mar.); Eastern Ore. Livestock (June); Elgin Stampede (July); Union County Fair (Sept.); Fall Fashion (Sept.); Christmas Greeting (Dec. 24.).
No Editions: Christmas; July 4th; Labor Day.
Food and/or Household Dept: Food, Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Steve Loy
Book—Ray C. Anderson
Business-Financial—Steve Loy
Church—Helen Knight
Columnist—Steve Loy
Editorial Writer—Ray C. Anderson
Education—Steve Loy
Farm—Steve Loy
Fashion—Helen Knight
Food—Helen Knight
Garden—Helen Knight
Librarian—Ed Eaton
Motion Picture-Theatrical—Steve Loy
Music—George Challis
Photo. Dept. Mgr.—Steve Loy
Picture Editor—Steve Loy
Travel—Steve Loy
Society—Helen H. Garrett

McMINNVILLE (Ore.), NEWS-REGISTER (e)
Special Editions: Dairy Month (June); Christmas (Nov.); Turkey (Nov.).
No Editions: Christmas; New Years; Thanksgiving; Labor Day; July 4th.
Radio Station Affiliation: KMCM.

MEDFORD (Ore.), MAIL TRIBUNE (e ex. Sat.) (S)
Special Editions: Spring Fashions (Mar.); Fall Fashions (Sept.); Christmas Shopping (Nov.).
No Editions: Thanksgiving; Christmas; New Years; July 4th; Memorial Day; Labor Day.
Food and/or Household Dept: Thurs. & Fri.
Radio Station Affiliation: KYJC.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herb Grey
Book—Eric Allen, Jr.
Business-Financial—Eric Allen, Jr.
Church—Miss Peggyann Hutchinson
Credit Mgr.—Alto M. Lindsey
Editorial Writers—Robert W. Ruhl; Eric Allen, Jr.
Food—Herb Grey
Garden—Herb Grey
Motion Picture-Theatrical—Herb Grey
Music—Mrs. Olive Starcher
Personnel Mgr.—Gerald T. Latham
Society—Mrs. Olive Starcher

OREGON CITY (Ore.), ENTERPRISE-COURIER (m ex. Mon & Sat)
Special Editions: Farm Edition (Mar.); Back to School (Aug.); County Fair (Aug.); Christmas (Dec.); Auto Show.
No Editions: Christmas; New Years; Memorial Day; Labor Day; Thanksgiving; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James MacLean
Aviation—James MacLean
Book—James MacLean
Business-Financial—William Sanderson
Church—Frances Tenney
Columnists & Editorial Writers—James MacLean; David Dullea; Don Christensen; Frances Tenney; Bob Gaittens; William Sanderson
Education—Frances Tenney
Farm—William Sanderson
Fashion—Jean McIntyre
Food—Jean McIntyre
Garden—William Sanderson
Librarian—Frances Tenney
Photo. Dept. Mgr.—James MacLean
Picture Editor—James MacLean
Radio-Television—James MacLean
Real Estate—Fred Kuhl
Society—Jean McIntyre

PENDLETON (Ore.), EAST OREGONIAN (e)
Special Editions: County Fair (Aug.); Round-up (Sept.); Spr. & Fall Fashions (Mar. & Oct.).
No Editions: July 4th; Christmas.
Food and/or Household Dept: Food page Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Nolan Skiff
Church—Bill Thompson
Editorial Writer—J. W. Forrester, Jr.
Farm—Jim Eardley
Fashion—Elsie Dickson
Food—Dorys Crow
Motion Picture-Theatrical—Elsie Dickson
Picture Editor—Bill Thompson
Society—Elsie Dickson

PORTLAND (Ore.), OREGONIAN (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper ex. Fri. & Sun.
Advs. Not Accepted: (S) Liquor.
Print Own Magazine: Rotogravure.
Syndicated Magazine Section Carried: American Weekly.
Group Membership: Metropolitan; Pictorial Review; Puck Comics.
Food and/or Household Dept.: Hostess House.
Television Station Affiliation: KOIN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Ferguson
Aviation—Leverett Richards
Book—John Armstrong
Business-Financial—Frank Barton
Cartoonist—Arthur Bimrose
Church—William Hilliard
Columnist—Francis Murphy
Credit Mgr.—Robert Woodruff
Editorial Writers—Herbert Lundy; Malcolm Bauer; Jalmar Johnson; Albert L. McCready
Education—Wilma Morrison
Farm—Ted Wagoner
Fashion—Jane Allen
Food—Nancy Morris
Garden—Ted Wagoner
Librarian—Amanda Marion
Motion Picture-Theatrical—Herbert Larson
Music—Hilmar Grondahl
Personnel Mgr.—J. R. Somerville
Photo. Dept. Mgr.—Ernest Richardson
Picture Editor—Edw. M. Miller
Radio-Television—Francis Murphy
Real Estate—James Ferguson
Travel—Phyllis Lauritz
Society—Kay Bollam

PORTLAND (Ore.), OREGON JOURNAL (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors and black daily and Sun. (except Sat.).
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: (S) Liquor.
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan Comics; Pacific Sunday Magazine Group, "Buy Lines" by Nancy Sasser.
Food and/or Household Dept: Mary Cullen Home Economics Dept.
Radio Station Affiliation: KPOJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ernest Peterson
Aviation—Stan Nast
Book—Ed O'Meara
Business-Financial—Lamar Newkirk
Cartoonist—Carl Bonelli
Church—Ernest Peterson
Columnist—Richard Fagan
Credit Mgr.—Francis T. Moon
Editorial Writers—Roy Beadle; Doug McKean; Richard Fagan; Harold Axford
Education—James Irvine
Farm—Robert Holley
Fashion—Carol Adams
Food—Catherine Laughton
Garden—Carl Maskey
Librarian—Lillie Stricker
Motion Picture-Theatrical—Arnold Marks
Music—Martha Clark
Photo. Dept. Mgr.—Les Ordeman
Picture Editor—George Diel
Radio-Television—William Moyes
Real Estate—Lamar Newkirk
Travel—Ed O'Meara

ROSEBURG (Ore.), NEWS-REVIEW (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Vending machine; mail order.
Special Editions: Fair Edition (Late August); Back-to-School (Early August); Christmas (Late November).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food page Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Castillo
Aviation—George Castillo
Book—Laura Olson
Business-Financial—Addye Wright
Church—Laura Olson
Editorial Writer—Charles V. Stanton
Education—Laura Olson
Farm—Laura Olson
Fashion—Lotus Knight Porter
Food—Connie Baker
Garden—Laura Olson
Motion Picture-Theatrical—Lotus Knight Porter
Music—Lotus Knight Porter
Photo. Dept. Mgr.—Paul Jenkins
Picture Editor—George Castillo
Radio-Television—George Castillo
Real Estate—George Castillo
Travel—Charles Grell
Society—Lotus Knight Porter

SALEM (Ore.), OREGON STATESMAN (m) (S); CAPITAL JOURNAL (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Liquor; Wine.
Special Editions: Fall Fashions; Back-to-School (Sept.); Spring Fashions (Mar.).
Food and/or Household Dept.: Food Section, Thurs. (e); Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Van Eisenhut (m) (S); Fred Zimmerman (e)
Columnists—Conrad Prange; Charles Ireland
Editorial Writers—Charles A. Sprague; Wendell Webb (m); Bernard Mainwaring, George Putnam (e).
Farm—Lillie Madsen (m); Douglas Seymour (e)
Fashion—Jeryme English
Food—Maxine Buren (m) (S); Marian Fischer (e)
Garden—Lillie Madsen
Librarian—Florence Bell
Music—Maxine Buren
Photo. Dept. Mgr.—Ben Maxwell (e)
Picture Editor—John Ericksen (m)
Society—Maxine Buren (m) (S); Marian Fischer (e)

THE DALLES (Ore.), CHRONICLE (e & S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred C. Heldt
Aviation—H. E. Philby
Book—May Rorick
Business-Financial—J. J. Weeks
Church—Frank Carruth
Columnist—J. J. Weeks
Editorial Writer—L. G. Miller
Education—J. J. Weeks
Farm—Joe Cowley
Fashion—May Rorick
Food—May Rorick
Garden—May Rorick
Librarian—Joe Cowley
Motion Pictures-Theatrical—May Rorick
Music—May Rorick
Phot. Dept. Mgr.—L. L. Foster
Picture Editor—J. J. Weeks
Radio-Television—J. J. Weeks
Real Estate—Della Sinsabaugh
Travel—May Rorick
Society—May Rorick

PENNSYLVANIA

ALLENTOWN (Pa.), CALL (m); CHRONICLE (e); CALL-CHRONICLE (S)
Run-of-Paper Color Advs: Up to 4 colors. Daily except Thursday; Sunday.
Special Editions: Progress (Jan. 1); Building (April); Graduation (May); Back-to-School (Aug.); Allentown Fair (Sept.).
No Editions: New Years a.m.; Memorial Day; Independence Day; Labor Day; Thanksgiving p.m.; Christmas.
Food and/or Household Dept.: Daily & Sun. Food & Household Columns.
Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Steacy (m) (S); Floyd Stickle (e)
Aviation—Wallace Stefany (m) (S)
Book—John A. Baker (m) (S);
Business-Financial—Robert Yerby (m); Floyd A. Stickle (e); John Steacy (S)
Cartoonist—William Tamblyn (m) (e) (S)
Church—John Phillips (m) (e) (S)
Columnists—Charles W. Ettinger (m); A. L. Hacker (m); Nelson Weiser (e); Brittain Roth (e); W. D. Reimert (e); John Y. Kohl (m) (S)
Editorial Writers—Percy B. Ruhe (m); William D. Reimert (e); Nelson Weiser (e); John Y. Kohl (m) (S)
Education—Philip Storch (m); Ralph Rosenberger (e); John Steacy (S)
Farm—A. L. Hacker (m) (S)
Fashion—Frances Weishampel (m); La Rhue Gery (e); Doris Leete (S)
Food—Frances Weishampel (m); Martha Schlotterer (e); Doris Leete (S)

(Continued on Page 226)

Artwork, Cut and Mat
STORAGE CABINETS
for Advertising Agencies and Newspapers
14 Models Illustrated in our catalog

WRITE FOR YOUR FREE COPY
Foster Manufacturing Co.
13th & Cherry Sts. Philo. 7, Pa.

View
The Newspapers' TV Magazine
A Weekly
Plus Business TV Supplement
In Booklet Form

Metropolitan dailies acclaim this type of supplement "the hottest circulation builder yet." We now offer it for distribution by newspapers with circulations of 20,000 or more.

View Is Informative
TV listings tailor-made to your market with plenty of background material about the programs — plus feature material.

View Is Accurate
Maximum accuracy because of late deadline.

View Is Flexible
16, 24 or 32 pages.

View Costs You Nothing
because of plus-business advertising sold by our well-trained specialists.

View Will Be Profitable
We plan to syndicate additional outside pages carrying general advertising.

Write, wire or phone

H. T. Dickinson & Co., Inc.
545 5th Ave., New York 17, N. Y.
EXCHANGE BUILDING, ANDERSON, S. C.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

PENNSYLVANIA—Cont'd

(Continued from Page 225)

ALLENTOWN (Pa.) CALL-CHRONICLE—Cont'd
Garden—Hugh Craig (m) (S); Floyd Stickel (e)
Librarian—Ira Peters (m) (e) (S)
Motion Picture-Theatrical—John Y. Kohl (m) (S); La Ruhe Gery (e)
Music—Frances Weishampel (m); Albert Hoffamar (e)
Photo. Dept. Mgr.—Frank Marsteller (m) (e) (S)
Picture Editor—Frank Marsteller (m) (e) (S)
Radio-Television—Arthur Gerhart (m) (e) (S)
Real Estate—John Y. Kohl (m) (S)
Society—Frances Weishampel (m); Martha Schlotterer (e); Doris Leete (S)

ALTOONA (Pa.), MIRROR (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Alcoholic beverages.
No Editions: New Years; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Herman S. Reifsnyder
Columnists—Mrs. Pat Hinton; Grace Ebright
Credit Mgr.—Carl A. Barger
Editorial Writers—J. E. Holtzinger; H. S. Reifsnyder; Philip Fair; J. E. Benney
Education—Gerald Mays
Farm—J. E. Holtzinger
Fashion—Rita Armenis
Librarian—Esther Barnes
Motion Picture-Theatrical—Mrs. Pat Hinton
Music—Mrs. Pat Hinton
Radio-Television—Mrs. Pat Hinton

ALTOONA (Pa.), TRIBUNE (m)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Ada Sell
Editorial Writer—Robert W. Boyer
Fashion—Ada Sell
Radio-Television—Leo. M. Carroll

AMBRIDGE (Pa.), CITIZEN (e ex. Sat)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Vending machine.
Special Editions: Industrial Edition (Jan.); High School Graduates (May); Christmas (Dec.).
No Editions: New Years; July 4th; Memorial Day; Labor Day; Thanksgiving; Christmas.
Group Membership: WPHD.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Adam Wolicki
Business-Financial—Arthur Thompson
Cartoonist—John Shevchik
Church—Caryl McNees
Columnists—Adam Wolicki; Arthur Thompson
Editorial Writer—Arthur Thompson
Fashion—Caryl McNees
Food—J. Robert Gover
Librarian—Christean Gwynn
Photo. Dept. Mgr.—Robert L. Wallace
Radio-Television—J. Robert Gover
Real Estate—Wm. J. Merz
Society—Caryl McNees

ATHENS (Pa.)—See Sayre (Pa.)

BEAVER-ROCHESTER-ALIQUIPPA-AMBRIDGE (Pa.), BEAVER VALLEY TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily. Two weeks notice requested.
Advs. Not Accepted: Vending Machines.
Special Editions: Farm & Garden (Mar.); Back-to-School (Aug.), Annual Recipe (May), Christmas (Nov.)
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Food Section Thurs., Do-It-Yourself, Sat.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Malone
Aviation—Ralph Young
Book—Ralph Temples
Business-Financial—Jack Malone
Cartoonist—R. R. Coates
Church—Ralph Temples
Columnists—R. R. Coates; Frank Worbs
Credit Mgr.—James R. Miller
Editorial Writers—Frank Worbs; Jack Malone; Ralph Temples
Education—Fran Hollender
Farm—Jack Malone
Fashion—Gladys Gibbons
Food—Gladys Gibbons
Photo. Dept. Mgr.—Russel Morley
Picture Editor—Ralph Temples
Radio-Television—Ralph Temples
Real Estate—Daniel Paulovich
Society—Gladys Gibbons

BEAVER FALLS-NEW BRIGHTON (Pa.), NEWS-TRIBUNE (e)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs. & Fri.
Advs. Not Accepted: Liquor; beer.
Special Editions: Business Edition (Jan. 30); Home Builders (Apr.); Back to School (Aug.).
No Editions: Christmas; New Years; Labor Day; Decoration Day; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Don E. Coleman
Columnist—Fran. E. McDanel
Editorial Writer—James H. March
Education—Fran E. McDanel
Fashion—Margaret Keller
Food—Patty La Patka
Photo. Dept. Mgr.—James H. March Jr.
Picture Editor—Fran E. McDanel
Society—Margaret E. Keller

BEDFORD (Pa.), GAZETTE (m)
Advs. Not Accepted: Liquor.
Annual Special Editions: Invitation Edition (Mar.);
No Editions: New Years; Memorial Day, July 4th; Labor Day; Christmas; Thanksgiving.
Radio Station Affiliation: WBFD
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—H. K. Frear; E. R. Edwards
Editorial Writers—H. K. Frear; E. R. Edwards

BERWICK (Pa.), ENTERPRISE (e)
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashions (Apr.); Fall Fashions (Sept.); Christmas (Dec.).
No Editions: Christmas; New Years; Memorial Day, July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—E. A. Fenstermacher; Alfred Dalberto; Irene Dunn; Arthur Wark; Glen Canouse
Fashion—Irene Dunn
Photo. Dept. Mgr.—J. P. Fowler
Society—Irene Dunn

BETHLEHEM (Pa.), GLOBE-TIMES (e)
Special Editions: Christmas (Dec.).
No Editions: July 4th, Thanksgiving; Christmas.
Radio Station Affiliation: WGPA AM & FM
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Joan Woolley
Columnist—Joseph Whritenour
Editorial Writers—John Strohmeyer; C. Fred Ritter
Education—Guy Stroh
Fashion—Mrs. Walter Batt
Food—Mrs. Walter Batt
Librarian—Mrs. Elizabeth Davis
Music—Mrs. Elizabeth Davis
Photo. Dept. Mgr.—Donald Hunt
Picture Editor—Lloyd Lukens
Radio-Television—Mrs. Elizabeth Davis
Society—Mrs. Walter Batt

BLOOMSBURG (Pa.), MORNING PRESS (m)
Run-of-Paper Color Advs.: Black & one color. $50 premium. Copy one week in advance.
Advs. Not Accepted: Beer & liquor.
Special Editions: Fair & Farm (Sept.).
Special Pages; Homemakers (Wed.); Farm (Sat.).
No Editions: Christmas; New Years; Thanksgiving; Memorial Day; July 4th; Labor Day.
Food and/or Household Dept.: Food and homemakers page, Weds.
Radio Station Affiliation: WCNR
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. R. Eyerly
Editorial Writers—Paul R. Eyerly; Edward F. Schuyler
Farm—Richard Birch
Fashion—Meriam Stephens
Food—Meriam Stephens
Photo. Dept. Mgr.—R. R. Eyerly
Society—Meriam Stephens

BRADFORD (Pa.), ERA (m)
Split Run Advertising: Geographically.
Special Editions: Spring Fashion (Mar.); Fall Fashion (Sept.); Bride's (May).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. M. Cleary
Aviation—H. A. Satterwhite
Book—R. B. Bromeley
Business-Financial—J. M. Cleary
Church—Frederick A. Sica
Columnists—J. M. Cleary
Editorial Writer—J. M. Cleary
Education—J. M. Cleary
Farm—Bert Freed
Fashion—Helen Panyity
Food—Helen Panyity
Librarian—Helen Panyity
Motion Picture-Theatrical—Bert Freed
Music—Helen Panyity
Photo. Dept. Mgr.—Agnes Reuther
Picture Editor—J. M. Cleary
Radio-Television—J. M. Cleary
Real Estate—W. E. Eysinger
Travel—Rita Lonzi
Society—Agnes Reuther

BRISTOL-LEVITTOWN (Pa.), COURIER (e) TIMES (e)
Advertising Not Accepted: Questionable.
Run-of-Paper Color Advs.: 2 colors, Daily except Thursday.
Special Editions: Auto Show; Cap & Gown.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; Easter.
Radio Station Affiliation: WTNJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Reinhardt
Book—Sandy Oppenheimer
Church—Julia Carson
Columnist—Robert Reinhardt
Editorial Writer—George G. Gray
Education—Gordon Parker (c); N. Rinehart (t)
Fashion—Joan Nevins
Food—Joan Nevins
Garden—Walter W. Pitzonka, Jr.
Photo. Dept. Mgr.—Thomas Keane
Radio-Television—Jane Gray
Society—Joan Nevins
Note: The same information holds for the Levittown (Pa.) Times, which is also owned by the Bristol Printing Co.

BROWNSVILLE (Pa.), TELEGRAPH (e)
Run-of-Paper Color Advs.: 1 color.
Special Editions: Cooking School (Apr.); Fall Fashion (Sept.); Spring Fashion (Mar.); Gas Heating (July); Builders (Apr.); Gift Ed. (Nov.).
No Editions: New Years; Decoration Day, Labor Day, Thanksgiving; Christmas.
Food and/or Household Dept.: Food column once a week.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Daniel A. Goss
Business-Financial—John Matta
Church—Carl Apone
Fashion—Dora Apone
Motion Picture-Theatrical—Carl Apone
Photo. Dept. Mgr.—Carl Spone
Picture Editor—Carl Apone
Radio-Television—Robert Atwood
Society—Dora Apone

BUTLER (Pa.), EAGLE (e)
Group Membership: Western Pa. Hometown Dailies.
Special Editions: Style Editions (Easter), Dollar Day Edition.
No Editions: Christmas, Labor Day, July 4th, Memorial Day; Thanksgiving.
Food and/or Household Dept.: Thurs. & Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to John Laing Wise, editor.

CANONSBURG (Pa.), NOTES (e)
Advs. Not Accepted: Liquor (Beer & Wine accepted)
Special Editions: Dollar Day (Jan.); Dollar Day (July); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Fashion—Ann Krist
Food—Ann Krist
Society—Ann Krist

CARBONDALE (Pa.), NEWS (e ex. Sat)
No Editions: Memorial Day, July 4th; Labor Day; Thanksgiving; Christmas, New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom Heth
Aviation—Tom Heth
Book—Thomas Gilmartin
Business-Financial—Thomas Gilmartin
Church—Alice Kitchura
Columnist—Tom Heth
Editorial Writer—Thomas Gilmartin
Education—Tom Heth
Farm—Thomas Gilmartin
Fashion—Alice Kitchura
Food—Alice Kitchura
Garden—Alice Kitchura
Librarian—Alice Kitchura
Motion Picture-Theatrical—John Bolak
Music—John Bolak
Photo. Dept. Mgr.—Mickey Schella
Picture Editor—Thomas Gilmartin
Radio-Television—Thomas Gilmartin
Real Estate—Thomas Gilmartin
Travel—Thomas Gilmartin
Society—Alice Kitchura

CARLISLE (Pa.), SENTINEL (e)
Advs. Not Accepted: Sunday amusements. Alcoholic beverages.
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—A. Douglas Thompson

CHAMBERSBURG (Penna.), PUBLIC OPINION (e)
No Editions: Six National Holidays.

CHESTER (Pa.), TIMES (e)
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—E. A. O'Connor
Editorial Writer—Fred Echelmeyer

CLEARFIELD (Pa.), PROGRESS (e)
Special Editions: Spring Clean-up (Apr.); Fair (July); Back-to-School (Aug.).
No Editions: New Year's, Memorial Day, July 4th, Armistice Day; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WCPA-AM
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Jane Dietzell
Editorial Writer—G. A. Scott
Farm—W. O. Mitchell
Fashion—Betty Hamilton
Food—Betty Hamilton
Motion-Picture-Theatrical—Jane Dietzell
Music—Betty Hamilton
Photo. Dept. Mgr.—J. Zipf
Radio-Television—W. J. Thomas
Society—Betty Hamilton
Stamp Editor—C. A. Scott

COATESVILLE (Pa.), RECORD (e)
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—C. H. Heintzelman
Columnist—Fred B. Manshio
Credit Mgr.—Lee McConsey
Editorial Writers—C. H. Heintzelman; George H. Heintzelman
Farm—Wayne Morris
Fashion—Dorothy Hall
Garden—Wayne Morris

ALLENTOWN RETAIL MERCHANTS

know

The LEHIGH VALLEY MARKET

That's why

THE CALL-CHRONICLE NEWSPAPERS*

ALLENTOWN, PA.

Lead the Field in Retail Advertising Lineage**

** (Over 15,000,000 Lines in 1956—A.M. Only)

*THE MORNING CALL • Evening Chronicle • SUNDAY CALL-CHRONICLE

Represented Nationally by STORY, BROOKS & FINLEY, Inc.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

COATESVILLE (Pa.) RECORD—Cont'd
Photo. Dept. Mgr.—George Heintzelman
Picture Editor—George Heintzelman
Society—Stephanie Tomasovich

COLUMBIA (Pa.), NEWS (e)
Special Editions: Sales Day (Jan.); Sales Day (July).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. I. M. Frank
Editorial Writer—John C. Musser
Photo. Dept. Mgr.—E. N. Crist

CONNELLSVILLE (Pa.), COURIER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Louis H. Simons
Columnist—James M. Driscoll
Editorial Writers—James M. Driscoll; Louis H. Simons
Picture Editor—John H. Whoric
Society—Margaret Atkinson

CORRY (Pa.), JOURNAL (e)
No Editions: New Year's, Memorial Day; July 4th; Labor Day; Christmas; Thanksgiving.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—George R. Sample; Thomas Titus
Editorial Writer—George R. Sample
Society—Rita Jackson

DANVILLE (Pa.), NEWS (m)
Split Run Advertising: Geographically
Advs. Not Accepted: Vending machines.
Special Editions: Back-to-School (Aug.); Christmas Greeting (Dec.); Spring Style Opening (Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Ted Jones
Farm—Jack Feeley
Fashion—Barbara Fox
Photo. Dept. Mgr.—Jack Feeley
Picture Editor—Jack Feeley
Society—Barbara Fox

DONORA (Pa.), HERALD-AMERICAN (e ex Sat.)
Advs. Not Accepted: Hard Liquor.
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Ann Marie Bedner
Columnists—Abe Hays; J. P. Clark
Food—Ann Marie Bedner
Picture Editor—Abe Hays
Society—Ann Marie Bedner

DOYLESTOWN (Pa.), INTELLIGENCER (e)
Special Editions: Fashions (pre-Easter); Vacation (May); Back to School (Aug.), Lay-away-for-Christmas (Oct.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert Mayer
Book—Lester Trauch
Business-Financial—Robert M. Hotchkiss
Church—Alice Gilbert
Editorial Writer—John Kochalka
Education—Alice Gilbert
Farm—D. Daniels
Fashion—Alice Gilbert
Food—Elmer Pariseau
Garden—D. Daniels
Librarian—Alice Gilbert
Motion Picture-Theatrical—Lester Trauch
Music—Lester Trauch
Photo. Dept. Mgr.—Rudy Millarg
Picture Editor—J. Kochalka
Radio-Television—Alice Gilbert
Real Estate—Robert Mayer
Travel—Alice Gilbert
Society—Alice Gilbert

DuBOIS (Pa.), COURIER-EXPRESS (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
Radio Station Affiliation: WCED.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William H. Reay
Aviation—George R. Waylonis
Book—Marv Bloom
Business-Financial—Marv Bloom
Cartoonist—Dorothy McGlinskey
Church—Nancy Simbeck
Columnists—H. T. Gray; J. S. Gray; Marv Bloom; Geo. Waylonis
Editorial Writers—Geo. Waylonis; H. T. Gray
Education—Shelly Smoyer
Farm—George Waylonis
Fashion—Nancy Simbeck
Food—Dorothy McGlinksey
Garden—Dorothy McGlinskey
Librarian—Shirley Rafferty
Motion Pictures-Theatrical—George Waylonis
Music—Myrtle Swanson
Photo. Dept. Mgr.—George Waylonis
Picture Editor—George Waylonis
Radio-Television—J. S. Gray
Real Estate—Marv Bloom
Travel—H. T. Gray
Society—Nancy Simbeck

EASTON (Pa.), PHILLIPSBURG (N. J.), EXPRESS (e)
Split Run Advertising: Every-other Paper
No Editions: July 4th; Thanksgiving; Christmas.
Radio Station Affiliation: WEEX-AM & FM.
Television Station Affiliation: WGLV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Chas. H. Schmell
Book—D. P. Keith
Business-Financial—S. P. Lewis
Church—R. C. McGiffert
Columnist—Ben Kizer
Credit Mgr.—M. N. Kressman
Editorial Writer—D. P. Keith
Fashion—Miss C. M. McGrath
Food—Miss C. M. McGrath
Garden—S. P. Lewis
Librarian—R. C. McGiffert
Motion Picture-Theatrical—R. C. McGiffert
Picture Editor—S. P. Lewis
Radio-Television—S. P. Lewis
Real Estate—R. C. McGiffert
Society—Miss C. M. McGrath

ELLWOOD CITY (Pa.), LEDGER (e)
Run-of-Paper Color Advs.: Up to 3 colors & black. Daily except Thurs. 1 color and black daily.
Special Editions: Business Review (Jan.); Back-to-School (Aug.); Cooking School (Oct.).
No Editions: New Years; Labor Day; July 4th; Christmas; Thanksgiving; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—John A. Pearson; Charles Moser
Photo. Dept. Mgr.—David Claytor

ERIE (Pa.), TIMES-NEWS (m) (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sunday.
Split Run Advertising: True split-run when paper is 40 pages or more.
Advs. Not Accepted: Some mail order.
Special Editions: Fall Fashions (Aug.); Spring Fashions (Mar.); Home & Garden (Mar.); Christmas Shopping (Nov.).
No Editions: Christmas.
Print Own Magazine: Yes.
Group Membership: Jessie's Notebook
Food and/or Household Dept.: Food Thurs; Household daily.
Television Station Affiliation: WSEE.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edward Mead
Aviation—Edward Mead
Book—Alice Peerboom
Business-Financial—Edward Mead
Cartoonists—George Lewis; Wm. Rusterholtz
Church—Les Lowman
Columnists—Ed Wellejus; Gene Cuneo; Miki Mahoney; Jay James; Joseph Meagher; Cliff Taylor; Ed Mead; Hugh Barr; Bruce McIntyre
Credit Mgr.—John Yanosko
Editorial Writer—John Mead
Education—Edward Mead
Farm—Walter Jack
Fashion—Pat English
Food—Pat English
Motion Picture-Theatrical—Jos Meagher
Music—Micki Mahoney
Photo. Dept. Mgr.—Frank Foye
Picture Editor—Jos Meagher
Radio-Television—Edw. Yates
Real Estate—Al Coleman
Travel—Pat English
Society—Pat English

FRANKLIN (Pa.), NEWS-HERALD (e)
Special Editions: Cooking School (Apr.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack MacMillan
Aviation—Jack MacMillan
Book—Robert C. Davis
Business-Financial—Robert C. Davis
Church—Carolee Michener
Editorial Writers—Wayne W. Bleakley; Richard A. Ludwig; James A. Murrin
Education—Carolee Michener
Farm—Jack MacMillan
Fashion—Carolee Michener
Food—Carolee Michener
Garden—Carolee Michener
Librarian—Aleita Amberson
Motion Picture-Theatrical—Carolee Michener
Music—Orla Edkin
Photo. Dept. Mgr.—Earl Nichols
Picture Editor—Jack MacMillan
Radio-Television—Carolee Michener
Real Estate—R. A. Ludwig
Society—Carolee Michener

GREENSBURG (Pa.), TRIBUNE-REVIEW (d)
Special Editions: Back to School (Aug.); Christmas Supplement (Nov.); Cook Book (Feb.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Cols. Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Samuel George
Columnist—Tom Aiken
Editorial Writers—Samuel George; Errol Derby
Fashion—Betty Lou Sam
Society—Betty Lou Sam

GREENVILLE (Pa.), RECORD-ARGUS (e)
Advs. Not Accepted: Liquor, beer
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—Al Sitter, Jr.
Society—Mrs. Harold Paxton

HANOVER (Pa.), SUN (e)
Advs. Not Accepted: Classified help wanted.
No Editions: New Years Day; Memorial Day; Independence Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Education—C. H. Meredith
Motion Picture-Theatrical—H. B. Hostetter
Music—H B Hostetter
Radio-Television—J. A. Schwartz
Travel—H. B. Hostetter

ERIE

Pennsylvania's 3rd city

3rd In Population

1956 Population*
Pa. cities 75,000-and-over
(outside Philadelphia & Pittsburgh)

ERIE	136,300
Scranton	127,000
Reading	113,100
Allentown	111,700
Harrisburg	93,000
Altoona	76,400

3rd In Retail Sales

1955 Retail Sales*
Pa. cities 75,000-and-over pop.
(outside Philadelphia & Pittsburgh)

ERIE	$204,864,000
Harrisburg	197,493,000
Allentown	187,982,000
Reading	178,736,000
Scranton	149,316,000
Altoona	84,712,000

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SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

PENNSYLVANIA—Cont'd

(Continued from Page 227)

HARRISBURG (Pa.), PATRIOT (m); NEWS (e); PATRIOT-NEWS (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Annual Special Editions: Builders Show (Mar.); Sales Days (Jan. & July); TV & Radio (Sept.).
No Editions: (e) July 4th; Christmas; New Years.
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Nicholas T. Ruggieri
Church—Anthony Arms
Credit Mgr.—John L. Fetterhoff
Editorial Writers—J. R. Doran; George Draut
Education—Theodore Gilbert
Farm—Harold Howell
Librarian—Claire Taggart
Motion Picture-Theatrical—Marion Milliron (d); Dane Wert (S)

HAZLETON (Pa.), STANDARD-SENTINEL (m), THE PLAIN SPEAKER (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day, Thanksgiving, Christmas.

HOMESTEAD-W. HOMESTEAD-MUNHALL (Pa.), MESSENGER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—John Johnson
Editorial Writers—J. K. Beaver; K. E. Demuth
Fashion—Margaret G. Frank
Food—Margaret G. Frank
Librarian—W. J. Gjebre
Radio-Television—Margaret G. Frank
Society—Margaret G. Frank

HUNTINGDON-MOUNT UNION (Pa.), NEWS (e)
Advs. Not Accepted: Liquor.
No Editions: July 4th; Thanksgiving; Christmas.
Radio Station Affiliation: WHUN.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elmer McCartney
Aviation—Mailand McIlroy
Book—Myrtle McCallips
Business-Financial—E. Blair Shore
Church—Myrtle McCallips
Editorial Writer—John H. Biddle
Education—John H. Biddle
Farm—Eugene Shore
Fashion—Winifred Hawn
Food—Winifred Hawn
Garden—Winifred Hawn
Librarian—Joan Corcelius
Motion Picture-Theatrical—Winifred Hawn
Music—Winifred Hawn
Photo. Dept. Mgr.—Lenora Harris
Picture Editor—Eugene Shore
Radio-Television—Eugene Shore
Real Estate—John H. Biddle
Travel—John H. Biddle
Society—Winifred Hawn

INDIANA (Pa.), GAZETTE (e)
Advs. Not Accepted: Mail order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Armistice Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Joseph Donnelly
Columnists—William Ingersoll; William Hastings
Photo. Dept. Mgr.—Frank J. Sipos
Society—Mrs. Jess Ray

JEANNETTE (Pa.), NEWS-DISPATCH (e ex. Sat)
Special Editions: Christmas Shopping (Nov.); Cook Book Section (Feb. or Mar.).
No Editions: New Years; Memorial Day; July 4th; Labor Day: Thanksgiving; Christmas.
Food and/or Household Dept.: Food pages Thurs; Bldg. pages (Tues.); Weekend Radio-TV page (Fri.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ed Lazar
Business-Financial—Paul D. Teske
Church—Eleanor Charlesworth
Editorial Writer—J. G. Bomberger
Fashion—Marion L. Hollendonner
Music—R. D. Martz
Photo. Dept. Mgr.—Richard M. Whitehead
Society—Eleanor Charlesworth

JERSEY SHORE (Pa.), HERALD (e)
No Editions: New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Fredric W. Whitmer
Columnists—Joseph Cox; Varile Tuttle; Ross Watts
Editorial Writers—John D. DeBiase; Joseph Cox
Farm—Ross Watts
Fashion—Varile Tuttle
Food—Varile Tuttle
Society—Varile Tuttle

JIM THORPE (Pa.), TIMES-NEWS (e)
No Editions: New Years; May 30; July 4th; Labor Day; Thanksgiving; Christmas.

JOHNSTOWN (Pa.); TRIBUNE-DEMOCRAT (d)
Run-of-Paper Color Advs.: 1 color.
Advs. Not Accepted; Mail Order.
Special Editions: Business Review (Jan.); Auto Show (Feb.); Fashion Sections (Mar.); Cooking School (Mar.); Building & Real Estate (Mar.); Home Show (Apr.); Senior Class Edition (May); Air Conditioning (May); Brides (June); Picnic Section (July); Travel (June, July, Aug.); Television (Sept.).
No Editions: New Years; Memorial Day; July 4th: Labor Day; Christmas.
Food and/or Household Dept.: Women's Page; Saturday Building Features.
Radio Station Affiliation: WJAC-AM & FM.
Television Station Affiliation: WJAC-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—C. W. Dressler; John F. James; L. D. McCready; George Cooper; James Torr
Credit Mgr.—John Werry
Editorial Writers—C. W. Dressler; John F. James
Personnel Mgr.—John Werry
Radio-Television—Ed Klym

KITTANNING (Pa.), SIMPSON'S LEADER-TIMES (e)
Advs. Not Accepted: Liquor; wine.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wayne B. Owen
Aviation—James M. Wyant
Book—James M. Wyant
Business-Financial—James M. Wyant
Church—James M. Wyant
Editorial Writer—Wayne B. Owen
Education—Wayne B. Owen
Farm—James M. Wyant
Fashion—Ethelyn E. Young
Food—Wayne B. Owen
Garden—Wayne B. Owen
Motion Picture-Theatrical—Ethelyn E. Young
Music—Ethelyn E. Young
Photo. Dept. Mgr.—James M. Wyant
Picture Editor—James M. Wyant
Radio-Television—Ethelyn E. Young
Real Estate—Wayne B. Owen
Travel—James M. Wyant
Society—Ethelyn E. Young

LANCASTER (Pa.), INTELLIGENCER JOURNAL (m); NEW ERA (e); SUNDAY NEWS (S)
Run-of-Paper Color Advs.: 4 color. Daily. Spot Color Dailies and Sunday.
Advs. Not Accepted: Liquor and tobacco, on comic page.
Annual Special Editions: Farm Section (Mar. & Oct.); Auto (Nov.); Builders (April).
No Editions: Christmas (m); Thanksgiving (e); July 4th (e); Christmas (e)
Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Food page, Fri. (m), Thurs. (e); Home Builders' and Garden News (S).
DEPARTMENTAL EDITORS and/or MANAGERS
Personnel Mgr.—C. B. Slabach
Society—Mrs. Fred Jeffries (m); Mrs. Jean Bellinger (e); Mrs. Marvin Tigner (S)

LANSDALE (Pa.), NORTH PENN REPORTER (e ex. Sat)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Back to School (Aug.); Spring Fashions (Mar.); Fall Fashions (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food and household news Wed. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George W Knipe
Business-Financial—Howard C. Berky
Church—Blanche Seasholtz
Columnist—Edgar J Williams
Editorial Writer—Calvin M. Craig
Education—George W. Knipe
Food—Blanche Seasholtz
Photo. Dept Mgr.—Avery Horner, Jr.
Picture Editor—Avery Horner, Jr.
Radio-Television—George W. Knipe
Real Estate—Calvin M. Craig
Society—Blanche Seasholtz

LATROBE (Pa.), BULLETIN (e)
Run-of-Paper Color Advs.: Black and 1 color. Daily. Up to 2 colors, Mon., Tues., Sat.
No Editions: New Years; July 4th; Decoration Day; Labor Day; Thanksgiving; Christmas.
Group Membership: Western Pennsylvania Hometown Dailies.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Lois R. Anthony
Columnists—John D. George; Vincent J. Quatrini, Sr.; Lois R. Anthony; R. J. McCollum
Editorial Writer—W. Lowrie Kay
Personnel Mgr.—Thos. M. Whiteman, II
Photo. Dept. Mgr.—Harry K. Frye
Radio-Television—Mary Lou Yurick
Society—Jean W. Falk

LEBANON (Pa.), NEWS (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Split Run Advertising: Yes.
Special Editions: Prosperity Day (Feb.); Prosperity Day (Aug.); Salute to various towns.
No Editions: Christmas; Labor Day.
Television Station Affiliation: WLBR-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Wm. Parry; Wilder-Lebo; Julie Mark
Editorial Writer—Adam S. Wilder
Farm—Leon Miller
Photo. Dept. Mgr.—Adam S. Wilder
Radio-Television—John Schropp (e)
Society—Julie Mark (e); Mazie Hartleib

LEHIGHTON (Pa.), LEADER (e)
No Editions: Christmas; Labor Day; Thanksgiving; July 4th; New Years; Memorial Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Witmer Eberle.

LEVITTOWN (Pa.)—(See Bristol-Levittown, Pa.)

LEVITTOWN (Pa.), TIMES (e)
Practically all copy will run the same as shown in BRISTOL-LEVITTOWN combined listing. (Exception)
DEPARTMENTAL EDITORS and/or MANAGERS:
Columnist—Robert Reinhardt

LEWISTOWN (Pa.), SENTINEL (e)
No Editions: Memorial Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Food (Thurs.).
Radio Station Affiliation: WMRF.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. S. Ruble
Aviation—R. S. Ruble
Book—M. S. Stroup
Business-Financial—C. V. Rowland
Church—Gerald M. Lepley
Columnist—Ben. F. Meyers
Editorial Writer—Martin S. Stroup
Education—R. S. Ruble
Farm—R. S. Ruble
Fashion—R. S. Ruble
Food—R. S. Ruble
Garden—R. S. Ruble
Librarian—R. S. Ruble
Motion Picture-Theatrical—M. S. Stroup
Photo Dept. Mgr.—R. S. Ruble
Picture Editor—M. S. Stroup
Radio-Television—M. S. Stroup
Society—Mary Bolich

LOCK HAVEN (Pa.), EXPRESS (e)
Special Editions: Dollar Days (Jan. & July); Back to School (Aug.); Spring-Fall Opgs. (Mar. & Sept.); Christmas (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Rebecca F. Gross
Church—Martha Zeigler
Editorial Writer—Rebecca F. Gross
Education—Martha Zeigler
Farm—William Lawrence
Garden—Martha B. Zeigler
Librarian—Kay Welliver
Music—Martha B. Zeigler
Photo. Dept. Mgr.—James A. Patterson
Picture Editor—James A. Patterson
Travel—Rebecca F. Gross
Society—Martha B. Zeigler

McKEESPORT (Pa.), NEWS (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Special Editions: Christmas Gift Guide (Dec.); Home Builders Guide (Apr.).
No Editions: Thanksgiving; Christmas; New Years; Memorial Day; July 4th, Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—D. R. Cooper
Church—Eleanor Kratzer
Credit Mgr.—Robert J. Kurtz
Editorial Writer—John M. Orr
Fashion—Eleanor Kratzer
Motion Picture-Theatrical—John H. Wheizel
Society—Eleanor Kratzer

MAHANOY CITY (Pa.), RECORD-AMERICAN
Special Editions: Back-to-School (Aug.); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

MEADVILLE (Pa.), TRIBUNE (m)
Advs. Not Accepted: Liquor.
Special Editions: Farm (Mar.); Back-To-School (Aug.); Spring Fashion (Mar.); Fall Fashion (Sept.)
No Editions: New Years; Christmas; Memorial Day; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert S. Bates
Credit Mgr.—J. D. Richards
Editorial Writer—Robert S. Bates
Music—Gertrude Prodehl
Photo. Dept. Mgr.—Reed McCaskey
Picture Editor—K. P. Williams
Society—Gertrude Dee Thomas

MILTON (Pa.); STANDARD (e)
Special Editions: Year End (Dec.).
No Editions: New Years Day; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—W. P. Hastings
Photo. Dept. Mgr.—Charles King

MONESSEN (Pa.), INDEPENDENT (e)
Run-of Paper Color Advs.: 1 color. On application.
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas; New Years; Decoration Day; July 4th; Thanksgiving; Labor Day.
Food and/or Household Dept.: Food column Thurs.

MOUNT CARMEL (Pa.), ITEM (e)
Advs. Not Accepted: Homework classified.
No Editions: New Years; Memorial Day; July 4th, Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Ira F. Roadarmel
Editorial Writer—Ira F. Roadarmel
Motion Picture-Theatrical—W. G. Stanton
Picture Editor—John H. Latshaw
Radio-Television—Stephen A. Milo
Society—Magdalene Murdza

NEW KENSINGTON-ARNOLD (Pa.), DISPATCH (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Special Editions: Graduation Edition (May); Back to School (Aug.); Fashion Edition (Sept.); Fall Opening (Oct.); Christmas Edition (Nov. 25).
No Editions: New Years; July 4th; Labor Day; Christmas; Decoration Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Joseph Oravec
Church—Nick Flocos
Editorial Writers—William Ahlstrom; Joseph Oravec; Gerald Coy
Farm—William Ahlstrom
Fashion—Sandra Berg
Food—Sandra Berg
Garden—William Ahlstrom
Photo. Dept. Mgr.—William Ahlstrom
Picture Editor—William Ahlstrom
Radio-Television—Frank Ramsden
Real Estate—William Ahlstrom
Society—Sandra Berg

NORRISTOWN, (Pa.), TIMES HERALD (e)
Advs. Not Accepted: Palmist; fortune telling.
Special Editions: Shoes (Mar & Sept); Electrical (Apr); Back to School (Sept.).
No Editions: New Year's; July 4th; Labor Day; Christmas; Memorial Day.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robert I. McCracken
Aviation—George Blake
Book—Frederick S. Fox
Business-Financial—Robert I. McCracken
Church—Dick Dean
Columnists—Felix E. McCarthy; M. Rita McInerney
Editorial Writers—Frederick S. Fox; T. Edward Maum; Felix E. McCarthy

If you lived in New Castle...

- You could watch, at one time only 1/4 of the TV Stations received
- You could hear, at one time only 1/6th of the radio stations received
- You might buy one of the 3,479 copies of the second paper that are sold
- But you'd be sure to buy one of the *23,324 copies of the New Castle News

Not just the No. 1 paper, but THE ONLY ONE MEDIUM Really Covering the Market

NEW CASTLE NEWS
New Castle, Pa.

*ABC

National Representatives: Bottinelli-Kimball, Inc.

WESTERN PENNSYLVANIA HOMETOWN DAILIES

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NORRISTOWN (Pa.) TIMES HERALD—Cont'd

Education—Joseph Fox
Farm—Robert I. McCracken
Fashion—M. Rita McInerney
Food—Joseph G. McClellan
Garden—Joseph G. McClellan
Librarian—Helen Welsh
Motion Picture-Theatrical—T. Edward Maum
Music—M. Rita McInerney
Photo. Dept. Mgr.—Robert Kratz
Picture Editor—T. Edward Maum
Radio-Television—T. Edward Maum
Real Estate—J. Charles Whitman, II
Travel—Stella T. Cox
Society—M. Rita McInerney

OIL CITY (Pa.), DERRICK (m)
Run-of-Paper Color Advs.: Up to 3 colors.
Special Editions: Business & Financial (Jan.); Cook Book (Feb.); Graduation (May); Cooking School (Oct); Christmas Season (Nov.); Spring Fashions (Apr.); Fall Fashions (Sept.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. E. Reisinger
Book—B. P. Boyle
Business-Financial—R. W. Rhoades
Editorial Writer—H. L. Schultheis
Farm—P. C. Boyle
Fashion—A. J. Loebelenz
Food—R. W. Rhoades
Garden—B. L. Boyle
Motion Picture-Theatrical—A. J. Loebelenz
Radio-Television—E. P. Boyle
Real Estate—C. E. Miller
Travel—E. P. Boyle
Society—A. J. Loebelenz

PHILADELPHIA (Pa.), BULLETIN (e) (S)
Run-of-Paper Color Advs.: (e) & (S).
Split Run Advertising: Full page only accepted. Daily or Sunday, 10cents per line extra.
Advs. Not Accepted: Liquor; wine.
No Editions: July 4th; Christmas.
Syndicated Magazine Sections Carried: This Week American Weekly; Sunday Novel.
Group Membership: Puck-The Comic Weekly.
Radio Station Affiliation: WCAU
Television Station Affiliation: WCAU-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—J. A. Livingston
Church—Harrison W. Fry
Columnists—Ralph W. Page (e) (S); Paul Jones (e); Don Rose (e); Earl Selby (e) (S); Frank Brookhouser (e) (S); Garry Flinn (e); Melvin K. Whiteleather (e); Morley Cassidy (S)
Credit Mgr.—John McCarthy
Education—Harrison W. Fry
Food—Frances Blackwood
Garden—Patricia Spollen
Motion Picture-Theatrical—Laura Lee; Wayne Robinson
Music—Max de Schauensee
Radio-Television—Robert J. Williams
Real Estate—Daniel F. O'Leary
Travel—Walter W. Wilson
Society—Caroline Trotter

PHILADELPHIA (Pa.), PHILADELPHIA DISPATCH (S)
Annual Special Editions: Business-Financial (Jan.); Anniversary (June); Christmas (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herman M. Ellis
Book—Elinor G. Ellis
Business-Financial—Herman M. Ellis
Fashion—Elinor G. Ellis

PHILADELPHIA (Pa.), INQUIRER (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors.
Split Run Advertising: Every-other Paper.
Special Editions: Mid-Year and Year-End Financial Reviews (July & Jan.); "Delaware Valley," U.S.A. (Sept. or Oct.).
Print Own Magazine. Yes.
Group Membership: Metropolitan Group; First Three Markets.
Food and/or Household Dept.: Daily & Sun.
Radio Station Affiliation: WFIL-AM & FM.
Television Station Affiliation: WFIL-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Frank Rosen
Books—David Appel (features)
Business-Financial—E. S. Banks
Cartoonist—Hugh Hutton
Church—Rev. Robert O. Kevin & Donald Scott
Columnists—John M. Cummings; John C. O'Brien; Rita Webster
Editorial Writers—Paul McC. Warner; Wynter R. Newhouse; Arthur Pierce; Harold J. Weigand; Louis R. Winter, Jr.; Charles H. Ellis, Jr.
Fashion—Cynthia Cabot
Food—Lois M. McCloskey
Garden—Dr. Jane Leslie Kift
Librarian—Joseph E. Molloy
Motion Picture—Mildred Martin; Henry Murdock (Theatrical)
Music—Edwin H. Schloss
Photo. Dept. Mgr.—Otto Prinz
Picture Editor—Harry Hoffman
Radio-Television—Mrs. Eugenia K. Rozanski
Real Estate—Raymond Nelson
Travel—Rolfe Garrett
Society—Marion D. Scholl; Katherine McC. Dunlap (Women's Clubs)

PHILADELPHIA (Pa.), NEWS (e)
Run-of-Paper Color Advs.: 4 colors. Daily.
Split Run Advertising: Every-other Paper.
No Editions: Jan. 1; May 30; Labor Day; Thanksgiving; Christmas; July 4th.
Food and/or Household Dept.: Thurs. food section.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Julius Apt
Cartoonist—Jerry Doyle
Columnists—Ed Delaney; Jerry Gaghan
Editorial Writers—Harry T. Saylor; George Burns
Fashions—Kay Vincent
Food—Barry Botsford
Librarian—Gerard Martin
Motion Picture-Theatrical—Ernie Schier
Music—J. Carlin McKinney
Photo. Dept. Mgr.—Jos. McGuinn
Picture Editor—Donald Robinson
Radio-Television—Ernie Schier

PHILIPSBURG (Pa.), JOURNAL (e ex. Sat)
Split Run Advertising: Yes.
Advs. Not Accepted: Liquor, beer.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.

PHOENIXVILLE (Pa.), REPUBLICAN (e)
Split Run Advertising: Yes.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WNAR.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joseph P. Ujobai
Aviation—Joseph P. Ujobai
Book—Pamela James
Business-Financial—Joseph P. Ujobai
Church—John V. Norris
Columnist—Phoebe H. Gilkyson
Credit Mgr.—Sylvia McElfratrick
Editorial Writers—Phoebe H. Gilkyson; Joseph P. Ujobai; Joseph F. Rudick
Education—Joseph F. Rudick
Farm—Jeannette Styer
Fashion—Diane Sharshon
Food—Joseph F. Rudick
Garden—John V. Norris
Librarian—Pamela James
Motion Picture-Theatrical—Eleanor McCullough
Music—Diane Sharshon
Photo. Dept. Mgr.—Joseph F. Rudick
Picture Editor—Joseph F. Rudick
Photography—Louis Geczy
Radio-Television— Joseph P. Ujobai
Real Estate—Joseph P. Ujobai
Travel—Joseph P. Ujobai
Society—Diane Sharshon

PITTSBURGH (Pa.), POST-GAZETTE (m)
Run-of-Paper Color Advs.: Black and 1, 2 or 3 colors. Daily.
Split Run Advertising: Every-other Paper.
Special Editions: Financial & Business Rev. (Jan.); Baseball (Apr.); Modern Homes; Auto Show.
Food and/or Household Dept.: Food column daily.
Radio Station Affiliation: WWSW.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur Friedman
Business-Financial—Arthur R. Friedman
Cartoonist—Cy Hungerford
Columnist—Charles F. Danver
Credit Mgr.—Joseph S. Rhodes
Editorial Writers—Frank S. Hawkins; Andrew Chancellor; John Lofton
Fashion—Frances Walker
Food—Veronica Volpe
Motion Picture-Theatrical—Harold V. Cohen
Music—Donald S. Steinfirst
Photo. Dept. Mgr.—James Klingensmith
Radio-Television—Win Fanning
Real Estate—Maurice Sullivan
Travel—Maurice Sullivan
Society—Anne Ryan Lesh

PITTSBURGH (Pa.), PRESS (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors.
Split Run Advertising: Every-other Paper.
Special Editions: Year End (Jan.).
No Editions; New Years; Decoration Day; July 4th; Christmas.
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: This Week Magazine.
Group Membership: Jessie's Notebook; Nancy Sasser; Metropolitan; All Outdoors.
Food and/or Household Dept.: Food Section-Thursdays; Food Column-Tues.; Thurs.; & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Henry Ward
Book—Robert Molyneux
Business-Financial—Waldo L. Russell
Church—Ray Hoffman
Columnists—Gilbert Love; William White
Credit Mgr.—A. W. Bliesznner
Editorial Writers—Robert Taylor; Gilbert Love; James E. Helbert
Farm—Leo Koeberlein
Fashion—Lenore Brundige
Food—Josephine Gibson
Librarian—Peggy Connell
Motion Picture-Theatrical—Kap Monahan
Music—Ralph Lewando
Photo. Dept. Mgr.—Ray Gallivan
Radio-Television—Fred Remington
Real Estate—David E. Bollinger, Jr.
Travel—Henry Ward
Society—Mary O'Hara

PITTSBURGH (Pa.), SUN-TELEGRAPH (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily
Split Run Advertising: Every-other Paper.
Special Editions: Cook Book (Apr.); Year End Business Review (Jan.); Christmas Section (Dec.); Football Section (Sept.); Good Housekeeping Section (Oct.).
No Editions: Christmas; New Year's; Independence Day.
Magazine Section Carried: The American Weekly; Pictorial Review.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Rocks
Business-Financial—Hiram Howard
Church—Errett Smith
Columnists—Kenneth Speer; Davis J. Walsh; Harry Keck; Hi Howard; Milton V. Burgess; David T. Jones; George Shradle
Credit Mgr.—Wm. H. Eichenberg
Editorial Writer—Max Henrici
Farm—James Pettican
Fashion—Dorothy Randall
Food—Marion Leslie
Garden—James Pettican
Librarian—William Frank
Motion Picture-Theatrical—Karl Krug; Leonard Mendlowitz
Music—J. Fred Lissfelt
Photo. Dept. Mgr.—Edward Salamosy
Picture Editor—Wilbur D. Clark
Radio-Television—Wilbur D. Clark; James Pettican
Real Estate—Hiram Howard
Travel—William C. Smith
Society—Alice Hogg Seneff

PITTSTON (Pa.), DISPATCH (S)
Special Editions: Graduation (June); Football (Nov.); Easter; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard Cosgrove
Cartoonist—R. Cosgrove
Columnists—John Kehoe; W. A. Watson; Joanne Killian; J. A. O'Malley
Editorial Writer—William A. Watson, Sr.
Education—W. A. Watson, Jr.
Fashion—Joanne Killian
Photo. Dept. Mgr.—W. A. Watson, Jr.
Picture Editor—W. A. Watson, Sr.
Society—Joanne Killian

PITTSTON (Pa.), GAZETTE (e)
Special Editions: Christmas (Dec.).
No Editions: Decoration Day; July 4th; Christmas; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—John F. Higgins; Robert Evans

POTTSTOWN (Pa.), MERCURY (m)
Run-of-Paper Color Advs.: Up to 3 colors. Early in the week preferred.
Advs. Not Accepted: Bingo.
Special Editions: New Years Greetings (Jan.); Financial (Jan. & July); Thrift Week (Jan.); Home Impr.-Building (Mar. & Sept.); Fishing (Apr.); June Brides (June); School Safety (June); Farm Safety (June); Seventh Day Adventists Conference (July); Picnic (Aug.); Back-to-School (Sept.); Mobile Trailers (Sept.); Farm-City Week (Oct.); Fire Prevention (Oct.); Christmas Greetings (Dec.).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Shandy Hill
Business-Financial—Normand Poirier
Church—John K. Binder
Columnist—Shandy Hill
Credit Mgr.—Sara J. Beerbrower
Editorial Writer—Shandy Hill
Farm—Robert J. Boyle
Fashion—Dolores Smith
Food—Dolores Smith
Garden—Robert J. Boyle
Labor Editor—Normand Poirier
Librarian—Charles Carter
Music—John Binder
Photo. Dept. Mgr.—Eugene Orlando
Picture Editor—Eugene Orlando
Radio-Television—Susan Ziegler
Society—Esther Gray

POTTSVILLE (Pa.), REPUBLICAN (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Special Editions: First Baby (Dec. & Jan.); Valentine (Feb.); Farm (Mar.); Spring Fashions (Mar.). Home Appliance-TV (Apr.); Mothers Day (May); Brides (May); Graduations (June); Fathers Day (June); Summer Fashions (June); Dairy Month (June); Back to School (Aug.); Hunting (Oct.); Football (Sept. & Oct.); Christmas Opening (Nov.).
No Editions: Christmas; New Years; Memorial Day; Labor Day; July 4th; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—John J. Richards
Cartoonist—Howard Hoffman
Church—David Yocum
Columnists—J. Richards; C. Rose; Jean Neuser; W. Schraedley; C. Downey; Marion Clifford; Arthur Follett; Al Dietz; Walter Farquhar; Herrwood Hobbs; Jack J. Richards
Credit Mgr.—Marion K. Flanagan
Editorial Writers—Ken Brennan; J. Richards; J. H. Zerbey; Martin Wixted; David Yocum
Farm—Jean Neuser
Fashion—Marion Sheafer
Garden—Marion Clifford
Librarian—Helen Leuchtner
Motion Picture-Theatrical—KennethL. Brennan
Music—Kenneth L. Brennan
Photo. Dept. Mgr.—Vince Ney
Picture Editor—Kenneth L. Brennan
Radio-Television—Charles Rose
Travel—Marion Clifford
Society—Marion Sheafer

PUNXSUTAWNEY (Pa.), SPIRIT (e)
No Editions: New Years; Christmas; Thanksgiving; Labor Day; Armistice Day.
Food and/or Household Dept.: Daily food column
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Lambert
Aviation—William Lambert
Book—Sid Carlton
Business-Financial—Sid Carlton
Church—William Lambert
Columnists—P. L. Smith; Ben L. Jones.
Editorial Writer—P. L. Smith
Education—William Lambert
Farm—William Lambert
Fashion—Carol Jones
Food—Carol Jones
Garden—Carol Jones
Librarian—William Lambert
Motion Picture-Theatrical—William Lambert
Music—Sid Carlton
Photo. Dept. Mgr.—Leroy S. Harlan
Picture Editor—Sid Carlton
Radio-Television—Ben Jones
Real Estate—William Lambert
Travel—Carol Jones
Society—Carol Jones

QUAKERTOWN, (Pa.), FREE PRESS (e ex Sat.)
Advs. not Accepted: Liquor
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

READING (Pa.), TIMES (m); EAGLE (e) (S)
Food and/or Household Dept.: Food Thurs. (e)
Radio Station Affiliation: WEEU
Television Station Affiliation: WEEU-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Louis J. Schlosberg (m); Kenneth R. Newbould (e) (S)
Aviation—Louis J. Schlosberg (m); Nick Moser (e) (S)
Book—Martz Schoffstall (m); Larry McDermott (e) (S)
Business-Financial—Gordon Williams (m); W. S. Dillon (e); Kenneth R. Newbould (S)
Cartoonists—Kenneth Fisher (m); Roy Gensler (e) (S)
Church—William Schneider (m); Robert Schoenert (e)
Columnists—Martin Salditch (m); Martz Schoffstall (m); Dr. Arthur Graeff (m); Richard Peters (m); Melvin Silva (m); Harry Dilser (m); Kenneth Tuckey (m); Larry McDermott (e), Lilly March (e); Paul Lukas (e); Nick Moser (e); Joe Much (S); Bill Reedy (e) (S); John F. Walsh (S); Leonard Harris (S)
Credit Mgr.—A. J. Heine
Editorial Writers—Martz Schoffstall (m); Daniel B. Hoffman (e) (S)
Education—Martz Schoffstall (m); John Walsh (e) (S)
Farm—William Schneider (m); S. Fred Miller (e) (S)
Fashion—Mrs. Wanda Bertolet (m); Miriam Gruber (e) (S)
Food—Miss Joan Astrom (m); Miriam Gruber (e) (S)
Garden—Martz Schoffstall (m); Kenneth R. Newbould (e) (S)
Librarian—Dan Thompson (m) (e) (S)
Motion Picture-Theatrical—Martz Schoffstall (m); Larry McDermott (e) (S)
Music—Martz Schoffstall (m); Leonard Harris (S); Kenneth R. Newbould (e) (S)
Photo. Dept. Mgr.—Clifford Yeich (m); Walter A. Romanski (e) (S)
Picture Editor—Richard C. Peters (m); Thomas N. Boland (e); Kenneth R. Newbould (S)
Radio-Television—Louis Schlosberg (m); Robert Schoenert (e) (S)
Real Estate—William H. East (m); Kenneth R. Newbould (e) (S)
Travel—J. J. Schanz (m); Thomas N. Boland (e) (S)
Society—Mrs. Wanda Bertolet (m); Miriam Gruber (e); Matthew J. Romanski (S)

RENOVO (Pa.), RECORD (e ex. Sat)
Annual Special Editions: Christmas (Dec.); New Years (Dec.).
No Editions: Legal holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Bennett Shaffer

RIDGWAY (Pa.), RECORD (e)
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.

ST. MARYS (Pa.), PRESS (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—W. G. Bauer
Credit Mgr.—W. G. Bauer
Editorial Writer—H. T. O'Brien
Personnel Mgr.—W. G. Bauer
Picture Editor—H. T. O'Brien
Radio-Television—Myra Trgovac
Society—Myra Trgovac

SAYRE AND ATHENS (Pa.), WAVERLY (N. Y.), TIMES (e)
No Editions: Christmas; New Years; Labor Day; July 4th; Memorial Day; Thanksgiving.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—John J. Beahan; Paul Seibel; Harold C. Yingling.
Editorial Writers—Harold C. Yingling; John J. Beahan
Fashion—Barbara Cole
Food—Gertrude Tracy
Picture Editor—John J. Beahan
Society—Barbara Cole

SCRANTON (Pa.) TIMES (e)
Advs. Not Accepted: Mail order. Out of town retail.
Special Editions: Women's and Men's Fashions (Mar.); Home Fashions (Sept.); Back to School (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Food section Thursday.
Radio Station Affiliation: WEJL-AM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. J. Ruddy
Aviation—George Walsh
Book—Thomas F. Murphy
Business-Financial—E. J. Gerrity
Church—Joseph F. Gilroy
Columnist—E. J. Gerrity
Credit Mgr.—John J. Kelly
Editorial Writers—Thomas F. Murphy; Martin J. Hayes; Neil L. Whitney
Education—Martin J. Hayes
Farm—Ed. Rogers
Fashion—Ann Kearney
Food—Wm. Bassett
Garden—Harold Myers
Librarian—John Johnston
Motion Picture-Theatrical—E J. Donohoe (city Ed.)
Music—Counad Evans
Personnel Mgr.—John J. Kelly
Photo. Dept. Mgr.—John Greskovic
Picture Editors—E. J. Gerrity; E. J. Donohoe
Radio-Television—Robert Davis; Charles Mackey
Real Estate—George Walsh
Travel—E. J. Donohoe
Society—Ann Kearney

SCRANTON (Pa.), TRIBUNE (m); SCRANTONIAN (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: (m) Every-other Paper.
Advs. Not Accepted: Retail mail order from out of town available in local stores.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Friday food section.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Ruth G Rose
Columnists—Robert J. Arthur; "Chic" Feldman; Robert Mang
Credit Mgr.—Herman Bassoff
Editorial Writers—Robert J. Arthur; Robert Mang; Walter Toolan
Food—Mrs. Gene Brislin
Photo. Dept. Mgr.—A. J. Sandone
Radio-Television—Jack Lewis
Society—Mrs. Gene Brislin

SHAMOKIN (Pa.), NEWS-DISPATCH (e)
Special Editions: Spring & Fall Fashions (Mar. & Sept.); Back To School (Aug.); Christmas (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Robert E. Malick
Editorial Writer—William Dyer

SHARON (Pa.), HERALD (e)
Split Run Advertising: Every-other Paper.
Special Editions: Christmas (Nov.); Farm & Garden (May); Back to School (Aug.); Club Women's (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Christmas.
Radio Station Affiliation: WPIC.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

PENNSYLVANIA—Cont'd

(Continued from Page 229)

SHARON (Pa.) HERALD—Cont'd

DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Thomas M. Gibbons
Church—Raymond H. Thoman
Credit Mgr.—H. E. Nefu
Editorial Writers—G. A. Harshman; Josepa D. Shatto
Education—Raymond H. Thoman
Farm—Theodore Richardson
Fashion—Marion M. Shatto
Food—Marion M. Shatto
Garden—Theodore Richardson
Librarian—Miss Margaret Dickens
Photo. Dept. Mgr.—Vincent Smith
Picture Editor—Joseph D. Shatto
Radio-Television—Miss Carol Sabo
Real Estate—Thomas M. Gibbons
Travel—Marion M. Shatto
Society—Marion M. Shatto

SHENANDOAH (Pa.), HERALD (e)
Special Editions: Financial (Jan.); Spring Opening (Mar.); Fall Opening (Sept.); Christmas (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily Food column. Food feature pages. Mon. & Thurs. Household Section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James F. Haas
Aviation—Thomas F. Martin
Business-Financial—Thomas F. Martin
Columnists—Tom Barrett; Joe Dalton; Theresa Yodis; Kathryn Wiekrykas
Editorial Writers—James F. Haas; Joe Dalton
Education—Joe Dalton
Fashion—M. Anna Straughn
Food—M. Anna Straughn
Librarian—M. Anna Straughn
Motion Picture-Theatrical—Jim Haas
Music—M. Anna Straughn
Radio-Television—M. Anna Straughn
Travel—John Dudish

SOMERSET (Penna.), AMERICAN (m)
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion (March); White Christmas (Nov.).
No Editions: Christmas; July 4th.
Food and/or Household Dept: Pantry Shelf. Daily.
DEPARTMENTAL EDITORS and/or MANAGERS:
Church—Mrs. Jennie May
Columnists—Margaret R. Stumpf; Sara Roberta Getty
Editorial Writers—Henry Baker Reiley
Education—Margaret L. Reiley
Farm—Verle Fritz
Fashion—Margaret R. Stumpf
Food—Margaret R. Stumpf
Garden—Verle Fritz
Librarian—Linda Winters
Motion Picture-Theatrical—Sara Roberta Getty
Music—Margaret L. Reiley
Photo. Dept. Mgr.—Jennie May
Real Estate—Margaret R. Stumpf
Society—Mary Black

STATE COLLEGE-BELLEFONTE (Pa.), CENTRE TIMES (e)
Advs. Not Accepted: Liquor.
Special Editions: Christmas Gift Guide (Dec.).
No Editions: Christmas; New Years; Labor Day; Decoration Day; Thanksgiving; July 4th.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Wm. L. Werner
Church—Mary Rogers
Columnists—Ross Lehman, Paul Poorman; Dorothy Meyers
Editorial Writer—Jerome Weinstein
Photo. Dept. Mgr.—Paul Houck
Picture Editor—Paul Houck
Society—Mary Rogers

STROUDSBURG-E. STROUDSBURG (Pa.), RECORD (m)
Special Editions: Resort (May); Penna. Week (Oct.); Christmas (Nov.); Progress (Jan.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WVPO, Stroudsburg.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Paul Carlson
Columnists—Bobby Westbrook; James Riley; Robert Clark
Editorial Writer—John F. Hill
Motion Picture-Theatrical—Leonard Randolph
Music—Leonard Randolph
Photo. Dept. Mgr.—Roderick MacLeod
Society—Bobby Westbrook

SUNBURY (Pa.), ITEM (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: WKOK.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—N. E. Furman
Church—D. C. Swank
Editorial Writer—H. H. Haddon
Farm—W. A. Toland
Librarian—Marjorie Spogen
Photo. Dept. Mgr.—Ralph Forster
Picture Editor—Cyril A. Kane
Society—Helen Furr

TAMAQUA (Pa.), COURIER (e)
Split Run Advertising: Geographically. Every-other Paper.
Special Editions: Spring (Apr.); Fall (Sept.); Back to School (Aug.).
No Editions: New Years; July 4th; Christmas; Thanksgiving; Labor Day; Decoration Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Clarence Hiss
Aviation—Edith M. Sozio
Business-Financial—David L. Miller
Church—Gordon Pfiel
Columnist—Billy McHale
Credit Mgr.—Ellen Hegarty
Editorial Writers—Gordon Pfiel; David L. Miller
Education—Gordon Pfiel
Farm—Robert Meredith
Fashion—Edith M. Sozio
Food—Marguerite Feathers
Garden—Edith M. Sozio
Librarian—Gordon Pfiel
Motion Picture-Theatrical—Edith M. Sozio
Music—Gordon Pfiel
Personnel Mgr.—David L. Miller
Photo. Dept. Mgr.—Robert Meredith
Picture Editor—Robert Meredith
Radio-Television—Edith M. Sozio
Real Estate—Gordon Pfiel
Travel—Billy McHale
Society—Edith M. Sozio

TARENTUM (Pa.), VALLEY DAILY NEWS (e)
Advs. Not Accepted: Liquor; beer; wine; cigarette.
Special Editions: Easter (Apr.); Graduation (May); Back-to-School (Aug.); Thanksgiving (Nov.); Christmas (Dec.); New Years (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: School, Church, each once a week.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Clemens Schwartz
Aviation—Clemens Schwartz
Book—Gerry Smith
Business-Financial—Rodney Fisher
Cartoonist—Rudy Tutka
Church—Frieda Rutkowski
Columnists—Walter Rutkowski; Frieda Rutkowski; Janet McCue; Geraldine Smith
Credit Mgr.—Stephen R. Fliss
Editorial Writers—George Stuart; Walter Rutkowski; Eugene Simon
Education—Celie McCue
Farm—Eugene Simon
Fashion—Gerry Smith
Food—Janet McCue
Garden—Eugene Simon
Librarian—Kay Cooper
Motion Picture-Theatrical—Ralph Valerio
Music—Gerry Smith
Personnel Mgr.—Eugene A. Simon
Photo. Dept. Mgr.—Clemens Schwartz
Picture Editor—Clemens Schwartz
Radio-Television—Robert Tench
Real Estate—Robert Tench
Travel—Eugene Simon
Society—Gerry Smith

TITUSVILLE (Pa.), HERALD (m)
Split Run Advertising: Geographically.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: New Year's Ed. (Dec. 31).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to E. T. Stevenson

TOWANDA (Pa.), REVIEW (m)
Advs. Not Accepted: Liquor
No Editions: New Years. Washington's Birthday; Memorial Day. July 4th. Labor Day. Armistice Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Staley N. Clarke; Ashton Merrill
Editorial Writers—David M. Turner. Staley N. Clarke

TYRONE (Pa.), HERALD (e)
Special Editions: Graduation (June); Back to School (Aug.), Football (Sept.); Christmas Opening (Dec.); First Baby and New Year (Dec.).
No Editions: New Years, Decoration Day, July 4th; Labor Day, Thanksgiving; Christmas.
DEPARTMENTAL EDITIONS and/or MANAGERS
Columnist—A. R. Flenner
Librarian—Mrs. Doris Conaghan
Picture Editor—Herb Werner
Society—Mrs. Doris Conaghan; Paul M. Goheen

UNIONTOWN (Pa.), HERALD (m); STANDARD (e)
Run-of-Paper Color Advs. 1 color Daily.
No Editions New Years; Memorial Day. July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Clover Culver; R. David Kamensky; Douglas McIntire; Walter J. Storey, Jr.
Editorial Writers—Joe L. Dickson; Arnold Goldberg

VANDERGRIFT (Pa.), NEWS (e)
No Editions: New Years; Labor Day; July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Mrs. Lloyd Drummond

WARREN (Pa.), TIMES-MIRROR (e ex. Sat)
Run-of-Paper Color Advs. 1 color Daily
No Editions New Years; Memorial Day; July 4th. Labor Day Christmas; Thanksgiving
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edward C. Lowrey
Church—Lila Schular
Editorial Writer—Edw. C. Lowrey
Education—Lila Schuler
Farm—Edw. C. Lowrey
Fashion—Lila Schuler
Food—Lila Schuler
Librarian—Lila Schuler
Music—Lila Schuler
Picture Editor—Ardell Saylor
Society—Lila Schuler

WASHINGTON (Pa.), OBSERVER (m), REPORTER (e)
Run-of-Paper Color Advs.: (Observer) (m) 1 color, Sat., Mon., Tues.
Split Run Advertising: Yes.
Advs. Not Accepted: Liquor.
Special Editions: Business & Industrial Review edition (Jan.); Financial Review Ed. (Jan.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Photo and Eng. Dept. Mgr.—Charles K. Arnold
Society—Mary Patterson (m); Ruth Rutherford (e)
Address editorial correspondence to Guy R. Day (e)

WAYNESBORO (Pa.), RECORD-HERALD (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor; beer.
No Editions: New Year's, Decoration Day, July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—W. B. Curry
Photo. Dept. Mgr.—Robert McLaughlin
Picture Editor—W. J. Davis
Society—Jeannette Reid

WEST CHESTER (Pa.), LOCAL NEWS (e)
Advs. Not Accepted: Liquor
Special Editions: Progress (Jan.); Back to School (Aug.); Christmas (Dec.)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving, Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. G. Hall
Business-Financial—Hugh V. McDevitt
Church—Henry L. Brinton
Editorial Writer—Henry L. Brinton
Food—Mary Mateer
Motion Picture-Theatrical—Miriam Peacock
Music—Miriam Peacock
Real Estate—Miriam Peacock
Society—Mary Mateer
Sports—Jarry Hamer
Travel—Miriam Peacock

WILKES-BARRE (Pa.), INDEPENDENT (S)
Advs. Not Accepted: Out-of-town retail mail order firms.
Special Editions: Fashions (Mar. & Sept.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Thomas F. Heffernan
Aviation—Thomas Moran
Cartoonist—John Zell
Columnists—Tom Moran; Libby Brennan; Mike Bernstein
Editorial Writer—Thomas E. Heffernan
Society—Libby Brennan

WILKES-BARRE (Pa.), RECORD (m); TIMES-LEADER-NEWS (e)
Run-of-Paper Color Advs. 1 color. Daily.
No Editions: Christmas; July 4th. Times-Leader-News only.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—T. A. Gavin (m)
Book—Robert W. Johnson (m); Joseph T. Murphy (e)
Business-Financial—T. A. Gavin (m) (e)
Church—M. M. Bartlebaugh (m), James A. Crawley (e)
Columnist—J. J. McSweeney (e)
Editorial Writers—Robert W. Johnson (m); John J. McSweeney (e)
Food—T. A. Gavin (m) (e)
Librarian—Edward Rogers (e); John Wallace (m)
Motion Picture-Theatrical—T. A. Gavin (m)
Music—Dorothy E. Eshleman (m); Mrs. Wesley Woodruff (e)
Picture Editor—T. A. Gavin (m) (e)
Radio-Television—M. M. Bartlebaugh (m) (e)
Real Estate—N. E. Nelson (m) (e)
Travel—T. A. Gavin (m) (e)
Society—Margaret Johnson Roche (m); Gertude C. McNelis (e)

WILLIAMSPORT (Pa.), GRIT (S)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor, beer.
Food and/or Household Dept. Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—H. E. Bennett
Cartoonist—E. J. Ziegler
Columnists—Denton King; Roger Powers
Editorial Writer—J. M. Sheen
Fashion—Ann Kellenstine
Food—Erma M. Winner
Motion Picture-Theatrical—J. B. Willmann
Picture Editor—R. F. Williamson
Radio-Television—T. A. Eidell

WILLIAMSPORT (Pa.), SUN-GAZETTE (e ex. Sun.)
Advs. Not Accepted: Alcoholic beverages; mail order.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Paul E. Case
Editorial Writers—Paul Gilmore; Clifford Thomas (Features)
Society—Naomi Woolever

YORK (Pa.), DISPATCH (e)
No Editions July 4th, Labor Day; Thanksgiving, Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Courtney Dunkel
Credit Mgr.—Irwin B. Quickel
Librarian—Alfred Neiman

YORK (Pa.), GAZETTE & DAILY (m)
Split Run Advertising: Every other paper except Thurs. or Fri.
Advs. Not Accepted: Liquor; patent medicines; clairvoyants; speculative mail order; personals.
Special Editions: Home Building (Apr.); Christmas Gift (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonists—Walt Partymiller
Columnist—Charles M. Gitt
Editorial Writer—James Higgins
Farm—John Fortney
Fashion—M. Caroline Gable
Librarian—Lloyd B. Harris

RHODE ISLAND

NEWPORT (R. I.), DAILY NEWS (e)
No Editions: New Years, Memorial Day, July 4th; Victory Day (Aug. 14); Labor Day; Columbus Day; Veterans Day, Thanksgiving; Christmas.

PAWTUCKET (R. I.), TIMES (e)
No Editions: New Years; Memorial Day; July 4th; Victory Day (Aug. 14, 1945); Labor Day; Columbus Day; Veteran's Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Ernest G. Abell
Editorial Writer—J. J. Monaghan
Address editorial correspondence to Sylvester Sprague.

PROVIDENCE (R. I.), JOURNAL (m) (S); BULLETIN (e)
Advs. Not Accepted: Liquor (S).
No Editions: (Bulletin only) New Years; Memorial Day; July 4th; Victory Day (Aug. 14, 1945); Labor Day; Columbus Day; Veterans Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: This Week.
Group Membership; Metropolitan Sunday Group.
Radio Station Affiliation: WEAN and WPJB-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—George F. Troy, Jr. (m) (e) (S)
Business-Financial—George H. Arris (m) (e) (S)
Cartoonists—Burges Green (m) (S); Paule Loring; Frank Lanning (e); John Fawcett
Church—Robert Whitaker (m) (e) (S)
Columnists—Barry Brown; George Popkin; Deborah Walker; Mae Keighley (m); Sue Bailey Reid (m); Etta V. Leighton; Richard Reynolds; Deborah Walker; Kathleen Atkinson; Earl Lofquist; Lynne Lambrecht (S); John Hanlon (e)
Credit Mgr.—Everett O. White
Editorial Writers—Barry Brown; George Potter; James Doyle; Winston Phelps; Robert B. Graham; Paul Moyer (m) (e) (S)
Education—James K. Sunshine (m) (e) (S)
Farm—Leonard O. Warner (m) (e) (S)
Fashion—Madeliene Corey (m) (e) (S)
Food—Mae Keighley (m); Dorothy Pratt (e); Violet Higbee (S)
Garden—John W. Hawkins (S)
Librarian—Elliott Andrews (m) (e) (S)
Motion Picture-Theatrical—Bradford F. Swan (m) (e) (S)
Music—George Y. Loveridge (m) (e) (S)
Photo. Dept. Mgr.—Clinton H. Cram (m) (e) (S)
Picture Editor—Kenneth W. Parker (m) (S); William Reilly (e)
Radio-Television—Ted Holmberg (m) (e) (S)
Real Estate—John W. Hawkins (S)
Society—Dorothy Dexheimer (m); Lucille Elfenbein (e); Catherine Lynch (S)

WESTERLY (R. I.), SUN (e ex. Sat) (S)
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; Independence Day; V-J Day; Labor Day; Columbus Day; Veterans Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—C. Starr Barker
Editorial Writer—Charles W. Utter
Farm—Leo Dotolo
Garden—E. P. Christopher
Personnel Mgr.—Charles W. Utter
Photo. Dept. Mgr.—George H. Utter

WEST WARWICK (R. I.), PAWTUXET VALLEY TIMES (e)
No Editions: New Years; Memorial Day; July 4th; Victory Day (Aug. 14, 1955); Labor Day; Columbus Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wilton P. Hudson
Aviation—Wilton P. Hudson
Book—Wilton P. Hudson
Business-Financial—Daniel T. Burns
Cartoonist—Emile Trahan
Church—Wilton P. Hudson
Columnists—Richard H. Kirchmeyer; Wilton P. Hudson; Ambrose R. Smith
Editorial Writers—Daniel T. Burns; Wilton P. Hudson
Education—Wilton P. Hudson
Farm—Ronald L. A. Anderson
Fashion—Lillian Colvin
Food—Ronald L. A. Anderson
Garden—Ronald L. A. Anderson
Librarian—Lillian Colvin
Motion Picture-Theatrical—Wilton P. Hudson
Music—Wilton P. Hudson
Photo. Dept. Mgr.—Richard H. Kirchmeyer
Picture Editor—Richard H. Kirchmeyer
Radio-Television—Irving Havens
Real Estate—Daniel T. Burns
Travel—Wilton P. Hudson
Society—Lillian Colvin

WOONSOCKET (R. I.), CALL (e)
Split Run Advertising; Every-other Paper
No Editions: New Years; Decoration Day; July 4th; Victory Day (Aug. 14, 1945); Labor Day; Columbus Day; Memorial Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WWON, WWON-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William A. Crouse
Aviation—Paul L. Smith
Book—Edgar J. Allaire
Business-Financial—Paul L. Smith
Church—Edgar J. Allaire
Columnist—Greg Greene (sports)
Credit Mgr.—Russell N. Bentley
Editorial Writers—Paul L. Smith; William A. Crouse; Edward Berman
Education—George R. Farrar, Jr.
Farm—Harold T. Gilbert
Fashion—K. Eileen Doyle
Food—K. Eileen Doyle
Garden—Edward Berman
Librarian—Mabel E. Hunter
Motion Picture-Theatrical—Martin S. Bander
Music—Louise J. Lind
Photo. Dept. Mgr.—Francis A. Pelletier
Picture Editor—Andrew P. Palmer
Radio-Television—Martin S. Bander
Real Estate—William A. Crouse
Travel—Buell W. Hudson
Society—K. Eileen Doyle

SOUTH CAROLINA

AIKEN (S. C.), STANDARD & REVIEW (m)
Advs. Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—Ed. Kenney

ANDERSON (S. C.), MAIL (e); INDEPENDENT (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Palmists.
Special Editions: New South (Jan.); Auto & Cooking School (Feb.).
No Editions: Christmas Day.
Food and/or Household Dept.: Thurs. (e); Fri. (m).
Radio Station Affiliation: WAIM & WCAC (FM)
Television Station Affiliation: WAIM-TV (CBS and ABC) Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Herbert Hall (m) (S); Joe Pruitt (e)
Aviation—Buddy Hall (m) (e) (S)
Book—Frank Dickson (m) (S)
Cartoonist—Lou Paige (m) (S)
Church—S. A. Hall (m) (S); Carey Hayes (e)
Columnists—T. F. Acker (m) (S); Charles Garrison (m) (S); Hue Phillips (m) (S); M. B. Camak (m) (S)
Credit Mgr.—J. D. McCoy

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ANDERSON (S. C.) MAIL-INDEPENDENT—Cont'd
Editorial Writers—L. S. Hembree (m) (S); J. B. Hall (e); James R. Young (e)
Education—Mrs Charlotte Parrish (m) (S)
Farm—James Blessing (m) (S)
Fashion—Carolyn Hodges (m) (S); Mrs. Pansy Lane (e)
Food—Carolyn Hodges (m) (S)
Garden—Mrs. Marjorie Young (m) (S)
Librarian—Mrs. Kayle Turner (m) (e) (S)
Motion Picture-Theatrical—Kayle Turner (m) (e) (S)
Music—Martha Sheely (m) (S); Mrs. Emma Lee F. Holman (e)
Photo. Dept. Mgr.—Gerald Shore (m) (S)
Picture Editor—T. F. Acker (m) (S)
Radio-Television—G. Paul Browne (m) (S)
Real Estate—Herbert Hall (m) (S)
Travel—Mrs. Marjorie Young (m) (S)
Society—Carolyn Hodges (m) (S); Pansy Lane (e)

CHARLESTON (S. C.), THE NEWS AND COURIER (m); POST (e), THE NEWS AND COURIER (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily; 1 color Sunday.
Special Editions: Spring Fashions (Mar.); Your Home (Apr.); Christmas Shopping (Dec.);
No Editions: Christmas (e); Dec. 26 (m).
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Bryan W. Collier (m); Charlotte Walker (e)
Church—Mrs. Marjorie C. Campbell (m); Basil W. Hall (e)
Columnist—H. R. Sass (m)
Credit Mgr.—E. H. B. Perry
Editorial Writers—T. R. Waring; F. B. Gilbreth (m); R. M. Hitt, Jr.; Manning J. Rubin (e)
Farm—John G. Leland (m); Belvin B. Horres (e)
Fashion—Charlotte Walker (e); Miss Patricia A. Robertson (m)
Food—Miss Agnes Boinest (m); Mrs. Charlotte Walker (e)
Librarian—E. H. Losse (m) (e)
Motion Picture-Theatrical—S. A. Cothran (m)
Basil W. Hall (e)
Personnel Mgr.—Julia W. McIver
Society—Mrs. Lucy Green (e) (m); Mrs. Charlotte Walker (e)

COLUMBIA (S. C.), STATE (m) (S); RECORD (e)
Run-of-Paper Color Advs.: Up to 4 colors.
Syndicated Magazine Section Carried: The American Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert V. Ackerman (m)
Cartoonists—Jack Smyrl (m)
Credit Mgr.—L. Gregory Pearce
Personnel Mgr.—Ambrose G. Hampton
Photo. Dept. Mgr.—Jack McGrall (m); Richard H. Taylor (e)

FLORENCE (S. C.), NEWS (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors.
Special Editions: Spring (Mar.), Fall (Sept.); Christmas (Dec. 25).
No Editions: Dec. 26.
Group Membership: Southeastern Color Comics
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—J. M. O'Dowd
Editorial Writers—James A. Rogers
Farm—Harvey Shoper
Photo. Dept. Mgr.—Tom Kirkland
Picture Editor—Tom Kirkland
Society—Pat MacEachern

GREENVILLE (S. C.), NEWS (m) (S), PIEDMONT (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Fri. & Sun. (m); Daily except Mon. & Thurs. (e).
Split Run Advertising: Every-other Paper.
Advs. Not Accepted. Rebuilt Appliances, Fortune Tellers.
Special Editions: Basketball Edition (Feb.), Home Appliances (Mar.), Baby Edition (Apr.), Graduation (May), Back-to-School Edition (Aug.), Textile Edition (every 2 yrs.); Home Fashion Time (Sept.); Football Edition (Sept.); Christmas Shopping (Nov.); Textile Workers' Days (Nov.); Christmas Greetings (Dec.); Textile Edition (every 2 years)
No Editions: Christmas.
Syndicated Magazine Section Carried: Parade.
Radio Station Affiliation: WFBC AM & FM.
Television Station Affiliation: WFBC-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Dr. Nicholas P. Mitchell (m) (S); J. H. McKinney, Jr. (e)
Cartoonist—L. C. Shelton, Jr. (m) (S)
Church—Gil Rowland (m) (S), Deloris Robinson (e)
Columnists—L. N. Foy (m) (S); D. A. Tillinghast (e)
Credit Mgr.—Miss Minnie S. Crane
Editorial Writers—L. N. Foy; Dr. Nicholas P. Mitchell (m) (S), D. A. Tillinghast, Wayne Freeman (e)
Fashion—Dorothy Booraem (m) (S); Ansley Ketchin (e)
Food—Paul Barrett (e)
Garden—Mrs. Elca W. Peace (m) (S)
Librarian—Miss Marguerite Johnston
Motion Picture-Theatrical—Hurley Badders (m) (S)
Photo. Dept. Mgr.—Heyward Lupo (m) (e) (S)
Society—Mrs. Dorothy Booraem (m) (S), Ansley Ketchin (e)

GREENWOOD (S. C.), INDEX-JOURNAL (e)
Split Run Advertising: Every-other Paper Sat.
Special Editions: Christmas (Dec.).
No Editions: Christmas.
Food and/or Household Dept.: Food pages Wed.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—J. E. Chaffin
Church—Margaret Watson
Editorial Writer—H. L. Watson
Education—Margaret Watson
Farm—J. E. Chaffin
Fashion—Sara Catherine Wilkinson
Food—Sara Catherine Wilkinson
Music—Margaret Watson
Photo. Dept. Mgr.—Charles Haralson
Picture Editor—Charles Haralson
Radio-Television—J. E. Chaffin
Society—Sara Catherine Wilkinson

ORANGEBURG (S. C.), TIMES and DEMOCRAT (m) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Special Editions: Spring Fashions (Mar.); Fishing (Apr.); Back to School (Sept.); Fall Fashions (Sept.); County Fair (Oct.); Cooking School (May); Christmas Shopping (Nov.); Christmas Greeting (Dec.).
No Editions: Christmas
Radio Station Affiliation: WTND & WORG-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—T. M. Rogers
Columnists—Ed Sims
Editorial Writer—Ed Sims
Farm—John Whalen
Fashion—Dot Jamison
Food—Dot Jamison
Motion Picture-Theatrical
Personnel Mgr.—Fred Carr
Photo. Dept. Mgr.—J. L. Sims
Picture Editor—Frank Myers
Society—Dot Jamison

ROCK HILL (S. C.), HERALD (e)
Run-of-Paper Color Advs.: Up to 3 colors and black. Daily.
Annual Special Editions: Spring Fashions (Mar.); Dollar Days (Mar. & July); Home Furnishings (May); Graduation (May); Rock Hill Days (Oct.); Back to School (Aug.); Fall Fashions (Sept.); Football (Sept.); Home Furnishings, Gas & Elec. Appliances & TV (Sept.); Christmas opening (Nov.); Christmas Greeting (Dec.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—T. Patrick
Book—Talbot Patrick
Business-Financial—Talbot Patrick
Church—Jack Bloom
Editorial Writer—William Whelan
Photo. Dept. Mgr.—Earl Roberts
Picture Editor—Hal Allen
Travel—T. Patrick
Society—Mrs. Elizabeth Reed

SPARTANBURG (S. C.), HERALD (m); JOURNAL (e); HERALD (S)
Advs. Not Accepted: Mail order.
Special Editions: Business and Industrial Review (Jan.) or (Feb.); Football (Sept.); Vacation (May).
No Editions: Christmas; Morning and Afternoon editions combined New Years; July 4th, Labor Day; and Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Jim Morgan
Church—Mrs. Dorothy Cline
Columnist—John Tinsley; C. O. Hearon
Editorial Writers—T. A. Smith (e); C. O. Hearon (m) (S)
Farm—John Wilson
Fashion—Mrs. Dorothy Cline
Food—W. E. Seifert
Librarian—Mrs. T. S. Bradford
Photo. Dept. Mgr.—Randolph Bradford
Society—Mrs. Dorothy Cline

SUMTER (S. C.), ITEM (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
No Editions: July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ray Guest
Aviation—Ray Guest
Book—Margaret McElveen
Business-Financial—J. E. McKnight
Church—F. Hildebrand
Editorial Writer—H. D. Osteen
Education—F. Hildebrand
Farm—Margaret McElveen
Fashion—Margaret McElveen
Motion Picture-Theatrical—J. E. McKnight
Music—F. Hildebrand
Photo. Dept. Mgr.—H. M. Crowson
Picture Editor—F. Hildebrand
Radio-Television—J. E. McKnight
Real Estate—J. E. McKnight
Society—Miriam Moses

UNION (S. C.), TIMES (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; July 4th; Thanksgiving.

SOUTH DAKOTA

ABERDEEN (S. D.), AMERICAN-NEWS (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color and black. Daily and Sun.
Advs. Not Accepted: Mail order copy.
Special Editions: (e) Christmas Gift Catalog (Nov.); Back to School (Aug.); (S) Spring Farm Forum (Mar.); Spring Fashion (Apr.); Fall Fashion (Aug.); Fair Edition (Aug.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mil Seeman
Aviation—Ed Tollefson
Book—Henry J. Schmitt
Business-Financial—E. J. Karrigan
Church—Ed Tollefson
Columnists—Max Cooper, Evelyn VanWagner
Editorial Writers—Henry J. Schmitt, E. J. Karrigan
Education—E. J. Karrigan
Farm—Max Cooper
Fashion—Evelyn VanWagner
Food—Evelyn VanWagner
Garden—Nancy Rozendal
Photo. Dept. Mgr.—E. J. Karrigan
Picture Editor—E. J. Karrigan
Radio-Television—Ed Tollefson
Society—Evelyn VanWagner

HURON (S. D.), HURONITE & PLAINSMAN (e) (S)
Advs. Not Accepted: Mail order.
Special Editions: Farm Edition (Feb.); State Fair Edition (Aug.); Fashion Editions (Apr. & Sept.).
No Editions: Thanksgiving; Christmas, New Years, July 4th; Labor Day.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Jeanette Lusk
Columnists—Richard A. Williams; Robert D. Lusk
Editorial Writers—Robert D. Lusk; Richard A. Williams
Farm—Richard A. Williams
Fashion—Jeannette C. Lusk
Food—Jeannette C. Lusk
Motion Picture-Theatrical—Bill Plummer
Photo. Dept. Mgr.—John Mitchell
Society—Jeannette C. Lusk

LEAD & DEADWOOD (S. D.), LEAD CALL (e) DEADWOOD PIONEER-TIMES (e)
Special Editions: Easter-Spring (Apr.); Days of '76 (July); Fall-Winter (Sept.); Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Carl Keith
Book—Carl Keith
Editorial Writer—Carl Keith
Society—Lois Crowley

MADISON (S. D.), LEADER (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas; Armistice Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Ruby Kuchenbecker

MITCHELL (S. D.), REPUBLIC (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
No Editions: Christmas; New Years; July 4th; Memorial Day; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—John Whalen; E. M. Brady

PIERRE (S. D.), CAPITAL JOURNAL (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—R. B. Hipple
Society—Gerry Robbins

RAPID CITY (S. D.), JOURNAL (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Special Editions: Spring Style (S) (Apr.); Fall Style (S) (Sept.)
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Warren Morrell (e); Jack Cannon (S)
Credit Mgr.—W. C. Wagman
Editorial Writers—R. W. Hitchcock; Warren Morrell
Garden—Ruby Lee
Society—Dorothy Moreton

SIOUX FALLS (S. D.), ARGUS-LEADER (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
No Editions: July 4th; Christmas.
Food and/or Household Dept.: Wed.
Syndicated Magazine Section Carried: Parade.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Herb Bechtold; Craig Stoltz; Nettie Cardin
Credit Mgr.—Wm. T. Haggar
Editorial Writer—Fred C. Christopherson
Farm—F. G. Gilbride
Food—Mrs. Grace Nelson

WATERTOWN (S. D.), PUBLIC OPINION (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Special Editions: Agricultural Ed. (Jan.); Back To School Ed. (Aug.); Fall Fashion Ed. (Sept.); Spring Fashion Ed. (Mar.); Building & Remodel Ed. (Feb).
No Editions: Christmas; New Years; Thanksgiving; July 4th.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Chas. Griffith
Aviation—Alex Johnson
Book—Alex Johnson
Business-Financial—P. J. Albrook
Church—P. J. Albrook
Columnist—Alex Johnson
Editorial Writer—P. J. Albrook
Education—P. J. Albrook
Farm—Chas. Griffith
Fashion—Josephine Elliott
Food—Josephine Elliott
Garden—Dean McKibben
Librarian—Oriet Bridge
Motion Picture-Theatrical—Kieth Jensen
Photo. Dept. Mgr.—Oriet Bridge
Picture Editor—Alex Johnson
Radio-Television—Alex Johnson
Real Estate—P. J. Albrook
Travel—Tom Marshall
Society—Josephine Elliott

YANKTON (S. D.), PRESS & DAKOTAN (e)
Special Editions: Spring Opening (Feb. & Mar.); Back to School (Aug.); Christmas Open. (Nov.).
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Wed. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Byron G. Taft
Columnists—Byron G. Taft; Mrs. Dale Bruget; Don Bierle
Editorial Writers—Fred H. Monfore; Byron G. Taft
Education—Mrs. Dale Bruget
Farm—Marvin J. Scott
Motion Picture-Theatrical—Byron G. Taft
Music—Mrs. Dale Bruget
Photo. Dept. Mgr.—Byron G. Taft
Picture Editor—Byron G. Taft
Radio-Television—Byron G. Taft
Society—Mrs. Dale Bruget

TENNESSEE

ATHENS (Tenn.), POST-ATHENIAN (e)
Advs. Not Accepted: Liquor.
Special Editions: Athens Days (Jan. & July); Fair (Sept.); Shopper Guide (Dec.); Greetings (Dec.).
No Editions: July 4th; Christmas; Thanksgiving.
Food and/or Household Dept.: Food column. Daily & Thurs.
Radio Station Affiliation: WLAR.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Neal Ensminger
Business-Financial—Lowell F. Arterburn
Church—J. Neal Ensminger
Columnists—Lowell F. Arterburn; J. Neal Ensminger; Elmer H. Sipe
Editorial Writers—Lowell F. Arterburn; J. Neal Ensminger
Education—J. Neal Ensminger
Farm—Claud Ensminger
Fashion—Mrs. Henry Boyd
Food—Betty Davis
Garden—Laverne Patterson
Motion Picture-Theatrical—Laverne Patterson
Music—Mrs. Henry Boyd
Photo. Dept. Mgr.—Elmer H. Sipe
Picture Editor—Elmer H. Sipe
Society—Betty Davis

BRISTOL (Tenn.), HERALD COURIER (m) (S); VIRGINIA-TENNESSEAN (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Baxley (m); Jim Dalton (e)
Aviation—Robert Loving (m); Jim Dalton (e)
Book—James Baxley (m); Herman Giles (e) (S)
Business-Financial—Woody Vance (m); Roy Elkins (S)
Church—Reva Gilmer (m) (S); Margaret Forbush (e)
Credit Mgr.—Joe Beach
Editorial Writers—James Baxley (m) (S); Herman Giles (e) (S)
Education—Robert Loving (S)
Farm—John S. Riley (m) (S); Gus Hall (e)
Fashion—Lilian Childress (m); Margaret Forbush (e); Reva Gilmer (S)
Food—Reva Gilmer (m) (S); Margaret Forbush (e)
Garden—Reva Gilmer (m) (S); Margaret Forbush (e)
Librarian—Marie Gibson (m) (e) (S)
Motion Picture-Theatrical—M. E. Garrison (m) (S); Gus Hall (e)
Photo Dept. Mgr.—Harrison Hall (m) (E) (S)
Picture Editor—Herman Giles (e)
Real Estate—Robert Loving (m); Roy Elkins (e)
Society—Lilian Childress (m) (S); Margaret Forbush (e)

CHATTANOOGA (Tenn.), NEWS FREE PRESS (e); TIMES (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Alcoholic beverages, (accepted in "Times" only.)
Special Editions: Progress (Jan.); Farm (Mar.); Products & Services (July); Back To School (Aug.).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Gilbert Govan (m) (S); K. W. Exum (e)
Business-Financial—Fred Schneider (m) (S)
Cartoonist—Will King (m) (S)
Church—Zillah Hickox (m) (S); Hilda M. Spence (e)
Columnists—Alfred Mynders (m) (S); Hays Clark (e)
Editorial Writers—Alfred Mynders (m) (S); Martin Ochs (m) (S); Lee S. Anderson (e)
Farm—Mouzon Peters (m) (S); John Pinckney (e)
Fashion—Isabelle Howe (m) (S); Virginia Chumley (e)
Food—Isabelle Howe (m) (S)
Garden—George Hull (m) (S)
Librarian—Louise McCamy (m) (S); Kitty Kenyon (e)
Motion Picture-Theatrical—Ray Howe (m) (S)
Music—Theodore Strongin (m) (S)
Photo. Dept. Mgr.—George Hull (m) (S)
Society—Frances Williams (m) (S); Garnette Rice (e)

CLARKSVILLE (Tenn.), LEAF-CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Days available: Daily except Thurs.
Advs. Not Accepted: Liquor.
Special Editions: Fort Campbell (Sept.); Buddy Edition (Dec.).
No Editions: New Years; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Sykes
Book—Martha C. Charlet
Editorial Writer—Stanley Gower
Farm—Doug Norman
Fashion—Mary McClendon
Food—Mary McClendon
Garden—Mary McClendon
Librarian—Betty Huffman
Society—Mary McClendon

CLEVELAND (Tenn.), BANNER
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Industrial (Sept.); FFA (Apr.).
No Editions: July 4; Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Pledger Wattenbarger
Business-Financial—Syd S. Gould
Church—Mary Ellen Swafford
Editorial Writer—Syd S. Gould
Education—Mary Ellen Swafford
Farm—Travis Wolfe
Fashion—Cynthia Stuart
Food—Cynthia Stuart
Garden—Cynthia Stuart
Motion Picture-Theatrical—Pledger Wattenbarger
Music—Ruth George
Photo. Dept. Mgr.—Travis Wolfe
Picture Editor—Travis Wolfe
Radio-Television—Kenneth Tarpley
Real Estate—Travis Wolfe
Society—Cynthia Stuart

COLUMBIA (Tenn.), HERALD (e)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Big Brothers (Dec.); Junior League (Apr.).
No Editions: Thanksgiving; July 4th; Christmas; New Years.
Food and/or Household Dept.; Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John W. Finney
Aviation—Dick Hines
Book—Mrs. Bryant Williams
Business-Financial—John W. Finney
Church—Mrs. Bryant Williams
Columnist—W. D. Hastings, Sr.
Editorial Writers—John W. Finney; R. H. Hines; W. D. Hastings, Sr.
Education—Mrs. John W. Finney
Farm—John W. Finney
Fashion—Mrs. Bryant Williams
Food—Mrs. Bryant Williams
Garden—John W. Finney
Librarian—Doug. Underwood
Photo. Dept. Mgr.—Doug Underwood
Picture Editor—Doug Underwood
Real Estate—Mrs. John W. Finney
Travel—John W. Finney
Society—Mrs. Bryant Williams

(Continued on Page 232)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

TENNESSEE Cont'd

(Continued from Page 231)

DYERSBURG (Tenn.), STATE-GAZETTE (e)
No Editions: Christmas; July 4th; Thanksgiving.
Radio Station Affiliation: WDSG.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Russell M. D. Bruce.

ELIZABETHTON (Tenn.), STAR (e ex. Sat.) (S)
Back Page Color Advs.: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Liquor; vending machines.
Special Editions: Spring Fashion (May); Garden & Home (June); Back-to-School (Aug.); Christmas (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Arthur Petrey
Aviation—Bill Luther
Book—Betty Sue Cooper
Business-Financial—Inez McAnally
Church—Ruby Ford
Columnist—W. E. Harrington
Editorial Writer—W. E. Harrington
Farm—Arthur Petrey
Fashion—Ruby Ford
Food—Sherman Pritchard
Garden—Arthur Petrey
Motion Picture-Theatrical—Max Peake
Photo. Dept. Mgr.—Gordon Ward
Picture Editor—Gordon Ward
Real Estate—Bobby Carter
Society—Ruby Ford

GREENEVILLE (Tenn.), SUN (e)
Advs. Not Accepted: Liquor.
Special Editions: Tobacco (Nov.); Graduation (May); Bargain Days (Aug.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—E. O. Susong; Q. M. O'Keefe
Editorial Writers—E. O. Susong; Q. M. O'Keefe; J. M. Jones
Society—Ruth Keller

JACKSON (Tenn.), SUN (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Advs. Not Accepted: Liquor.
Special Editions: Fashion (Mar. & Aug.); Back To School (Aug.); Christmas (Dec.).
No Editions: Christmas.
Food and/or Household Dept.: Wed. & Thurs. food section.
Radio Station Affiliation: WTJS - WTJS-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Emma Inman Williams (S)
Church—R. P. Mahon
Editorial Writer—Harris Brown (e) (S)
Photo Dept. Mgr.—Jim D. Lowrey (e) (S)
Picture Editor—James Elliott
Society—Mrs. Paul Meadows (e) (S)

JOHNSON CITY (Tenn.), PRESS-CHRONICLE (m) (e) (S)
Run-of-Paper Color Advs : Up to 3 colors. Daily & Sun.
Special Editions: Farmer's Institute (Feb.); Home-Garden (May); Furniture-Appliances (Sept); Picnic (July); City Wide Sales (Apr-Sept); Cooking Edition (Tab) (Oct);Burley Bowl (Nov); Baby Edition (Apr).
Food and/or Household Dept.: Thurs. (e); Fri. (m).
Radio Station Affiliation: WETB
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—George Kelly
Farm—Sue Thomas
Fashion—Ruth Hodges
Food—Dorothy Hamill
Garden—Sue Thomas
Librarian—Hazel Wiley
Photo. Dept. Mgr.—Jimmy Ellis
Society—Ruth Hodges

KINGSPORT (Tenn.), NEWS (m); TIMES (e ex. Sat); TIMES-NEWS (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Special Editions: Home-Garden (Mar.); Home Furnishings (Sept.); Fashion (Spring, Fall).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—William Freehoff (m) (e) (S)
Church—Dorothy Brimer (m) (e) (S)
Columnists—W. J. McAuliffe; William Freehoff (S)
Credit Mgr.—Ben Haden
Editorial Writers—W. J. McAuliffe (m) (e); William Freehoff (m) (e)
Farm—William Barnett (m) (e)
Fashion—Dorothy Ring (m) (e)
Food—Dorothy Ring (m) (e)
Librarian—Dorothy Brimer (m) (e) (S)
Motion Picture-Theatrical—Dorothy Brimer (m)
Photo. Dept. Mgr.—Ellis Binkely (S)
Real Estate—Charles Stelling (m) (S)
Travel—Frank Creacy (e)

KNOXVILLE (Tenn.), JOURNAL (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Special Editions; Spring Fashions (Apr.); Vacation (Apr.); Back to School (Aug.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household Dept.: Food pages Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James R. Golden
Aviation—Floyd W. Watson
Book—Georgia Higman
Business-Financial—Steve Humphrey
Cartoonists—Clark Whaley; John Kilday
Church—Mrs. Pat Fields
Columnists—Vic Weals; Virginia Ragsdale; Tom Anderson; Ben Byrd; Ed Harris; Raymond Edmunds; Pat Fields; Tom Sweetem.
Editorial Writers—Guy L. Smith; Steve Humphrey
Education—Jim Skelton
Farm—Walter Amann
Fashion —Virginia Ragsdale
Food—Mary Shelton
Garden—Floyd Cover
Librarian—Margie Trent
Motion Picture-Theatrical—Georgia Higman
Music—Malcolm Miller
Photo. Dept. Mgr.—Tom Greene
Picture Editor—Georgia Higman
Radio-Television—Georgia Higman
Real Estate—Steve Humphrey
Travel—Richard Evans
Society—Virginia Ragsdale

KNOXVILLE (Tenn.), NEWS-SENTINEL (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Special Editions: Woods & Waters (May); Baby Section (Apr.); Recipe for Summer Living and June Dairy Month (May); Back to School (Aug.); Christmas Gift Section (Nov.); Home Show (varying date).
Split Run Advertising: Every-other Paper or by editions.
Print Own Magazine: Yes.
Magazine Section Carried: Parade.
Group Membership: Jessie's Notebook; Outdoor Tips.
Food and/or Household Dept.: Food column & household hints on Thurs. & Sun.
Radio Station Affiliation: WNOX.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. W. Orcutt
Aviation—C. W. Orcutt
Book—Lucy Templeton
Business-Financial—C. W. Orcutt
Cartoonists—Bill Dyer; Paul Fogarty
Church—Margaret Ragsdale
Columnists—Bert Vincent; Hugh Allen; Bob Wilson; Tom Siler
Editorial Writer—Loye W. Miller
Education—Various
Farm—Wm. Cole
Fashion—Blanche Grace Davis
Food—Blanche Grace Davis
Garden—William Cole
Librarian—Mrs. Shirley Carter
Motion Picture-Theatrical—Gunby Rule; Hugh Allen
Music—Gunby Rule
Picture Editor—C. W. Orcutt
Radio-Television—Hugh Allen
Real Estate—Hugh Allen
Travel—Hugh Allen
Society—Blanche Grace Davis

MARYVILLE-ALCOA (Tenn.), TIMES (e ex. Sat)
Advs. Not Accepted: Liquor, beer.
Special Editions: Spring and Fall Fashions (Apr. & Aug.); Back to School (Aug.).
No Editions: Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer —Clyde B. Emert.
Music—Garnet Manges
Photo. Dept. Mgr.—Charles Parvin
Picture Editor—Charles Parvin

MEMPHIS (Tenn.), THE COMMERCIAL APPEAL (m); MEMPHIS PRESS-SCIMITAR (e), THE COMMERCIAL APPEAL (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily (m) (e); Special section (S).
Advs. Not Accepted: No objectionable medical, personal, matrimonial, clairvoyant, palmistry advertising accepted; no stock promotions or financial advertising, other than those of securities of known value will be accepted.
Special Editions: Community Bargain Day (Feb. & Aug.); Mid-South Fair (Sept.); Memphis Home Show (April) (m). Community Bargain Day (Feb. & Aug.); Mid-South Fair (Sept.); Memphis Home Show (April) (e). Cotton Carnival (May) (S).
Syndicated Magazine Section Carried: This Week (S).
Group Membership: Nancy Sasser
Food and/or Household Dept.: Complete Food Section every Friday (m). Special food columns and adv. every Thurs. (e).
Radio Station Affiliation: WMC and WMCF.
Television Station Affiliation: WMCT-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. C. Bailey (m) (e) (S)
Aviation—Morris Baker (m) (S); Hilmon Pinegar (e)
Book—Paul Flowers (m) (S); Robert Richards (e)
Business-Financial—Gerald Dearing (m)
Cartoonist—Calvin Alley (m) (S); Harold M. Talburt (E)
Church—Phillip Thomas (m) (S); Thomas N. Pappas (e)
Columnists—Walter Stewart (m) (S); Gerald Dearing (m) (S); David Bloom (m) (S); Paul Flowers (m) (S); Lydel Sims (m) (S); Frank Vestal (m) (S); Penelope Pepys (m) (S); Penny Jr. (m) (S); Morris Baker (m) (S); Eldon Roark (e); George Bugbee (e); John Rogers (e)
Credit Mgr.—R. Bruce DeWese
Editorial Writers—Jack Carley (m) (S); W. C. Teague (m) (S); Paul Coppock (m) (S); Edw. J. Meeman (e); J. Z. Howard
Education—John W. Spence (e)
Farm—Walter Durham (m) (S); T. M. Meanly (e)
Fashion—Ida Clemens (m) (S); Hugh Frank Smith (e)
Food—Everett Amis (m) (S); Chas. A. Caldwell (e); Alice Pitts (e)
Garden—Henry Mitchell (m) (S); Mary S. Smith (e)
Librarian—Katie Sue Drew (m) (S); Catherine Cothran (e); Frank Watson (e)
Motion Picture-Theatrical—Ben S. Parker (m) (S); Edwin Howard (e)
Music—Ben S. Parker (m) (S); Louise Nolan Ahrens (e)
Photo. Dept. Mgr.—Charles Nicholas (m) (S); Fred Payne (e)
Picture Editor—John Knott (m) (S)
Radio-Television—Henry Mitchell (m) (S); Robert Johnson (e); Louise Nolan Ahrens (e)
Real Estate—Mike McGee (m) (S); Lois Ray Crowe (e)
Travel—Everett Amis (m) (S); Mary Allie Taylor (e)
Science—Ida Clemens (m) (S)
Society—Mary Ann Wade (m) (S); Mary Raymond (e)

MORRISTOWN (Tenn.), GAZETTE-MAIL (e) (S)
Run-of-Paper Color Advs.: 3 colors. Daily & Sun.
Advs. Not Accepted: Liquor (d) (S)
Special Editions: Easter (April); Clean-Up-(Apr.); Christmas (Dec.).
No Editions: July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—John Helms III; C. O. Helms
Editorial Writers—John Helms III
Society—Mrs. Thelma Jarnagin

NASHVILLE (Tenn.), BANNER (e)
Run-of-Paper Color Advs.: Full color daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Fortune tellers; palmists; crystal gazers.
DEPARTMENTAL EDITORS and/or MANAGERS
Art—Mrs. Louise Lequire
Book—Mrs. Mary Stahlman Douglas
Business-Financial—Ross Fitzgerald
Cartoonist—Jack Knox
Church—Bob Bell, Jr.
Columnists—Fred Russell; Dick Battle; Leslie T. Hart; Francis X. ("Red") O'Donnell; Mrs. Louise Lequire; Ross Fitzgerald
Editorial Writer—A. C. Dunkleberger
Education—Chester Campbell
Farm—Jesse Safely
Fashion—Ruth Wood
Food—Ruth Wood
Garden—Jessee Safley
Librarian—Mrs. Lee C. Jessup
Motion Picture-Theatrical—Bob Battle
Music—Sydney Dalton
Photo. Dept. Mgr.—John Malone
Radio-Television—Francis X. ("Red") O'Donnell
Real Estate—Ross Fitzgerald
Society—Emmie Keeble

NASHVILLE (Tenn.), TENNESSEAN (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Fortune tellers; palmists; crystal gazers.
Print Own Magazine: Yes.
Food and/or Household Dept.: Food daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Boating—Jim Whiteshield
Book—Ralph Morrissey
Business-Financial—Albert Cason
Cartoonists—Tom Little; Charles O. Bissell
Church—James W. Carty, Jr.
Columnists—Mrs. Ruth Campbell; Joe Hatcher; Raymond Johnson; Margaret Lindsley Warden.
Drama-Art—Mrs. Clara Hieronymus
Editorial Writers—John H. Nye; Creed C. Black
Farm—Hal M. Herd
Fashions—Marilyn Maury (Mrs. Clifford Sargent)
Food—Mrs. Nelle Dale Stewart
Librarian—Mary Reinke
Magazine—Allen Pettus
Motion Picture-Theatrical—Mrs. Clara Hieronymus
Music—Louis Nicholas
Outdoor—Bob Steber
Photo. Dept. Mgr.—Eldred Reaney
Radio-Television—Mrs. Clara Hieronymus
Real Estate—Albert Cason
Travel—Hugh Walker
Society—Mrs. Charles Martin

OAK RIDGE (Tenn.), OAK RIDGER (e ex. Sat)
Split Run Advertising: Every-other Paper.
Special Editions: Anniversary (Jan.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Marge Hurst
Book—Don McKay
Cartoonist—Jim Smollen
Church—Sally Latham
Columnists—Evan Means, Jim Ryan,
Editorial Writers—R. D. Smyser, Helen Knox, Herb Stein, Don McKay
Fashion—Sally Latham
Food—Sally Latham
Garden—Sally Latham
Librarian—Dot DeCamp
Motion Picture-Theatrical—Sally Latham
Music—Sally Latham
Photo. Dept. Mgr.—Helen Knox
Picture Editor—Helen Knox
Real Estate—Dick Smyser
Travel—Dick Smyser
Society—Sally Latham

PARIS (Tenn.) POST-INTELLIGENCER (e)
Advs. Not Accepted: Liquor.
Special Editions: Vacation (May).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—W. Percy Williams
Editorial Writers—W. Percy Williams; Chas. Ernest Williams
Society—Corinne Diggs

SHELBYVILLE (Tenn.), TIMES-GAZETTE (e ex. Sat.)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Christmas (Dec.); $ Days (Mar. & Aug.)
No Editions: Christmas; Thanksgiving; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. N. Mae Morgan
Editorial Writer—Franklin Yates
Photo. Dept. Mgr.—Franklin Yates
Picture Editor—Franklin Yates

UNION CITY (Tenn.), MESSENGER (e)
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion (Mar.); Fall Fashion (Sept.); City-Wide retail merchant's Promotion (3 per yr.); Christmas.
No Editions: July 4th; Labor day; Thanksgiving; Christmas.

TEXAS

ABILENE (Tex.), REPORTER-NEWS (m) (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Oil Progress (Oct.); Hereford Edition (Mar.); Christmas Shopping (Nov.).
No Editions: Christmas: Thanksgiving; (e only).
Food and/or Household Dept.: Thurs. (e); Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Clara Bethe Coats
Church—Dorothy Daugherty
Columnists—Bob Cooke (m) (S); Sherwyn McNair (m) (S); Don Oliver (m) (S); Fred Sanner (e) (S); Mal Elliott (e); Jimmy Browder (e); Earle Walker (S)
Credit Mgr.—A. B. Shelton
Editorial Writer—Frank Grimes
Farm—Bob Cooke
Fashion—Betty McDermett
Food—Clara Bethe Coats
Garden—Katharyn Duff
Librarian—Myrtle Fowler
Motion Picture-Theatrical—Warren Burkett
Music—Warren Burkett
Society—Katharyn Duff

ALICE (Tex.), ECHO (e ex. Sat.) (S)
Special Editions: Oil Progress (Oct.); Christmas Edition (Dec.).
No Editions: Memorial Day; July 4th; Labor Day; Christmas; New Years.
Food and/or Household Dept.: Food section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—V. D. Ringwald
Farm—Bill Wallace
Fashion—Doris Meyer
Food—Doris Meyer
Garden—Robbie Robinson
Photo. Dept. Mgr.—Tommy Freeman
Picture Editor—Tommy Freeman
Real Estate—Robbie Robinson
Society—Doris Meyer

AMARILLO (Texas), NEWS (m); GLOBE-TIMES (e); NEWS-GLOBE (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Group Membership: Texas Sunday Comic Group.
Food and/or Household Dept.: Food column.
Radio Station Affiliation: KGNC.
Television Station Affiliation: KGNC.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Latham (m) (e) (S)
Aviation—Delbert Eaves (m) (S)
Book—Alice Timmons (m) (S)
Business-Financial—Jack Latham (m) (e) (S)
Cartoonist—Gene Miller (m) (S)
Church—A. F. Kiersey (m)
Columnists—Wes Izzard (m); Lois Wimberly (m); D. E. Scott (m); Harry Gilstrap (m); A. F. Kiersey (m); Jackie Wardlaw (e); Paul Timmons (S); Thomas H. Thompson (e); Felix Phillips (e); Bob Wear (S); Putt Powell (e)
Editorial Writers—Louise Evans (m) (e); Fred Post (S); Wes Izzard; Harry Gilstrap; Fred Tripp
Farm—Burl McClellan (m) (S)
Fashion—Frances Dolfin (e)
Food—Lumarion Summer (e) (S)
Garden—Alice Timmons (m)
Librarian—Theresa Brawley (m) (e) (S)
Motion Picture-Theatrical—Bill McReynolds (m) (e) (S)
Music—Bill McReynolds (e)
Oil—N. D. Bartlett
Photo. Dept. Mgr.—Woodfin Camp (m) (e) (S)
Picture Editor—Fred Post
Radio-Television—Bill McReynolds (e)
Real Estate—Jack Latham
Travel—Alice Timmons (m)
Society—Frances Dolfin (m) (e) (S)

ATHENS (Tex.), REVIEW (e)
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Oil Progress (Oct.); Spring; Christmas (Dec.).
No Editions: July 4th; Thanksgiving; Christmas; New Year's; Labor Day.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. M. Kemp
Aviation—H. M. Kemp
Book—Laura Collins
Business-Financial—Richard E. Dwelle
Church—Laura Collins
Editorial Writers—R. E. Dwelle; H. M. Kemp
Education—H. M. Kemp
Fashion—Laura Collins
Food—Laura Collins
Garden—Laura Collins
Librarian—Mrs. C. M. Weekley
Motion Picture-Theatrical—Laura Collins
Music—Mrs. C. M. Weekley
Photo. Dept. Mgr.—R. E. Dwelle
Picture Editor—H. M. Kemp
Radio-Television—Bill Speake
Real Estate—H. M. Kemp
Travel—Laura Collins
Society—Laura Collins

AUSTIN (Tex.), AMERICAN (m); STATESMAN (e); AMERICAN-STATESMAN (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Wm. S. Warren
Business-Financial—William J. Weeg
Cartoonist—H. H. Hartley
Church—D. L. Prentice
Columnists—Raymond Brooks; R. O. Zollinger; Lorraine Barnes; John Bustin; Louis Mayfel; Morris Williams; J. Frank Dobie; Bill Warren; Virginia Snow; Tex Mayhall
Credit Mgr.—Howard Urbantke
Editorial Writers—Raymond Brooks; R. O. Zollinger
Farm—Dave Shanks
Fashion—Nell Fenner
Food—Nell Fenner
Garden—Clare Ogden Davis
Librarian—Dolores Gonzales
Motion Picture-Theatrical—J. C. Bustin
Music—J. C. Bustin
Personnel Mgr.—W. F. Thompson
Photo. Dept. Mgr.—Jim Southerland
Picture Editor—Charles Taylor
Radio-Television—J. C. Bustin
Real Estate—William J. Weeg
Society—Nell Fenner

BAYTOWN (Tex.), SUN (e)
Special Editions: City Anniversary (Jan.); Christmas (Dec.); Back to School (Aug.).
No Editions: Christmas.
Food and/or Household Dept.: Special page Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Wanda Orton
Church—Sue Jones
Columnist—Fred Hartman
Editorial Writer—Fred Hartman
Education—Preston Pendergrass
Fashion—Bobby Sutphin
Food—Bobby Sutphin
Librarian—Sue Jones
Motion Picture-Theatrical—Wanda Orton
Picture-Editor—Warren Edwards
Society—Wanda Orton

BEAUMONT (Tex.), ENTERPRISE (m) (S); JOURNAL (e)
Run-of-Paper Color Advs.: Up to 3 colors and black, Daily & Sun.
Food and/or Household Dept.: Daily & Sun. food column

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

BEAUMONT (Tex.) ENTERPRISE-JOURNAL—Cont'd
Radio Station Affiliation: KRIC and KRIC-FM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bob Packwood (m) (S); Ed Van Zandt (e)
Aviation—Bob Packwood (m) (S); Ed Van Zandt (e)
Book—Al Lester (m) (S); Edythe Capreol (e)
Business-Financial—Bob Packwood (m) (S); Ed Van Zandt (e)
Cartoonist—Milton Turner (m); Jack Shofner (e)
Church—Anna Lipscomb (m) (S); Gladys Barrileaux (e)
Columnists—R. W. Akers (m) (S); C. C. Aldridge (e)
Credit Mgr.—R. A. Bean
Editorial Writers—Hilliard Henson (m) (S); Ed Bryson (e)
Education—Dick Weber (m) (S); Gladys Quilliam (e)
Farm—Joe F. Combs (m) (S); C. C. Aldridge (e)
Fashion—Dorothy Roberts (m) (S); Edythe Capreol (e)
Food—Betty Browne (m) (S); Martha Frasher (e)
Garden—Betty Browne (m) (S); Martha Frasher (e)
Motion Picture-Theatrical—Merita Mills (m) (S); Gladys Quilliam (e)
Music—Merita Mills (m) (S); Gladys Quilliam (e)
Personnel Mgr.—J. E. Worden
Photo. Dept. Mgr.—Elmer Trumble (m) (S); Tom Knapp (e)
Picture Editor—Donald Streater (m) (S); Troy T. Griffin (e)
Radio-Television—Merita Mills (m) (S); Gladys Quilliam (e)
Real Estate—Bob Packwood (m) (S); Nathan Broch (e)
Travel—Betty Browne (m) (S); Edythe Capreol (e)
Society—Dorothy Roberts (m) (S); Martha Frasher (e)

BIG SPRING (Tex.), HERALD (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily ex. Sat. & Sun.
Special Editions: Business Review (Jan.); Home Improvement (May); Rodeo (Aug.); Oil Progress (Oct.).
No Editions; Christmas.
Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Food page Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wayland Yates
Aviation—Wayland Yates
Book—Sam Blackburn
Business-Financial—Joe Pickle
Church—Deidra Hinton
Editorial Writers—Joe Pickle; R. W. Whipkey
Education—Joe Pickle
Farm—Jess Blair
Fashion—Ann LeFever
Food—Deidra Hinton
Garden—Ann LeFever
Librarian—Dorothy Redding
Motion Picture-Theatrical—R. L. Smith
Music—Joe Pickle
Photo. Dept. Mgr.—Keith McMillin
Picture Editor—Wayland Yates
Radio-Television—Dorothy Redding
Real Estate—Joe Pickle
Society—Ann Le Fever

BORGER (Tex.), NEWS-HERALD (e ex. Sat.) (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Chuck Southerland
Book—Herb Kinkead
Business-Financial—Glynn Morris
Church—Jack Porter
Editorial Writer—J. C. Phillips
Education—Herb Kinkead
Farm—Jack Porter
Fashion—Natalie Cory
Food—Natalie Cory
Garden—Natalie Cory
Librarian—Jean Molden
Motion Picture-Theatrical—Herb Kinkead
Music—Herb Kinkead
Photo. Dept. Mgr.—Chuck Southerland
Picture Editor—Herb Kinkead
Radio-Television—Herb Kinkead
Real Estate—Chuck Southerland
Travel—Herb Kinkead
Society—Natalie Ward Cory

BRENHAM (Tex.), BANNER-PRESS (e. ex. Sat.)
No Editions: New Years; July 4th; Thanksgiving; Christmas.
Radio Station Affiliation: KWHI.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Tom S. Whitehead

BROWNSVILLE (Tex.), HERALD (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Special Editions: Sunshine Special (Oct.); Valley Progress (Jan.).
No Editions: Christmas.
Food and/or Household Dept.: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. G. Nicolai
Business-Financial—D. R. Segal
Church—Wm. Smith
Columnists—R. C. Holles; Judy; Don Pedro
Credit Mgr.—Forest Eastman
Editorial Writer—D. R. Segal
Education—D. R. Segal
Farm—Wm. Smith
Fashion—Mary Forrester
Food—Mary Forrester
Photo. Dept. Mgr.—Don E. Duncan
Society—Mary Forrester

BROWNWOOD (Tex.), BULLETIN (e) (S)
Special Editions: Trades Day; Easter (Mar.); Christmas (Dec.).
No Editions: Christmas.
Radio Station Affiliation: KBWD
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Margaret Coleman
Farm—B. G. Joyner, Jr.
Society—Margaret Coleman

BRYAN (Tex.), EAGLE (e ex. Sat.) (S)
Special Editions: Schools opening (Aug.); Christmas; Spring Fashions (Apr.); County Fair (Oct.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Vick Lindley
Fashion—Mrs. Geo. R. Branch

CHILDRESS (Tex.), INDEX (e. ex. Sat.) (S)
Split Run Advertising: Geographically.
Special Editions: Back-to-School (Aug.); Graduation (May); Christmas (Dec.); Farm Machinery Revue (Jan.).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. J. Huddleston
Aviation—C. W. Lawrence
Book—Pauline Laningham
Business-Financial—E. J. Huddleston
Cartoonist—Pauline Laningham
Church—Barbara Hughes
Columnists—Morris Higley; Carol V. Higley
Editorial Writers—C. W. Lawrence; Morris Higley
Education—C. W. Lawrence
Farm—Sam Priuitt
Fashion—Carol V. Higley
Food—Buddy Wilcoxson
Garden—Pauline Laningham
Librarian—Horace Henson
Motion-Picture-Theatrical—Carol Higley
Music—Pauline Laningham
Photo. Dept. Mgr.—Tom Higley
Picture Editor—C. W. Lawrence
Real Estate—C. W. Lawrence
Travel—Andy Rogers
Society—Pauline Laningham

CORPUS CHRISTI (Tex.), CALLER (m); TIMES (e); CALLER-TIMES (S)
Run-of-Paper Color Advs.: Up to 4 colors daily.
Special Editions: Oil Progress Edition (Oct.)
Print Own Farm Magazine: 4th Thurs. monthly.
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household: Daily food column except Mon.; Food page Thurs. P.M; Fri. A.M.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Robert M. Jackson
Columnist—Bob McCracken
Credit Mgr.—James J. Wesson
Editorial Writer—Robert M. Jackson
Farm—Grady Stiles
Photo. Dept. Mgr.—Carl Graf
Society—Ann Dodson

DALHART (Tex.), TEXAN (e)
Split Run Advertising: Every-other paper.
Special Editions: XIT Ranch Edition (Aug.), Christmas Shopping (Nov.); Christmas Greetings (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—J. Kenneth Hogue; Albert Law
Editorial Writers—J. Kenneth Hogue, Albert H. Law

DALLAS (Tex.), NEWS (m) (S)
Run-of-Paper Color Advs.: Up to 4. Daily and Sunday on reservation.
Split Run Advertising: Every-other Paper.
Special Editions: Business Forecast and Preview (Jan.); Mid-Winter Travel Section (Jan.); Southwest Sports and Vacation Show Section (Apr.); Julie Benell's Collection of Recipes (Nov.); Summer Vacation Preview (May); Mid-Summer Vacation Feature (July); Education Section (June); National Home Week Section (Sept.); State Fair Edition (Oct.); Winter Vacation Preview (Dec.); Spring Garden Section (Feb.).
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan.
Food and/or Household Dept.: Daily Food column & household pages Sunday; spotted features daily.
Radio Station Affiliation: WFAA
Television Station Affiliation: WFAA-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ken Hand
Book—Lon Tinkle
Business-Financial—Ken Hand
Cartoonists—John Knott; Herc Ficklen; Jack Patton; Ned Riddle; Bill McClanahan
Columnists—Paul Crume; Lynn Landrum; Bill Rives; Charles Burton; Kenneth Foree; Dr. George Lawson; Julie Benell; Ruby Clayton McKee; Jay Hall; Anthony G. Zoppi; Fred Pass; John Rosenfield; Fairfax Nisbet; Rual Askew; Frank Gagnard; Lon Tinkle; Jean Simmons; Frank Tolbert
Credit Mgr.—Cliff Moore
Editorial Writers—William Ruggles; Stuart McGregor; Richard West; Sam Acheson; Wayne Gard; Lynn Landrum
Farm—Fred Pass
Fashion—Ruth Holman Baker
Food—Julie Benell
Garden—Nancy Richey Ranson
Librarian—Marie Petersen
Motion Picture-Theatrical—John Rosenfield
Music—John Rosenfield
Personnel Mgr.—Margaret Hamm
Photo. Dept. Mgr.—Tom Dillard
Radio-Television—Fairfax Nisbet
Real Estate—James A. Cockrell
Travel—Jean Simmons
Society—Ruby Clayton McKee

DALLAS (Tex.), TIMES-HERALD (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Every-other Paper Sat. and Sunday Society.
Advs. Not Accepted: liquor on comic pages
Special Editions: Annual Business and Industrial Review (Jan.); Engineers Week (Feb.); Spring Garden Section (Feb.); Spring Shoes (Mar.); Annual Insurance Section (Mar.); Men's Spring Fashions (Mar.); Home Building Section (Mar.); Home Furnishing Section (Mar.); Dallas County Medical Society Section (Apr.), Home Show Section (May); Annual Travel Section (May); Air Conditioning Section (May), Graduation Jewelry Section (May);Father's Day Section (June); Mid-Summer Travel Section (July); Annual Education Section (Aug.); Home Freezer and Frozen Foods Section (Aug.); Back-to-School Section (Aug.); Fall Shoe Section (Aug.); National Home Week Section (Sept.); Public School Section (Sept.); Fall Home Fashions Section (Sept.); Fall Home Fashions Section (Sept.); Texas State Fair Edition (Oct.); Oil Progress Week Section (Oct.); Jewelry Section (Nov.); Cook Book (Nov.); Christmas Gift (Nov.); Toy Section & Men's Apparel Section (Dec.).
Syndicated Magazine Section Carried: American Weekly
Group Membership: American Weekly; Puck-The Comic Weekly
Food and/or Household Dept.: Food Thurs.; Frozen Food Monday; Homemaking Sun. & Mon.
Radio Station Affiliation: KRLD-AM & FM
Television Station Affiliation: KRLD-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles Cates
Aviation—Wick Fowler
Business-Financial—Frank Langston
Church—Reuben Noel
Columnist—Dennis Hoover
Credit Mgr.—W. B. Seidel
Editorial Writers—B. C. Jefferson; Alex Acheson; Dennis Hoover
Education—Bert Shipp
Farm—A. B. Jolley
Fashion—Miss Graydon Heartsill
Food—Miss Dorothy Sinz
Garden—Mary Ann Carwile
Motion Picture-Theatrical—Virgil Miers
Music—Jack Frederick Kilpatrick
Photo. Dept. Mgr.—Charles McCarty
Radio-Television—Walter Kempley
Real Estate—B. L. McGregor
Society—Doris Allen Dowell

DALLAS (Tex.), THE WALL STREET JOURNAL (Southwest Edition) (m)
No Editions: Jan. 1; Feb. 22; May 30; July 4th; Labor Day; Thanksgiving; Christmas.
Editorial Writers—William H. Grimes; Vermont C. Royster; Joseph E. Evans; William H. Fitzpatrick
Librarian—Florence Wagner

DEL RIO (Tex.), NEWS-HERALD (e ex. Sat) (S)
No Editions: Labor Day; Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Address editorial correspondence to Ima Jo Fleetwood.

DENISON (Tex.), HERALD (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Advs. Not Accepted: Liquor.
Special Editions: Christmas (Dec.); Lake Texoma (S) (1st May); Cook Book (S) (Oct.); Labor Day (S) (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Crawford
Book—Claud Easterly
Church—Elizabeth Ellis
Editorial Writer—Claud Easterly
Education—John Crawford
Farm—John Clift
Fashion—Betty Ashcraft
Food—Betty Ashcraft
Garden—Elizabeth Ellis
Librarian—Elizabeth Ellis
Motion Picture-Theatrical—Wilburn Grisham
Music—Betty Ashcraft
Photo. Dept. Mgr.—John Crawford
Picture Editor—Claud Easterly
Real Estate—Claud Easterly
Travel—Betty Ashcraft
Society—Betty Ashcraft

DENTON (Tex.), RECORD-CHRONICLE (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor
Special Editions: Cookbook of Local Recipes (Jan. & July); Back-to-College (Aug.); Fashion Local Style Show (Mar.); Pigskin Preview (Sept.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Joe Davenport
Aviation—Joe Davenport
Book—Patsy Cross
Business-Financial—Joe Davenport
Church—Patsy Cross
Columnist—Bob Edwards
Editorial Writer—Allen Bogan
Education—Jim Neal
Farm—Norris Jackson
Fashion—Patsy Cross
Food—Patsy Cross
Garden—Jim Neal
Librarian—Patsy Cross
Motion Picture-Theatrical—Jim Neal
Music—Jim Neal
Photo. Dept. Mgr.—Allen Bogan
Picture Editor—Allen Bogan
Radio-Television—Jim Neal
Real Estate—Joe Davenport
Travel—Jim Neal
Society—Patsy Cross

EDINBURG (Tex.), REVIEW (m ex Mon) (S)
Advs. Not Accepted: Coin Machine Routes.
Special Editions; Christmas (Dec.).
No Editions: Christmas; July 4.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Georgia Vandever
Business-Financial—Georgia Vandever
Church—Betty Harwell
Columnist—Allan Engleman
Editorial Writers—Allan Engleman; Harry Quin
Farm—Harry Quin
Fashion—Betty Harwell
Food—Betty Harwell
Motion Picture-Theatrical—Betty Harwell
Real Estate—Ellie Higgins
Society—Betty Harwell

EL PASO (Tex.), HERALD-POST (e); TIMES (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily up to 40 pages.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KROD.
Television Station Affiliation: KROD-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Holloran (m) (S); Marshall Hall (e)
Aviation—H. A. Michael (e); Ed Engledow (m)
Book—Laura Scott Meyers (e); Marian Howe Broaddus (S)

(Continued on Page 234)

$100 Million Public Works

Underway at Corpus Christi

SINGLE MEDIUM SATURATION!
Caller-Times CIRCULATION
93,854
(Publisher's Statement March 31, 1956)

Write today for complete market data folder.

A new dam to provide plenty of water for industry . . . new bridges and freeways . . . port improvements . . . streets, schools, drainage . . . Naval base expansion — they add up to more than $100 million being spent in Corpus Christi right now.

No wonder this zooming market is hitting new highs in population, sales and buying power!

The Corpus Christi Caller-Times

CORPUS CHRISTI, TEXAS
Represented Nationally by Texas Harte-Hanks Newspapers
Headquarters National City Building, Dallas
CHICAGO ATLANTA NEW YORK

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

TEXAS—Cont'd

(Continued from Page 233)

EL PASO (Tex.) HERALD-POST-TIMES—Cont'd
Business-Financial—Art Leibson (m); Chester Chope (e)
Church—Marjorie Graham (m); Beverly Bennett (e)
Columnists—W. J. Hooten (m) (S); Nat Campbell (m) (S); Ruby Burns; C. L. Whitlock (m) (S)
Credit Mgr.—K. B. Clark
Editorial Writers—W. J. Hooten (m) (S); E. M. Pooley (e)
Education—Marshall Hail (e); Marjorie Graham (m)
Farm—W. H. Russell, Jr. (e); Mel Geary (m)
Fashion—Mrs. Ruby Burns (m) (S); Eloise D. Branton (e)
Food—Eloise D. Branton (e); Marjorie Graham (m)
Garden—Marjorie Graham (m) (S); H. A. Michael (e)
Librarian—Baltazar Alvarez (m) (S); Trini Acosta (e)
Motion Picture-Theatrical—Nancy Miller (m) (S); H. A. Michael (e)
Music—Nancy Miller (m) (S); Kaye Maxwell (e)
Photo. Dept. Mgr.—Joe Demic (m) (S); Charles F. Teed (e)
Picture Editor—Bill Latham (m) (S); Chester Chope (e)
Radio-Television—Nancy Miller (m) (S); H. A. Michael (e)
Real Estate—Jim Holloran (m) (S); Beverly Bennett (e)
Society—Mrs. Ruby Burns (m) (S); Eloise D. Branton (e)

ENNIS (Tex.), NEWS (e)
No Editions: Christmas; July 4th; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Chas. E. Gentry
Book—Emma Jean Sims
Business-Financial—Emma Jean Sims
Church—Dan Bus
Columnist—Dan Bus
Editorial Writer—Dan Bus
Education—Dan Bus
Farm—Dan Bus
Fashion—Elizabeth Parsons
Food—Elizabeth Parsons
Garden—Elizabeth Parsons
Librarian—Elizabeth Parsons
Motion Pictures-Theatrical—Dan Bus
Music—Elizabeth Parsons
Photo. Dept. Mgr.—Dan Bus
Picture Editor—Dan Bus
Real Estate—Dan Bus
Travel—Emma Jean Sims
Society—Elizabeth Parsons

FORT WORTH (Tex.), PRESS (e)
Run-of-Paper Color Advs.: Up to 4 colors.
Split Run Advertising: Geographically. Every-other Paper.
Advs. Not Accepted: Clairvoyant; matrimonial.
Special Editions: Baby Section (Aug. & Feb.); Food Festival (Oct. & Feb.) Christmas Shopping (Nov.); Travel & Resort (May).
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Dave Hall
Aviation—John Ohendalski
Book—C. L. Douglas
Business-Financial—Bill Aguren
Church—Bill Aguren
Columnists—Walter R. Humphrey; Jack Gordon; Blackie Sherrod
Credit Mgr.—W. L. Robertson
Editorial Writers—Walter R. Humphrey; C. L. Douglas
Education—Caroline Hamilton
Farm—Marvin Garrett
Fashion—Latryl Layton
Food—C. L. Douglas
Motion Picture-Theatrical—Jack Gordon
Music—Sue Hankins
Personnel Mgr.—W. L. Robertson
Photo. Dept. Mgr.—Gene Gordon
Picture Editor—Dave Hall
Radio-Television—Jack Gordon
Real Estate—Bill Aguren
Travel—Dave Hall
Society—Latryl Layton

FORT WORTH (Tex.), STAR-TELEGRAM (m) (e) (S)
Print Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Advs. Not Accepted; Objectionable medical.
Special Editions: Fat Stock Show (Jan.); Ranch and Farm Show (Jan.); Home Show (Apr.); Panaroma of Homes (Apr.).
Syndicated Magazine Section Carried: Parade.
Radio Station Affiliation: WBAP.
Television Station Affiliation: WBAP-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Don Pierson
Aviation—Ira Cain
Book—Ethel Benson
Business-Financial—Harold Monroe (m) (S); Upshur Vincent (e)
Cartoonists—Harold Maples (e) (S)
Church—Frances Edwards
Credit Mgr.—W. F. Morgan
Editorial Writers—W. L. Redus; N. A. Stedman; John Parker; H. P. McClendon
Farm—Bill Durham
Fashion—Georgia Oliver
Food—Bill Smith
Garden—Nedra Jenkins
Librarian—Betty Kibbee
Motion Picture-Theatrical—Elston Brooks (m) (S); Ann Jones (e)
Music—E. Clyde Whitlock
Oil—Harry Heinecke
Photo. Dept. Mgr.—Dub McPhall
Picture Editor—Bill Smith (m) (S); Cal Sutton (e)
Radio-Television—Bill Hitch
Real Estate—E. D. Alexander
Travel—Ida Belle Hicks
Society—Mary Sears (m) (S); Loyd Stewart (e)

FREEPORT (Tex.), DAILY FACTS-REVIEW (e ex. Sat. & Sun.)
Special Editions: Monthly with National Holidays, etc. (14 yearly)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill McMurray
Aviation—Bill McMurray
Book—George Gaston
Business-Financial—George Gaston
Church—Rita Covington
Credit Mgr.—Bernice Elder
Editorial Writers—George Gaston; Glenn Heath
Education—Rita Covington
Farm—Bill McMurray
Fashion—Rita Covington
Food—Rita Covington
Garden—Rita Covington
Librarian—Rita Covington
Motion Picture-Theatrical—Ed Martin
Music—Rita Covington
Personnel Mgr.—Bernice Elder
Photo. Dept. Mgr.—Glenn Heath
Picture Editor—Glenn Heath
Radio-Television—Ed Martin
Real Estate—Bill McMurray
Travel—Rita Covington
Society—Roberta Dansby

GAINESVILLE (Tex.), REGISTER (e)
Special Editions: Back to School (Aug.); County Fair (Aug.); Christmas Ed. (Dec.).
No Editions: Labor Day; July 4th; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elizabeth Graham
Church—Eula West
Columnist—A. Morton Smith
Editorial Writer—A. Morton Smith
Education—A. Morton Smith
Farm—Jack Joyce
Fashion—Eula West
Food—Bob Hughes
Motion Picture-Theatrical—A. Morton Smith
Picture Editor—A. Morton Smith
Travel—C. H. Leonard
Society—Eula West

GALVESTON (Tex.), NEWS (m) (S); TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily except Mon.; 2 colors Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Stanley Babb
Church—Herbert Abney
Editorial Writer—C. E. McClelland
Fashion—Terry McLeod
Photo. Dept. Mgr.—Bill Johnson
Society—Estelle Hamilton

GARLAND (Tex.), NEWS (e ex. Mon. & Sat) (S)
Advs. Not Accepted: Beer; liquor.
Special Editions: Back-to-School (Aug.); Oil Progress (Oct.); Home Builders (May).
No Editions: New Years; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Food & household page(s) Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Scott Dorsey
Columnist—Sue Stinson
Editorial Writer—W. H. Bradfield, Jr.
Education—Jack Renfro
Fashion—Grace Wyrick
Food—Clare Bradfield
Politics—Maurice Harrell
Real Estate—Catherine Carlock
Society—Lillialma Bradfield

GLADEWATER (Tex.), MIRROR (e) (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Neal Clark
Aviation—Neal Clark
Book—Mrs. Neal Clark
Business-Financial—Neal Clark
Editorial Writer—Neal Clark
Education—Mrs. Glenn Walton
Farm—Frank Luksa, Jr.
Fashion—Mrs. Jack Elrod
Food—Neal Clark
Garden—Mrs. Glenn Walton
Librarian—Mrs. Neal Clark
Motion Picture-Theatrical—H. Kates
Music—Mrs. Glenn Walton
Photo. Dept. Mgr.—Glenn Walton
Picture Editor—Glenn Walton
Radio-Television—Glenn Walton
Real Estate—Mrs. Marie Jones
Travel—Mrs. Jack Elrod
Society—Mrs. Neal Clark

GONZALES (Tex.), DAILY INQUIRER (e)
Special Editions: Graduation (May); Christmas (Dec.).
No Editions: New Years; July 4th; Thanksgiving; Labor Day; Christmas.
Food and/or Household Dept.: Combined with Womens Page.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Annie Reese
Business-Financial—Henry Reese IV
Columnists—Miss Annie Reese; Mrs. Jo B. Farmer
Editorial Writer—Tom Gordon
Education—Corinne Remschel
Farm—Edward Reese
Garden—Mrs. Henry Reese, Jr.
Motion Picture-Theatrical—Bernice Knesek
Photo. Dept. Mgr.—Tom Gordon
Radio-Television—Bernice Knesek
Society—Mrs. Jo B. Farmer

HARLINGEN (Tex.), VALLEY MORNING STAR (m) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Special Editions: Oil Progress (Oct.)
Food and/or Household Dept.: Food pages Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. G. Nicolai
Business-Financial—F. G. Ragsdale
Church—Wm. Mayes
Columnists—R. C. Hoiles; Val E. Star; E. C. Osborn
Credit Mgr.—Forest Eastman
Editorial Writer—F. G. Ragsdale
Farm—Wm. Mayes
Fashion—Angela McGregor
Food—Angela McGregor
Society—Angela McGregor

HENDERSON (Texas), NEWS (e ex Sat.) (S)
Special Editions: Christmas (Dec.); Anniversary (March).
No Editions: July 4th; Labor Day; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—Miss Maxie Burt
Editorial Writer—C. H. Page
Society—Mrs. Anita M. Carter

HILLSBORO (Tex.), MIRROR (e. ex. Sat.) (S)
Advs Not Accepted: Liquor.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Bonnie Langford
Editorial Writers—Don Brown; Jim Carmichall

HOUSTON (Tex.), CHRONICLE (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Geographically on Wed. only.
Special Editions: Progress (Jan.).
Print Own Magazine; Yes.
Syndicated Magazine Section Carried: American Weekly.
Group Membership: Metropolitan Roto; Locally Edited Roto.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KTRH.
TV Station Affilication: KTRK, Channel 13
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Louis Alexander
Book—Tom Mulvany
Business-Financial—Frank Cortese
Cartoonist—Fermen Martin
Church—Lila Gordon
Columnists—Morris Frank; Charles Evans; Siemund Byrd
Credit Mgr.—R. E. Parlette
Editorial Writers—Harold Pyle; Nolan Sanford; Everett Collier; Tom Mulvany
Education—Ben Hawkins
Farm—Elmer Summers
Fashion—Maxine Blackmon
Food—Betty Rose Cravens
Librarian—Patricia Doggett
Motion Picture-Theatrical—Mildred Stockard
Music—Ann Holmes
Photo. Dept. Mgr.—Jess Gibson
Radio-Television—Ann Hodges
Real Estate—R. E. Connor
Travel—Moselle Jacobs
Society—Maurine Parkhurst

HOUSTON (Tex.), POST (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Liquor (S).
Special Editions: Fat Stock Show (Feb.); Home Show (Apr.); Do-It-Yourself (Mar.); School (Aug.); Air Conditioning (May); Oil (Oct.); Christmas (Dec.).
Syndicated Magazine Section Carried: This Week.
Group Membership: Puck, The Comic Weekly.
Radio Station Affiliation: KPRC
Television Station Affiliation: KPRC-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Mel Martin
Aviation—Steve Richard
Book—Margaret Young
Business-Financial—Sam Weiner
Church—Nancy Bigelow
Columnists—George Fuermann; Marguerite Johnston; Henry Tanner; David Westheimer; John Moore
Credit Mgr.—Clifford Scherer
Editorial Writers—Ed Kilman; Robert V. Johnson
Education—Ellen Middlebrook
Farm—Doyle Gougler
Fashion—Virginia Drane McCallon
Food—Jane Christopher
Garden—May Del Flagg
Librarian—M. P. McDonough
Motion Picture-Theatrical—Hubert Roussel
Music—Hubert Roussel
Photo. Dept. Mgr.—Owen Johnson
Picture Editor—Campbell Geeslin
Radio-Television—David Westheimer
Real Estate—Cliff Blackburn
Travel—Campbell Geeslin
Society—Bobbe Lentz

HOUSTON (Texas), PRESS (e)
Run-of Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper. Geographically.
Special Editions: Oil Progress (Oct.); Annual Edition (Jan.); Fat Stock Show (Feb.); Recipes (Mar.); Father's Day (June).
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harry A. Dollahite
Aviation—Richard Boyce
Book—Carl V. Little
Business-Financial—James H. Wagner
Cartoonist—Sidney Van Ulm
Church—Faye Haygood
Columnists—Bill Roberts; Carl V. Little
Credit Mgr.—E. E. Friou
Editorial Writer—George Carmack
Education—Richard Boyce
Farm—Richard Boyce
Fashion—Beverly Maurice
Food—Ann Valentine
Garden—Mrs. Marguerite Palmer
Librarian—Irene Wilson
Motion Picture-Theatrical—Paul Hochuli
Music—Paul Hochuli
Photo Dept. Mgr —Tony Triolo
Picture Editor—James Wagner
Radio-Television—Thomas Mahr
Real Estate—Millie Budd
Travel—James H. Wagner

JACKSONVILLE (Tex.), PROGRESS (e ex. Sat.) (S)
Advs Not Accepted: Liquor.
Special Editions: (S) Industrial (Mar.); Oil Progress (Oct.).
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Louise Broiles
Editorial Writer—B. H. Broiles
Librarian—Mrs. Irene Grimsley
Picture Editor—Harold Whittington
Society—Mrs. Louise Broiles

KERRVILLE (Tex.), TIMES (e ex Sat & Mon) (S)
Special Editions: Rodeo (July); Livestock Show (Jan)
No Editions: Christmas; July 4; Thanksgiving; New Years
Food and/or Household Dept.: Wed & Thurs.
Radio Station Affiliation: KERV
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Mrs. G. Rankin Starkey

KILGORE (Tex.), NEWS HERALD (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily
Special Editions: College (Oct.); Oil Edition (Aug.); Home Builders (Feb.); Automobile (Spring).
No Editions: July 4th; Labor Day; Christmas.
Magazine Section Carried: "Family Weekly."
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom W. Graham

KILLEEN (Tex.), DAILY HERALD (e)
Advs. Not Accepted: Beer, liquor.
Special Editions: Rodeo (Apr.); Fashions (Mar.); Christmas (Dec.).
No Editions: Jan. 1; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. D. Skidmore
Business-Financial—G. D. Skidmore
Church—Bettie Nash
Editorial Writer—J. Chambliss Gresham
Education—Bettie Nash
Fashion—Bettie Nash
Food—Bettie Nash
Photo. Dept. Mgr.—J. Chambliss Gresham
Radio-Television—Bettie Nash
Real Estate—Gerald Skidmore
Society—Bettie Nash

LAMESA (Tex.), DAILY REPORTER (e) (S)
Advs. Not Accepted: Liquor.
Special Editions: Recipe (Feb.); Back-to-School (Aug.); Christmas Shopping (Nov.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—James J. O'Brien
Fashion—Mrs. Vivian Lee
Food—Mrs. Vivian Lee
Society—Mrs. Vivian Lee

LAREDO (Tex.), TIMES (e ex Sat) (S)
Run-of-Paper Color Advs.: 4 colors. Daily & Sun.
Special Editions: Washington's Birthday (Feb.)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Allen K. Tish
Book—Allen K. Tish
Church—Mabel C. Wall
Columnist—Virginia Snow
Editorial Writer—Wm. Prescott Allen
Fashion—Mabel C. Wall
Food—Mabel C. Wall
Photo. Dept. Mgr.—Star Castillo
Picture Editor—Allen K. Tish
Real Estate—Hugh Robinson
Society—Mrs. Mabel C. Wall

LEVELLAND (Tex.), LEVELLAND DAILY SUN NEWS (e) (S)
Advs. Not Accepted: Liquor.
Special Editions: Stock Show (Mar.); Graduation (May); Christmas (Dec.).
No Editions: Thanksgiving; Christmas.
Radio Station Affiliation: KLVT.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Orlin Brewer
Book—Maurine Elkins
Church—Orlin Brewer
Columnist—Orlin Brewer
Editorial Writer—Orlin Brewer
Education—Orlin Brewer
Farm—Orlin Brewer
Fashion—Maurine Elkins
Food—Maurine Elkins
Garden—Maurine Elkins
Music—Maurine Elkins
Society—Maurine Elkins

LONGVIEW (Tex.), JOURNAL (m); DAILY NEWS (e); NEWS-JOURNAL (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun. except Sat. (e) Mon. (m).
Special Editions: New Years (Jan.); Oil Progress (Oct.).
No Editions: Christmas; Thanksgiving; Labor Day;
Print Own Magazine: Yes.
Food and/or Household Dept.: Food section, Thurs. (e) Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—S. A. Parker
Business-Financial—Ellie Hopkins
Church—Julia S. Acker
Columnists—Ed Leach; Buster Hale; Wells Burton; Jeanne Belk
Editorial Writers—Carl Estes; Ellie Hopkins; Ed Leach
Education—Foster Fort
Farm—Jeanne Belk
Fashion—Julia Acker
Food—Toni Pruett
Garden—Julia Acker
Motion Picture-Theatrical—Leo Hart
Music—Julia Acker
Photo. Dept. Mgr.—Foster Fort
Picture Editor—Ellie Hopkins
Real Estate—Ed Leach
Society—Julia Acker

LUBBOCK (Tex.), AVALANCHE (m); JOURNAL (e ex Sat); AVALANCHE-JOURNAL (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Advs. Not Accepted: Liquor; vending machine; blind box
Special Editions: Christmas Greetings (Dec.)
No Editions: Christmas (e only)
Group Membership: Texas Sunday Comics
Radio Station Affiliation: KFYO
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. W. Ratliff
Aviation—Mary Lou Fairbairn
Book—Jack Sheridan
Business-Financial—C. W. Ratliff
Church—Opal Dixon
Columnists—Chas. A. Guy; Margaret Turner; Joe Kelley; Charles Gillespie; Leo Healer
Credit Mgr.—James D. Shaw
Editorial Writers—Chas. A. Guy; Walter Greep
Education—Mary Lou Fairbairn
Farm—Conrad Lohoefer
Fashion—Margaret Turner
Food—Margaret Turner
Librarian—Lillian Kay
Motion Picture—Chas. C. Watson
Music—Jack Sheridan
Oil—Jim Mayes
Photo. Dept. Mgr.—Bill Hams
Radio-Television—R. C. Hankins
Real Estate—John Cavanagh
Society—Margaret Turner
Theatrical—Jack Sheridan

LUFKIN (Tex.), NEWS (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Liquor
Special Editions: Industrial (Apr.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

LUFKIN (Tex.) NEWS—Cont'd

DEPARTMENTAL EDITORS and/or MANAGERS
Church—Wm. Bogart
Columnist—W. R. Beaumier
Editorial Writer—W. R. Beaumier
Farm—Bee Landrum
Fashion—Betty Arnold
Motion Picture-Theatrical—Wm. Bogart
Picture Editor—Wm. Bogart
Society—Betty Arnold

McALLEN (Tex.), VALLEY EVENING MONITOR (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Special Editions: Oil Progress (Oct.); El Turista (Nov.).
No Editions: Christmas.
Food and/or Household Dept.: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. G. Nicolai
Business-Financial—T. N. Gaines
Church—Harvey Jewett
Columnists—R. C. Hoiles; T. N. Gaines; J. W. Horner
Editorial Writers—T. N. Gaines; D. R. Segal
Education—T. N. Gaines
Farm—Harvey Jewett
Fashion—Helen Taylor
Food—Helen Taylor
Photo. Dept. Mgr.—Luis Garcia, Jr.
Society—Helen Taylor.

MARLIN (Tex.), DEMOCRAT (e) (S)
No Editions: New Years; July 4; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Geo. S. Buchanan
Aviation—Geo. S. Buchanan
Book—Henry R. Church
Church—Henry R. Church
Editorial Writers—Geo. S. Buchanan, Henry R. Church
Education—Geo. S. Buchanan
Farm—Henry R. Church
Fashion—Miss Reva Briggs
Food—Geo. S. Buchanan
Garden—Mrs. Geo. S. Buchanan
Photo. Dept. Mgr.—Geo. S. Buchanan
Picture Editor—Geo. S. Buchanan
Radio-Television—Geo. S. Buchanan
Real Estate—Geo. S. Buchanan
Travel—Geo. S. Buchanan
Society—Mrs. Geo. S. Buchanan

MARSHALL (Tex.), NEWS MESSENGER (e ex. Sat) (S)
Run-of-Paper Color Advs. Up to 2 colors. Daily & Sun.
Advs. Not Accepted. Liquor; spiritualists.
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Group Membership: Texas Harte-Hanks Comic Group.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Roy Dickerson
Book—Millard Cope
Business-Financial—Millard Cope
Church—Rebecca Cameron
Columnist—Clyde E. Foster
Editorial Writers—Millard Cope; Spencer Jones
Education—Rebecca Cameron
Farm—Rebecca Cameron
Fashion—Pat Foster
Food—Mellezena Jones
Garden—Pat Foster
Librarian—Spencer Jones
Motion Picture-Theatrical—Mary Ann Dickerson
Music—Mary Ann Dickerson
Photo. Dept. Mgr.—Robert Burns
Picture Editor—Robert Burns
Radio-Television—Mary Ann Dickerson
Real Estate—Robert Burns
Society—Pat Foster

MART (Tex.), HERALD (e ex. Sat)
Advs. Not Accepted. Liquor.
No Editions: Labor Day; Thanksgiving; Christmas; July 4th.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Chas. R. Yancey
Book—Chas. R. Yancey
Editorial Writers—Chas. R. Yancey; Louis Hartley

MIDLAND (Tex.), REPORTER-TELEGRAM (e ex. Sat) (S)
Run-of-Paper Colors Advs.. Up to 4 colors. Daily & Sun.
Advs. Not Accepted. Liquor, wine
Special Editions. Progress (Mar.), Rodeo (June), Oil Progress Week (Oct.), Christmas Shopping (Nov.).
No Editions: Christmas Day.
Syndicated Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James L. Lindsey
Aviation—Allan Ramsey
Book—Cope Routh
Business-Financial—W. H. Collyns
Church—Franchelle Moore
Columnists—James C. Watson; Ted Battles
Editorial Writers—James N. Allison; W. H. Collyns
Education—James L. Lindsey
Farm—Bill Collyns
Fashion—Tessica Martin
Food—Tessica Martin
Garden—J. M. Ratcliff
Librarian—Franchelle Moore
Motion Picture-Theatrical—Howard Cates
Music—Tessica Martin
Picture Editor—James L. Lindsey
Radio-Television—Ernest Jones
Real Estate—Cope Routh
Travel—Ernest Jones
Society—Tessica Martin

MINERAL WELLS (Texas), INDEX (e) (S)
No Editions: 4th July; Labor Day; Thanksgiving; Christmas.

NACOGDOCHES (Tex.), SENTINEL (e)
Advs. Not Accepted: Liquor, beer.
Special Editions. Christmas (Dec.); Progress (Apr. Back to School (Aug.).
No Editions: New Year's; Christmas; July 4th; Thanksgiving.
Food and/or Household Dept: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Woodrow B. Baker
Aviation—Woodrow B. Baker
Book—Lucille Fain
Church—Lajuana Turner
Columnist—Victor B. Fain
Editorial Writer—Victor B. Fain
Education—Lucille Fain
Farm—Howard Page
Fashion—Lajuana Turner
Food—Lajuana Turner
Garden—Lajuana Turner
Librarian—Lajuana Turner
Motion Picture-Theatrical—Lajuana Turner
Music—Lajuana Turner
Photo. Dept. Mgr.—Woodrow B. Baker
Picture Editor—Woodrow B. Baker
Radio-Television—Woodrow B. Baker
Real Estate—Woodrow Baker
Travel—Lucille Fain
Society—Lucy McBee

ODESSA (Tex.), AMERICAN (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Special Editions: Oil Progress (Oct.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank White
Aviation—Frank White
Book—V. L. DeBolt
Business-Financial—Darnell Peacock
Church—Rita Weaver Darden
Credit Mgr.—R. M. Cole
Editorial Writer—Brad Carlisle
Education—V. L. DeBolt
Fashion—Rita Weaver Darden
Food—Rita Weaver Darden
Garden—Rita Weaver Darden
Librarian—Holmes B. Carlisle
Music—Rita Weaver Darden
Photo. Dept. Mgr.—Brad Carlisle
Picture Editor—Brad Carlisle
Real Estate—John Crooks
Travel—Tracy Byers
Society—Rita Weaver Darden

ORANGE (Tex.), LEADER (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Black and one or two colors.
Annual Special Editions: Progress & Development (Jan.).
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Box Axelson; Mary Alice Lakey; Billie June Stewart; Phil Lilly; Lona Mae Pinson
Editorial Writers—J. Cullen Browning; Joe Parsley
Food—Lona Mae Pinson
Librarian—Bobbie Broussard
Real Estate—Billie June Stewart
Sports—Bob McHugh
Society—Herbie Dees

PALESTINE (Tex.), HERALD-PRESS (e ex. Sat) (S)
Run-of-Paper Color Advs. 1 color. Daily & Sun.
Advs. Not Accepted. Liquor, beer.
Special Editions. Christmas;(Dec.): Back-to-School (Aug.); Spring Fashion (Mar.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Lester Hamilton
Farm—Joe Calvit
Fashion—Mary Sloan
Photo. Dept. Mgr.—Jack Mullican
Real Estate—Mary Calloway
Society—Mary Sloan

PAMPA (Tex.), NEWS (e ex. Sat) (S)
Run-of-Paper Color Advs.: 1 color.
Special Editions: Rodeo (Aug.); Cooking School (Mar.); Christmas Mad. Section (Thanksgiving A.M.); Oil Progress Week (First Sun. in Oct.)
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—E. Roy Smith
Business-Financial—E. Roy Smith
Church—Jane Kadingo
Editorial Writer—E. Roy Smith
Fashion—Jane Kadingo
Food—Jane Kadingo
Photo. Dept. Mgr.—Fred Parker
Society—Jane Kadingo

PARIS (Texas), THE PARIS NEWS (m)
Run-of-Paper Color Advs.: Up to 3 colors.
Advs. Not Accepted: Liquor; Mail Order.
Annual Special Editions: Christmas Greeting (Dec.); New Year (Jan.); Boy Scout (Feb.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly
Group Membership: Texas Harte-Hanks Newspapers.
Food and/or Household Dept.: Food page Thurdsay.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Kathryne Crook
Education—Mrs. Lee Pilgrim
Farm—Tony Price
Food—Kathryne Crook
Motion Picture-Theatrical—Nancy Poteet
Society—Kathryne Crook

PLAINVIEW (Tex.), HERALD (e ex. Sat) (S)
Run-of-Paper Color Advs.: 2 colors. Daily & Sun.
Advs. Not Accepted: Liquor
No Editions: Christmas
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. B. Oswald
Editorial Writer—H. S. Hilburn
Education—L. D. Brown
Farm—L. D. Brown; H. S. Hilburn
Fashion—Mrs. Dora H. Scott
Food—Mrs. Dora H. Scott
Photo. Dept. Mgr.—Walter Frye
Picture Editor—H. S. Hilburn
Society—Mrs. Dora H. Scott

PORT ARTHUR (Tex.), NEWS (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Wed; Thur, Fri; Sun.
Split Run Advertising: Change plate at half-way mark.
Special Editions: CavOILcade Edition (Oct.), Christmas Shopping (Nov.)
No Editions: Christmas.
Group Membership: W. Austin-Waco-Port Arthur Comic Section Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Wendell Ward
Columnists—Dick Oliver; N. E. McDonald, L. J. Landry; Gene Smiley.
Editorial Writer—John F. Ayres
Fashion—Grace Foote
Food—Grace Foote
Motion Picture-Theatrical—Nell Gillman
Radio-Television—Grace Foote
Society—Grace Foote

SAN ANGELO (Tex.), STANDARD-TIMES (m) (S); EVENING STANDARD (e)
Run-of-Paper Color Advs.: Up to 3 colors. Any day.
Advs. Not Accepted: Liquor.
No Editions: Christmas.
Magazine Section Carried: Family Weekly (S)
Food and/or Household Dept.: Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Jack Allard (S)
Cartoonist—Don Johnson
Columnists—Bob Milburn (m) (S); Blondy Cross (m) (S); Bill Hart (e); Elmer Kelton (m)
Credit Mgr.—A. L. Hall
Education—G. Edward Freitag
Farm—Elmer Kelton (m) (S)
Food—Ann Bryan
Librarian—Opal Anderson
Motion Picture-Theatrical—Jack Allard
Music—Jack Allard
Radio-Television—Jack Allard
Society—Ann Bryan

SAN ANTONIO (Tex.), EXPRESS (m); NEWS (e); EXPRESS-NEWS (S)
Run-of-Paper Color Advs.: Up to 4 colors. 2 colors any day; 4 colors by arrangement.
Split Run Advertising: Every-other Paper.
Special Editions: Financial Review (m) (Jan.); Stock Show S) (Feb.).
Magazine Section Carried: This Week (S).
Group Membership: Metropolitan.
Radio Station Affiliation: KENS.
Television Station Affiliation: KENS-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Gerald Ashford (m) (S); Gerald Ashford (e)
Business-Financial—Bert Wise (m); C. M. Meadows, Jr. (e)
Cartoonist—Bob Dale (m) (S)
Columnists—Bill Reddell (m) (S); Jon Ford (m) (S) Paul Thompson (e) (S); Keith Elliott (e);
Credit Mgr.—Joseph K. Elder
Editorial Writers—Bill Reddell (m) (S); Tomme Call (e)
Education—Conoly Cullum
Farm—R. G. Jordan (m) (S)
Fashion—Mildred Whiteaker (e) (S)
Food—Hattie Lewellyn (e) (m) (S)
Garden—Tom McGowan
Librarian—Neva Perkins
Motion Picture-Theatrical—Tom McGowan (m) (S)
Music—Gerald Ashford (m) (S); Bill Wagner (e)
Photo. Dept. Mgr.—Millie Smith (m) (S)
Radio-Television—Fern Chick (m) (S)
Real Estate—Arthur L. Coleman (m) (S)
Travel—Tom McGowan (m) (S)
Society—Myrtle Oefinger

SAN ANTONIO (Tex.), LIGHT (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors and black Daily (ex. Sat.) and Sunday.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor (S).
Special Editions: Livestock (Feb.); School (Aug.); Travel & Vacation (S) (May); Fall Shoes (S) (Aug.).
Syndicated Magazine Section Carried: The American Weekly.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. L. Keathley, Jr.
Aviation—H. L. Keathley, Jr.
Business-Financial—J. S. McNeel, Jr.
Cartoonist—Fred Prado
Columnists—Renwicke Cary; Ed Castillo
Credit Mgr.—John P. Dunsmore
Editorial Writer—Paul Trench
Farm—J. H. McLean
Fashion—Joyce Worth
Food—Mildred Kitchen
Garden—Paul Renton
Librarian—Mrs. Mary Koenning
Motion Picture-Theatrical—Lewis Fay; Renwicke Cary
Picture Editor—George Bartholomew
Radio-Television—Paul Trench
Real Estate—J. S. McNeel, Jr.
Travel—Lewis Fay
Church—R. L. Lafield
Photo—George Bartholomew
Society—Miriam McGary

SHERMAN (Tex.), DEMOCRAT (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 2 colors. Daily.
Advs. Not Accepted: Beer; liquor; display classified help wanted from out of town.
Special Editions: Chamber Commerce Report (Mar.); Soil Conservation (May); Back to School (S) Aug.
No Editions: Christmas
Group Membership: Texas Sunday Comic Section, Inc.
Food and/or Household Dept.: Food pages and recipe columns Thurs.

SNYDER (Tex.), NEWS (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: Oil Progress (Oct.); Auto Show (Nov.); Christmas (Dec.).
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lee Watson
Business-Financial—Wacil McNair
Church—Dale Walton
Columnists—Wacil McNair; Buck Francis
Editorial Writer—Wacil McNair
Education—Dale Walton
Farm—Dale Walton
Food—Kay Pope
Photo. Dept. Mgr.—Lee Watson
Picture Editor—Lee Watson
Society—Kay Pope

STEPHENVILLE (Texas), EMPIRE (e)
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Miss Carolyn Holford

SULPHUR SPRINGS (Tex.), NEWS-TELEGRAM (e) (S)
Advs. Not Accepted: Liquor; Beer.
Special Editions: Livestock Show (Mar.); Spring Fashion (Mar.); Dairy Show (May); Fall Fashion (Sept.); Christmas (Dec.).
No Editions: New Year's; July 4; Thanksgiving, Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—K. H. Kraft
Church—Joe Woosley
Columnists—K. H. Kraft, Joe Woosley
Editorial Writer—F. W. Frailey
Farm—Joe Woosley
Photo. Dept. Mgr.—T. A. Wright
Picture Editor—F. W. Frailey
Society—Mrs. Fred Moelk

SWEETWATER (Tex.), REPORTER (e ex. Sat.) (S)
Special Editions: Oil Edition (Sept.); Christmas Edition (Dec.).
No Editions: New Year; July 4th; Memorial Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Roy Scudday
Church—Roy Scudday
Society—Jewel Marsh

TAYLOR (Tex.), PRESS (e ex Sat) (S)
Split Run Advertising: Yes.
Special Editions: Oil Progress: Modern Home & Garden (Oct.); Rodeo & Livestock (Sept.); Fall Fashion Section (Sept.); Outdoor Living, (July)
No Editions: Christmas; New Year; Thanksgiving
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Hal Harkins
Aviation—Hal Harkins
Business-Financial—E. S. Peeler
Church—F. Hannan
Columnist—Lin Mills
Editorial Writers—Mrs. Geo. B. Peeler; Lin Mills
Farm—Bill Kennedy
Fashion—E. S. Peeler
Food—E. S. Peeler
Garden—E. S. Peeler
Librarian—E. S. Peeler
Motion Picture-Theatrical—Bernice Martinka
Photo. Dept. Mgr.—Lin Mills
Travel—E. S. Peeler
Society—E. S. Peeler

TEMPLE (Tex.), TELEGRAM (m) (S)
Run-of-Paper Color Advs.: 4 colors. Daily.
Advs. Not Accepted: Liquor (beer is accepted).
Special Editions: City Wide Dollar Day - 1st Tuesday of each month; City Wide White Elephant Sale (Jan.); Furniture & Appliance Section (Feb.); Spring Fashions (Mar.); Boating and Outdoor Section (Apr.); Home and Garden Section (Apr.); Operation Cleanup (May); Home Show (May); Graduation and Mothers Day (May); Belton Rodeo (July); Back-to-School Section (Aug.); Soil Conservation Section (Aug.); Fall Fashions (Sept.); Gas Range Promotion (Oct.); Furniture & Appliance Layaway (Oct.); Christmas Layaway Section (Nov.); Christmas Shopping Guide (Nov.); Life Insurance Week Section (Nov.); 50th Anniversary (Nov.); Christmas Shoppers Section (Dec.); Christmas Eve Greeting Section (Dec.).
No Editions: Labor Day; Christmas.
Food and/or Household Dept.: Food, Thurs.
Radio Station Affiliation: KTEM.
Television Station Affiliation: KCEN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—George B. Dolan; Jack H. Bowen
Editorial Writer—Harry O. Blanding
Librarian—Mrs. Anna Yates
Picture Editor—Miss Lewis Hensley
Society—Mrs. Victor King

TERRELL (Tex.), TRIBUNE (e) (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Mose Martin
Credit Mgr.—B. Boon
Editorial Writer—Fred Massengill, Jr.
Personnel Mgr.—Dick Reavis

TEXARKANA (Tex.-Ark.), GAZETTE (m) (S); DAILY NEWS (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Special Editions: Progress (Aug.); Farm (Mar.); Home (Apr.).
Radio Station Affiliation: KCMC
Television Station Affiliation: KCMC-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Max Bishop
Aviation—Max Bishop
Book—Sally Reese
Business-Financial—Paul Lowry
Church—Paul Lowry
Columnists—Bob Mundella; Annie May Turner
Editorial Writer—J. Q. Mahaffey
Education—Paul Lowry
Farm—Sally Reese
Fashion—Kay Stafford
Food—Kay Stafford
Garden—Kay Stafford
Motion Picture-Theatrical—Paul Lowry
Music—Sally Reese
Photo. Dept. Mgr.—Sally Reese
Picture Editor—Sally Reese
Radio-Television—Bob Mundella
Real Estate—Sally Reese
Travel—Sally Reese
Society—Kay Stafford

TEXAS CITY (Tex.), SUN (e) (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Clyde Ragsdale
Church—Mabel McClure
Columnist—Clyde Ragsdale
Editorial Writer—Clyde Ragsdale
Fashion—Mabel McClure
Food—Mabel McClure
Society—Mabel McClure

TYLER (Tex.), TELEGRAPH (m); COURIER-TIMES (e); COURIER-TIMES-TELEGRAPH (S)
Run-of-Paper Color Advs. 3 colors on reservation.
Advs. Not Accepted: Liquor.
Special Editions: Baby (May); Graduation (May); Back to School (Aug.); Vacation (May); Rose Festival (Oct.); Oil Progress (Oct.); Christmas Gift Guide (Dec.).
No Editions: Christmas.
Magazine Section Carried: Family Weekly.

(Continued on Page 236)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

TEXAS—Cont'd

TYLER (Tex.) TELEGRAPH-COURIER-TIMES —Cont'd

(Continued from Page 235)

Food and/or Household Dept: Food Friday a.m; Thurs. p.m.; Home Builders Page (S).
Radio Station Affiliation: KTBB
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Gordon Riley (m); Carl Wallace (e)
Cartoonist—Sam Nash Jr.
Church—Mrs. Avis Walker
Columnists—Floyd Murray (m); Wm. E. Dozier (e); Bob Bowman (m); Jim Honeywell (e); Everett Taylor (S); Carl Wallace (S)
Credit Mgr.—Tom Martin
Editorial Writer—D. McNair
Farm—Bob Murdoch
Fashion—Mrs. M. Hercules
Food—George Conner
Librarian—Mrs. Avis Walker
Oil—Carl Wallace
Society—Mrs. M. Hercules

VERNON (Tex.), RECORD (e ex. Sat.)(S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Advs. Not Accepted: Alcoholic beverages
Special Editions: Rodeo (Apr.); Fall Opening (Sept.); Christmas (Dec.); Graduation (May); Automobile (Jan.); Back-to-School (Aug.); Oil Progress (Oct.); Christmas Opening (Nov.).
No Editions: Christmas.
Food and/or Household Dept.: Thurs.

VICTORIA (Tex.), ADVOCATE (m) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
No Editions: Christmas
Syndicated Magazine Section Carried: Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—E. I. Stahala
Columnist—Morris Roberts
Editorial Writers—Wm. E. McIntosh; Morris Roberts; Carl Hooper
Farm—Bill McIntosh
Fashion—Marilyn Waida
Picture Editor—David W. Hoster
Society—Marylin Waida

WACO (Tex.), NEWS-TRIBUNE (m); TIMES-HERALD (e); TRIBUNE-HERALD (S)
Run-of-Paper Color Advs: 3 colors Any day.
Advs. Not Accepted: Alcoholic beverages.
Magazine Section Carried: Family Weekly.
Food and/or Household Dept: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—F P Whitcraft III
Aviation—Murray Neal
Book—Harry Provence
Business-Financial—F P Whitcraft III
Church—G. C. Quill
Credit Mgr.—Billy E. Pauling
Editorial Writer—Harry Provence
Education—Mrs. Reba Campbell
Farm—Tom Harper (m); Clark Bolt (e)
Fashion—Mrs. Helen Baldwin
Food—Gerald Frazier
Garden—Mrs. Helen Baldwin
Motion Picture-Theatrical—G. C. Quill
Music—G. C. Quill
Photo. Dept. Mgr.—Murray Neal
Picture Editor—Gerald Frazier
Radio-Television—Lee Lyons
Real Estate—F. P. Whitcraft III
Travel—Mrs. Helen Baldwin
Society—Mrs. Helen Baldwin

WAXAHACHIE (Tex.), DAILY LIGHT (e) (S)
No Editions: July 4th, Dec. 25th; Jan. 1st; Nov. 24th.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Ken Flagler
Editorial Writers—Wm. P. Davis; Florence McGee
Fashion—Irene Emerson
Food—Irene Emerson
Garden—Irene Emerson
Society—Irene Emerson

WICHITA FALLS (Tex.), RECORD NEWS (m); TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Alcoholic beverages.
Radio Station Affiliation: KTRN
Magazine Section Carried: Family Weekly.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Marshal Moore
Book—W. L. Underwood (m); Mrs. Margaret Wallraven Reid (S)
Business-Financial—L. T. Hamlett (e) (S); Cliff Clines (m)
Cartoonist—Glenn Shelton
Church—W. L. Underwood
Columnist—Glena Shelton
Credit Mgr.—William F. Adams
Editorial Writers—Wm. Donnell (e) (S); Curtis Cook (m)
Education—Laura Doing
Farm—Glenn Shelton
Fashion—Lucille Burns
Garden—Glenn Shelton
Librarian—Mrs. W. T. Masters
Motion Picture-Theatrical—W. L. Underwood
Music—W. L. Underwood
Photo. Dept. Mgr.—Geo. Smiley
Picture Editor—Cliff Clines (m); L. T. Hamlett (e) (s)

UTAH

LOGAN (Utah), HERALD-JOURNAL (e) (S)
Special Editions: Dairy Week (June); Christmas.
No Editions: New Years; Christmas; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ray J. Nelson
Business-Financial—Ray J. Nelson
Columnist—Ray J. Nelson
Credit Mgr.—Cyril Garr
Editorial Writer—Ray Nelson
Farm—Ray J. Nelson
Fashion—Edith Morgan
Food—Edith Morgan
Garden—Edith Morgan
Personnel Mgr.—Philip E. Swift
Picture Editor—Ray J. Nelson
Radio-Television—Ray J. Nelson
Society—Edith Morgan

OGDEN (Utah), STANDARD-EXAMINER (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun. ex Sat.
Split Run Advertising: Every-other Paper.
Special Editions: (S) "Ogden Progress" Ed. (Feb.); "Home Improvement" (May); "Better Home Expositions" (Sept.); School Editions (Aug.).
Food and/or Household Dept.: Daily & Sun.
Radio Station Affiliation: KLO
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Ray Wight
Credit Mgr.—Thelma Rowland
Editorial Writer—Darrell J. Greenwell
Education—Ensign Ritchie
Farm—Richard Lindsley
Fashion—Mrs. Catherine Hughes
Food—Mrs. Catherine Hughes
Librarian—Mrs. Donna Bingham
Motion Picture-Theatrical—Mrs. Alice West
Music—Darrell J. Greenwell
Photo. Dept. Mgr.—Ted Collins
Society—Mrs. Alice West

PROVO (Utah), HERALD (e ex. Sat) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Liquor (S).
Special Editions: Central Utah Edition (Feb.).
Syndicated Magazine Section Carried: Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—N. L. Christensen
Aviation—Joan Geyer
Book—E. R. Rasmuson
Business-Financial—N. L. Christensen
Church—T. H. Luke
Columnists—Frank C. Robertson
Editorial Writers—N. L. Christensen; E. R. Rasmuson
Education—Winifred Jones
Farm—T. H. Luke
Fashion—Phyllis Phillips
Food—Phyllis Phillips
Garden—N. L. Christensen
Librarian—Inge Adams
Motion Picture-Theatrical—E. R. Rasmuson
Music—Howie Luke
Photo. Dept. Mgr.—George B. Clay
Picture-Editor—N. L. Christensen
Radio-Television—E. R. Rasmuson
Real Estate—N. L. Christensen
Travel—N. L. Christensen
Society—Phyllis Phillips

SALT LAKE CITY (Utah), DESERET NEWS - TELEGRAM (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper. Daily.
Advs. Not Accepted: Beer, liquor, tobacco, coffee & tea (e)
Special Editions: Christmas News (Dec.).
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jack Jarrard (e)
Book—Howard Pearson (e)
Business-Financial—Jack Jarrard (e)
Cartoonist—Charles Nickerson (e)
Church—Ted Cannon (e)
Columnists—Ted Cannon; Les Goates (e)
Editorial Writers—William B. Smart; John Talmage; Harold Lundstrom (e)
Farm—Hal Knight (e)
Fashion—Evelyn Sims (e)
Food—Winnifred Jardine (e)
Garden—Dorothea Newbold (e)
Librarian—Connie Christensen (e)
Motion Picture-Theatrical—Howard Pearson (e)
Music—Conrad B. Harrison (e)
Photo. Dept. Mgr.—J. M. Heslop (e)
Radio-Television—Howard Pearson (e)
Real Estate—Jack Jarrard (e)
Travel—King Durkee (e)
Society—Evelyn Sims (e)

SALT LAKE CITY (Utah), TRIBUNE (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Split Run Advertising: Every-other Paper. Daily.
Advs. Not Accepted: Liquor (m) (S)
Special Editions: Empire Edition (Jan.); Scenic Edition (May).
Magazine Section Carried: This Week (S)
Group Membership: Metropolitan.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Robt. Bernick (m) (S)
Book—Roy Hudson (m) (S)
Business-Financial—Robt. Bernick (m) (S)
Cartoonists—Christian Jensen (m) (S)
Church—Jack Reed (m) (S)
Columnists—Dan Valentine (m) (S); Hamilton Park (m) (S)
Editorial Writers—Ernest Linford (m) (S); T. W. Long (m) (S); Herbert Kretchman (m) (S)
Farm—Robert Halliday (m) (S)
Fashion—Grace Grether (m) (S)
Food—Bonnie Lake (m) (S)
Garden—Roy Hudson (m) (S)
Librarian—Leah Beckstead (m) (S)
Motion Picture-Theatrical—Roy Hudson (m) (S)
Music—Mary Pappasideris (m) (S)
Photo. Dept. Mgr.—Brandt Gray (m) (S)
Real Estate—Robt. Bernick (m) (S)
Travel—Don Howard (m) (S)
Society—Mary Pappasideris (m) (S)

VERMONT

BARRE (Vt.), TIMES (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Memorial Day; Veterans Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—P. G. Angwin
Book—S. E. Billings
Columnist—Gail H. Helmer
Editorial Writers—S. E. Billings
Farm—S. E. Billings
Photo. Dept. Mgr.—Theodore Richards, Jr.
Picture Editor—P. G. Angwin

BENNINGTON (Vt.), BANNER (e)
Special Editions: Easter Fashion; Bargain Days (Aug.); Christmas Cards (Dec.).
No Editions: Washington's Birthday; Aug. 16; July 4th; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—George Hadwen
Book—Agnes Rockwood
Business-Financial—Frank E. Howe II
Cartoonist—Burton Turner
Church—Laurence Barker
Columnists—Agnes Rockwood; Laurence Barker; George Hadwen; Frank E. Howe II
Editorial Writers—Frank E. Howe II; Arthur Grant; Leonard Wilson
Farm—Laurence Barker
Fashion—Agnes Rockwood
Motion Picture-Theatrical—Agnes Rockwood
Photo. Dept. Mgr.—Arthur Grant
Picture Editor—Frank E. Howe II
Radio-Television—Laurence Barker
Society—Agnes Rockwood

BRATTLEBORO (Vt.), REFORMER (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Ruth Hard Bonner
Cartoonist—Al Merrell
Church—Julia Park
Columnists—Harrison Brown; Evelyn Coleman; Edith Wiley; Hal March Jr.
Editorial Writer—John S. Hooper
Education—Victor Harrison
Food—Mrs. C. S. Leach
Motion Picture-Theatrical—Julia Park
Photo. Dept. Mgr.—Harry Asbury, Jr.
Picture Editor—John S. Hooper

BURLINGTON (Vt.), FREE PRESS (m)
Run-of-Paper Color Advs.: 1 color upon request.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor.
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Vic Maerki; Walt Hickey
Credit Mgr.—Urban L. Bergeron
Editorial Writers—Edward F. Crane; Gordon Mills
Farm—William Dame

BURLINGTON (Vt.), NEWS (e) (S)
Special Editions: Golden Gloves (Jan.); Dollar Days (Aug.); Spring Fashion (Mar.); Clean-up Fix-up (Apr.); Miss Vermont Pageant (May); Bridal Edition (Jun.); Soap Box Derby (July); Fall Fashion Show (Sept.); House & Garden (Sept.); Cooking School (Oct.); Christmas Tabloid (Nov.); Football Contest (Oct.); Christmas Gift Page (Nov.-Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept: Food. Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Thomas McCormick
Church—Irene Allen
Credit Mgr.—Richard Barker
Editorial Writers—William Loeb; Thomas McCormick; Robert E. Cronin
Farm—Irene Allen
Fashion—Irene Allen
Food—Irene Allen
Librarian—Ada Coventry
Personnel Mgr.—Richard Barker
Photo. Dept. Mgr.—Harry Richards
Radio-Television—Robert E. Cronin
Society—Irene Allen

MONTPELIER (Vt.), ARGUS (e)
Split Run Advertising: Yes.
Special Editions: Dollar Days (July)
No Editions: Christmas; Thanksgiving; New Years; July 4th; Labor Day; Memorial Day; Veterans' Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Elaine Atkins; Stanley MacPherson

NEWPORT (Vt.), EXPRESS (e)
No Editions: New Years; May 30; July 4; Labor Day; Nov. 11; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Vond Bergam
Editorial Writer—Wallace H. Gilpin
Photo. Dept. Mgr.—R. C. Hunt
Picture Editor—R. C. Hunt

RUTLAND (Vt.), HERALD (m)
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Leonard Archer
Editorial Writer—Sargeant Wild
Farm—Sargeant Wild
Food—Mrs. Frances Fancher
Photo. Dept. Mgr.—Aldo Merusi

ST. ALBANS (Vt.), MESSENGER (e)
Special Editions: Christmas (Nov.).
No Editions: New Years; Memorial Day; July 4th; Labor Day: Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Fashion—Dorothy Benton
Picture Editor—Stanley Cummings
Society—Dorothy Benton
Address all general correspondence to Paul Rixon.

ST. JOHNSBURY (Vt.), CALEDONIAN-RECORD (e)
Special Editions: Christmas (Dec.).
No Editions. New Years; Washington's Birthday; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Farm—Lowell Smith
Food—Barbara Smith
Photo. Dept. Mgr.—Ernest Evans
Society—Barbara Smith

VIRGINIA

ALEXANDRIA (Va.), GAZETTE (e)
Advs. Not Accepted: Liquor
No Editions: Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Book—C. C. Carlin, Jr.
Business-Financial—Lewis A. Stearman
Church—Marion Landing
Editorial Writer—C. C. Carlin, Jr.
Education—C. C. Carlin, Jr.
Real Estate—Mrs. Helen Young
Society—Mary Youry

BRISTOL (Va.), BRISTOL HERALD COURIER (m); VIRGINIA-TENNESSEAN (e); HERALD COURIER & VIRGINIA-TENNESSEAN (S)
Run-of-Paper Color Advs.: 2 colors, any day.
Group Membership: General Newspapers Comic Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Reva Gilmer (m) (S)
Credit Mgr.—J. E. Beach, Jr.
Editorial Writers—James Baxley (m); Herman Giles (e)
Farm—Robert Loving (m) (S); Roy Elkin (e)
Fashion—Lilian Childress (m) (S); Margaret Forbush
Food—Lilian Childress (m); Margaret Forbush (e)
Librarian—Reva Gilmer
Photo. Dept. Mgr.—Harrison Hall (m) (S)
Real Estate—Roy Elkins (e) (S)
Society—Lilian Childress (m) (S); Margaret Forbush (e)

CHARLOTTESVILLE (Va.), PROGRESS (e)
Advs. Not Accepted: Liquor.
No Editions: Christmas; Thanksgiving; July 4th; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—C. E. Lindsay
Church—Alan Bruns
Editorial Writer—C. R. Babcock
Farm—Boyce Loving
Fashions—Anita Black
Music—Anita Black
Picture Editor—Lindsay Mount
Society—Anita Black

CLIFTON FORGE (Va.), REVIEW (e)
Special Editions: Pre-Christmas (Nov.); Christmas (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. H. R. Topping
Editorial Writers—Jack B. Thompson; Lois T. Thompson
Society—Mrs. H. R. Topping.

COVINGTON (Va.), VIRGINIAN (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Advs. not Accepted: Claims to cure goiter, cancer or TB.
Annual Special Editions: Back-to-School (Aug.); Christmas Greetings (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. F. Beirne, III
Business-Financial—Richard F. Beirne
Church—Mrs. Alma Fisher
Editorial Writers—James Echols; J. Marshall Doswell, Jr.
Education—Rose Somers Beirne
Farm—Francis Hipes
Fashion—Mrs. Alice Persinger
Food—Lacy Marshall
Garden—Mrs. Alice Persinger
Librarian—Mrs. Alma Fisher
Music—R. F. Beirne, IV
Photo. Dept. Mgr.—Douglas Smith
Picture Editor—Douglas Smith
Radio-Television—Walton Morton
Real Estate—Linwood Anderson
Travel—Mrs. Camille Beirne
Society—Mrs. Alice Persinger

DANVILLE (Va.), REGISTER (m) (S); BEE (e)
Advs. Not Accepted: Liquor, Beer (S)
No Editions: July 4th; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. A. Farley
Book—G. Tetley
Church—W. Marion Saunders
Editorial Writers—W. Marion Saunders (m) (S); Girard Tetley (e)
Fashion—Mary Prillaman
Motion Picture-Theatrical—A. A. Farley
Music—Mary Prillaman
Photo. Dept. Mgr.—Leon Townsend
Society—Mary Prillaman

FREDERICKSBURG (Va.), FREE LANCE-STAR (e)
Split Run Advertising: Geographically.
Advs. Not Accepted; Mail order.
Special Editions: Spring Opening (Mar.); Christmas Supplement (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Menu column Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Kenneth R. Gregg
Book—Charles S. Rowe
Editorial Writer—Charles S. Rowe
Farm—Paul A. Muse
Fashion—Marilyn T. Muse
Food—Marilyn T. Muse
Photo. Dept. Mgr.—James P. McKnight
Picture Editor—James P. McKnight
Real Estate—Kenneth R. Gregg
Society—Marilyn T. Muse

HARRISONBURG (Va.), NEWS-RECORD (m)
Advs. Not Accepted: Alcoholic beverages.
No Editions: Christmas; New Years; Feb. 22; Decoration Day; July 4; Labor Day; Armistice Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—W. S. Reilly
Aviation—W. S. Reilly
Church—W. S. Reilly
Columnist—Bruce Slaven
Editorial Writer—D. Lathan Mims
Photo. Dept. Mgr.—Bob Riley
Society—Ethel M. Lucas

HOPEWELL (Va.), NEWS (e)
Special Editions: Cooking School (Feb.); Back To School (Aug.); Fall Fashions (Oct.).
No Editions: New Years; July 4th; Labor Day; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. Robbins, Jr.
Aviation—William Smith
Book—A. Robbins, Jr.
Business-Financial—A. Robbins, Jr.
Church—Mrs. Ruth Shuey
Editorial Writer—A. Robbins, Jr.
Education—Cordelia Robbins
Farm—A. Robbins, Jr.
Fashion—Mrs. Ruth Shuey
Food—Cordelia Robbins
Librarian—Hannah Baxter
Motion Picture-Theatrical—Cordelia Robbins
Picture Editor—Cordelia Robbins
Radio-Television—Cordelia Robbins
Real Estate—William Smith
Travel—Cordelia Robbins

LYNCHBURG (Va.), NEWS (m); ADVANCE (e); NEWS (S)
Special Editions: Garden (Apr.)
No Editions: Christmas
Magazine Section Carried: Family Weekly
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Robert C. Glass (m) (S); Philip L. Scruggs (e)
Farm—Henry P. Creasy

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

MARTINSVILLE (Va.), BULLETIN (e) (S)
Advs. Not Accepted: Vending machine; liquor (S).
Special Editions: Home Edition (Mar.); Vacation (May); Brides (May); Back-to-School (Aug.); Safety Edition (Oct.); Christmas Shopping (Nov.); Christmas Greeting (Dec.).
No Editions: July 4th; Dec. 25.
Group Membership: General Newspapers Comic Group.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Antoinette M. Haskell
Editorial Writers—R. H. Haskell, Jr.; K. L. Thompson, Jr.; K. R. Noble

NEWPORT NEWS (Va.), DAILY PRESS (m) (S); TIMES-HERALD (e)
Run-of-Paper Color Advs.: 2 colors.
Split Run Advertising: Every-other Paper.
No Editions: Christmas.
Syndicated Magazine Section Carried: Parade
Radio Station Affiliation: WGH.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—A. C. Brown (m) (S)
Editorial Writers—Fred J. Naff (m) (S); W. M. Harrison (e)
Education—John Grieff
Fashion—Margaret Flanagan
Food—Margaret Flanagan (m) (S); G. L. Price (e)
Librarian—Mildred Russell (m) (e) (S)
Music—F. J. Naff (m) (S)
Photo. Dept. Mgr.—W. E. Bonsor (m) (e) (S)
Picture Editor—H. E. Lee (m) (S); Louis Bain (e)
Society—Margaret Flanagan (m) (e) (S)

NORFOLK (Va.), LEDGER-DISPATCH and PORTSMOUTH STAR (e)
Run-of-Paper Color Advs: 3 colors.
No Editions: Christmas.
Magazine Section Carried: This Week.
Radio Station Affiliation: WTAR.
Television Station Affiliation: WTAR-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Goodenow Tyler (e); Frank Sullivan (m)
Aviation—James Elliott (e); Richard Mansfield (m)
Book—Malissa Redfield (m) (S); Clarence Walton (e)
Business-Financial—Frank Sullivan (m) (S); Mrs. Charlton Harrell (e)
Church—Joseph Phillips (m) (S); Sandusky W. Curtis (e)
Columnists—John C. Wilkinson (m); Bill Diehl (e)
Credit Mgr.—Charles Field
Editorial Writers—Lenoir Chambers; William S. Meacham; Harold G. Sugg (m) (S); Joseph A. Leslie, Jr.; George Hebert; Barrett R. Richardson (e)
Education—Luther Carter (m) (S); Jean Bishop (e)
Farm—Charles C. Rodeffer (m) (S); Donald Moore (e)
Fashion—Mrs. Marion Thomas (e); Mrs. Omeda Brockett (m)
Food—Richard M. Cobb (m) (S); Mrs. Idah Wood (e)
Garden—Mrs. Marion Dodson (e); Gisella Grimm (m) (S)
Librarian—Bess Whitworth
Motion Picture-Theatrical—Warner Twyford (m) (S); E. M. Holmes (e)
Music—Warner Twyford (m) (S); Charles Hoofnagle (e)
Personnel Mgr.—Cameron Gregory
Photo. Dept. Mgr.—Charles Borjes (m) (S); H. D. Vollmer (e)
Radio-Television—Warner Twyford (m) (S); Clarence Walton (e)
Real Estate—Frank Sullivan (m) (S); Mrs. Charlton Harrell (e)
Travel—J. Goodenow Tyler (e); Fred Holley (m)
Society—Frances Stansbury (m) (S); Mrs. Marion Dodson (e)

PETERSBURG (Va.), PROGRESS-INDEX (e) (S)
Split Run Advertising: Every-other Paper.
No Editions: Christmas; July 4th.
Group Membership: Southeastern Color Comic group
Food and/or Household Dept.: Food Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Howard Eanes
Book—E. A. Wyatt
Business-Financial—Thacher Lascelle
Church—Lloyd T. Smith, Jr.
Columnist—Fred Fletcher
Editorial Writers—Edward A. Wyatt
Education—Trevett Matthews
Farm—Jack Fulp
Fashion—Virginia Wells
Food—Virginia Wells
Garden—Jack Fulp
Librarian—Trevett Matthews
Motion Picture-Theatrical—Mary Cherry Allen
Music—Hubert Tillery
Photo. Dept. Mgr.—H. G. Turner
Picture Editor—H. G. Turner
Radio-Television—Thacher Lascelle
Real Estate—Thacher Lascelle
Travel—J. C. Lyons
Society—Virginia Wells

PORTSMOUTH (Va.), TIMES (e) (S)
Run-of-Paper Color Advs.: 1 color.
Split Run Advertising: Every-other Paper.
Special Editions: City Wide Dollar Day (Aug. & Feb.); Fashion Supplement (Oct. & Apr.).
No Editions: Christmas Day.
Food and/or Household Dept.: Food pages Thurs., (use art, recipes, etc.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William O. Prince
Aviation—T. F. Bie
Business-Financial—Frank Greco
Church—Gene Phillips
Columnists—Pete Glazer; Bill Leffler; Russell Borjes
Editorial Writer—Robert R. Barber
Education—Jane Hix
Fashion—Katheryne Hilliard
Food—Jane Hix
Garden—Catherine Hudson
Motion Picture-Theatrical—Jane Hix
Photo. Dept. Mgr.—John Seger
Radio-Television—Jane Hix
Society—Katheryne Hilliare

PULASKI (Va.), SOUTHWEST TIMES (e ex. Sat) (S)
Special Editions: Christmas (Dec.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Evelyn S. Hall
Editorial Writers—Tom A. Phillips; Billy B. Flint
Society—Mrs. Tom Combiths

RADFORD (Va.), NEWS JOURNAL (e)
Split Run Advertising: Every-other Paper.
Special Editions: Christmas (Dec.).
No Editions: July 4th; Labor Day; Thanksgiving; New Years; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Charles Hurst
Church—Charlotte Giesen
Editorial Writer—Dan J. Rooker
Society—Charlotte Giesen

RICHMOND (Va.), TIMES-DISPATCH (m) (S); NEWS LEADER (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun
Split Run Advertising: Every-other Paper.
Syndicated Magazine Section Carried: This Week.
Food and/or Household Dept.: Thurs., Fri., Sun.
Radio Station Affiliation: WRNL.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Dr. Lewis F. Ball (m) (S); John Cook Wyllie (e)
Business-Financial - J. E. Dunford (S); William D. Bien (e)
Cartoonists—Fred Seibel (m) (S)
Credit Mgr.—W. F. Robertson
Editorial Writers—K. V. Hoffman; Overton Jones; Virginius Dabney (m) (S); J. J. Kilpatrick; Louis D. Rubin, Jr. (e)
Fashion—Sylvia Costen (e); Mrs. Ernest Edinger (m) (S)
Food—Dorothy Robertson (m); Mildred Williams (e)
Librarian—Mary Morris Watt(e)(m) (S)
Motion Picture-Theatrical—Alton Williams (e); Edith Calisch (S) (m)
Music—Dr. John White (m) (S); Charles W. Scarborough (e)
Photo. Dept. Mgr.—Joseph Colognori (m) (e) (S)
Radio-Television—Victor Dorr (e); Norman Rowe (m) (S)
Society—Mrs. Ernest Edinger (m) (S); Sylvia Costen (e)

ROANOKE (Va.), TIMES (m) (S); WORLD-NEWS (e)
Split Run Advertising: Geographically; Every-other Paper.
Advs. Not Accepted: Liquor.
Special Editions: Western Virginia Progress (Jan.); Greater Roanoke Days (Jan. & July); Farm and Garden (Feb.); Spring Fashions and Shoes (Mar.); Your Home (Apr.); Book For Brides (Apr.); Graduation (May); Vacation and Travel (June); Father's Day (June); Football and Back-to-School (Aug.); Fall Fashions and Shoe (Sept.); Home Fashion Time (Sept.); National Home Week (Sept.); Cook Book (Nov.); Operation Snowflake (Dec.).
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food features; home-making hints; Interior Decorating—Thurs.; Fri.; Sun.
Radio Station Affiliation: WDBJ (AM & FM)
Television Station Affiliation: WDBJ-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Horace Hood (m); A. G. Smith (e)
Aviation—E. H. Hammersley, Jr. (m); A. G. Smith (e)
Book—Horace Hood (m) (e); W. C. Stouffer (e)
Business-Financial—W. Atkinson (m); A. G. Smith (e)
Church—Horace Hood (m); Frances Stebbins (e)
Columnists—H. J. Wimmer; W. Atkinson (m); W. C. Stouffer; Kinsley McWhorter (e)
Credit Mgr.—Arthur D. Cooper
Editorial Writers—J. M. Orndorff (m); M. Carl Andrews (e)
Education—Horace Hood (m); A. G. Smith
Farm—W. Atkinson (m); Ozzie Worley (e)
Fashion—Phyllis Moir (m); Mary Bland Armistead (e)
Food—Phyllis Moir (m); Mary Bland Armistead (e)
Garden—Horace Hood (m); Frank Hancock (e)
Librarian—Betty Heavener (m) (e)
Motion Picture-Theatrical—Horace Hood (m); A. G. Smith (e)
Music—Phyllis Moir (m); Mary Bland Armistead (e)
Photo. Dept. Mgr.—Howard Hammersley (m) (e)
Picture Editor—Howard Hammersley (m); Frank Hancock (e)
Radio-Television—Jesse Chapman (m) (e)
Real Estate—Horace Hood (m); A. G. Smith (e)
Travel—Horace Hood (m); A. G. Smith (e)
Society—Phyllis Moir (m); Mary Bland Armistead (e)

STAUNTON (Va.), NEWS-LEADER (m) (S) EVENING LEADER (e)
Advs. Not Accepted: Work-at-Home; Vending Machines.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—E. Walton Opie (m) (S); E. Lewis Knowles (e)

SUFFOLK (Va.), NEWS-HERALD (e) (S)
Special Editions: Spring Fashion (Before Easter); Fall Fashions (Aug.-Sept.).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas; New Years.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—W. J. Missett

WAYNESBORO (Va.), NEWS-VIRGINIAN (e)
Run-of-Paper Color Advs.: 3 colors. Daily ex Sun.
Split Run Advertising: Geographically.
Advs. Not Accepted: Alcoholic Beverages; fortune telling.
Special Editions: Spring Fashions (Mar.); Back-to-School (Aug.); Mad Anthony Wayne Festival Days (Sept.); Christmas Shopping (Nov.); Christmas Greetings (Dec. 24).
No Editions: July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food copy and/or Pictures daily on Woman's Page. Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Louis Spilman
Church—Thelma L. Smith
Columnist—Louis Spilman
Credit Mgr.—R. S. Harper
Editorial Writers—Louis Spilman; William B. Spilman
Farm—Edw. P. Berlin, Jr.
Fashion—Thelma L. Smith
Features—Chas. Burtner
Food—Thelma L. Smith
Garden—Thelma L. Smith
Librarian—Elizabeth G. Harman
Motion Picture-Theatrical—Woodrow W. Stone
Photo. Dept. Mgr.—W. B. Alwood, III
Picture Editor—E. P. Berlin, Jr.
Stamps—W. B. Spilman
Travel—Woodrow W. Stone
Society—Thelma L. Smith

WINCHESTER (Va.), STAR (e)
Advs. Not Accepted: Liquor
Special Editions: Winchester Days (July)
No Editions: Jan 1; May 1; May 30; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—D. B. O'Connell
Book—Miss Bobbie Conrad
Business-Financial—Gene Miller
Church—Miss Lula McDaniel
Editorial Writer—Harry F. Byrd, Jr.
Fashion—Miss Bobbie Conrad
Food—Miss Bobbie Conrad
Photo. Dept. Mgr.—Charlie Tait
Society—Miss Bobbie Conrad

WASHINGTON

ABERDEEN (Wash.), DAILY WORLD (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Advs. Not Accepted: Mail Orders
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Irvine T. Seath
Aviation—Ade. Frederickson
Book—Primrose R. Foelkner
Business-Financial—Ed. Van Syckle
Church—Ed. Stanley
Credit Mgr.—S. S. Voubert
Editorial Writers—W. A. Rupp; Ed. Van Syckle
Education—Ed. Van Syckle
Farm—Ed. Stanley
Fashion—Primrose R. Foelkner
Food—Primrose R. Foelkner
Garden—B. Elliott
Librarian—Ed. Stanley
Motion Picture-Theatrical—Primrose R. Foelkner
Music—Primrose R. Foelkner
Personnel Mgr.—Peter Foelkner
Picture Editor—B. Elliott
Radio Television—Ed. Stanley
Real Estate—B. Elliott
Travel—Irvine T. Seath
Society—Primrose R. Foelkner

ANACORTES (Wash.), AMERICAN (e ex. Thurs. & Sat.)
No Editions: Christmas; New Years; July 4th; Memorial Day; Labor Day.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Wallie Funk
Editorial Writers—Wallie Funk; George Geasey

BELLINGHAM (Wash.), HERALD (e ex. Sat.) (S)
Run-of-Paper Color Advs.: 1 color. Daily
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Mrs. Sam Rugg
Editorial Writers—W. C. Carver
Fashion—Nellie B. Duff
Food—Nellie B. Duff
Garden—Nellie B. Duff
Motion Picture-Theatrical—Nellie B. Duff
Music—Nellie B. Duff
Photo. Dept. Mgr.—Jack Carver
Society—Nellie B. Duff

What's on the Space Buyer's Mind?

MARKET SIZE?

How big is an elephant—and is it a good reliable "workhorse" gray elephant or a white elephant?

Naturally, market size is on every alert space buyer's mind—but how is it best measured? By population? By circulation? By somebody else's sales figures? The best yardstick is not mere numbers—but BUYERS! How efficiently can the market be reached with your message? How effectively does the market translate your message into purchases?

ROANOKE is a market of alert, civic-minded people, solid, well-paid, middle class, receptive to new ideas, new products. Best of all, it's able to buy—and keep buying. It is growing in population, in purchasing power, in industry. Latest on the Roanoke skyline is the giant new G. E. factory. Here is a market in which "size" is but one dimension in solid purchasing power.

Roanoke's progressive newspapers dominate this active, stable, "first" market of western Virginia and its 500,000 plus "golden mean" population.

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- Largest City and Market in Western Virginia
  A HALF-BILLION DOLLAR PLUS MARKET
- Dominant Coverage* by the ROANOKE NEWSPAPERS
  *100% in Roanoke County
  *61% in the 16 county Roanoke Primary Market Area

Write for free brochure —"ROANOKE MARKET DEVELOPMENT PLAN"

—and we're sure you'll be interested in the prize-winning brochure, "Portrait of a Newspaper Market," presenting a complete picture of Roanoke, its newspapers and its test market qualifications.

Address SAWYER-FERGUSON-WALKER CO.
300 Park Ave., New York 22, New York

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

WASHINGTON Cont'd

(Continued from Page 237)

BREMERTON (Wash.), SUN (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily
Special Editions: Spring Opening (Apr.); Home Edition (June); Fall Opening (Sept.).
Food and/or Household Dept.: features Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jim Preston
Book—Julia Lee Macdonald
Church—Adele Ferguson
Columnists—Bob Wethern; Adele Ferguson
Credit Mgr.—Donald Gill
Editorial Writers—Julius Gius; Bob Sutton; Casey Davison
Education—Ray C. Fortney
Food—Bob Sutton
Garden—Adele Ferguson
Music—Julia Lee Macdonald
Photo. Dept. Mgr.—Walter Hicks
Radio-Television—Beverly Port
Society—Julia Lee Macdonald

CENTRALIA-CHEHALIS (Wash.), CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Vending machines; mail order.
Special Editions: Home Building (Apr.); Back To School (Aug.); Fishing (Apr.); Hunting (Oct.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Knowles
Aviation—Robert Ray
Book—R. W. Edinger
Business-Financial—John B. Edinger
Church—Beulah Robinson
Columnists—Robert Ray; E. J. Olson; Vance B. Noel
Credit Mgr.—Dorothy Ambeau
Editorial Writers—Ray W. Edinger; John B. Edinger; E. J. Olson
Education—E. J. Olson
Farm—E. J. Olson
Fashion—Betty Rowe
Food—Betty Rowe
Garden—E. J. Olson
Librarian—Kenneth Kerstetter
Motion Picture-Theatrical—John B. Edinger
Music—John B. Edinger
Photo. Dept. Mgr.—E. J. Olson
Picture Editor—E. J. Olson
Radio-Television—Betty Rowe
Real Estate—E. J. Olson
Travel—John B. Edinger
Society—Betty Rowe

ELLENSBURG (Wash.), RECORD (e)
Split Run Advertising: Every-other Paper.
Special Editions: Rodeo (Sept.); Fall Fashion (Oct.), Spring Fashion (Mar.).
No Editions: New Years; Memorial Day; Thanksgiving; Christmas; July 4.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Taylor
Aviation—Howard Kaynor
Church—Pearl Howard
Columnist—Dorothy Bonny
Credit Mgr.—Lois Taylor
Editorial Writer—Clifford Kaynor
Education—Virgil Cunningham
Farm—Leo Handley
Fashion—Pearl Howard
Food—Pearl Howard
Garden—Fern Kaynor
Motion Picture-Theatrical—George Gross
Photo. Dept. Mgr.—Howard Kaynor
Picture Editor—Virg Cunningham
Real Estate—Esther Baker
Travel—Clifford Kaynor
Society—Pearl Howard

EPHRATA (Wash.), GRANT COUNTY DAILY JOURNAL (e)
Special Editions: Anniversary (Aug.).
No Editions: All union holidays.
Food and/or Household Dept. Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John Simpson
Aviation—John Simpson
Book—Kathryn N. Simpson
Business-Financial—John Simpson
Church—Selma Therriault
Columnist—Les Parr
Editorial Writer—James H. Simpson
Education—Selma Therriault
Farm—Jack Yearout
Fashion—Selma Therriault
Food—Selma Therriault
Garden—Selma Therriault
Librarian—Josephine B. Simpson
Motion Picture-Theatrical—Kathryn N. Simpson
Photo. Dept. Mgr.—Les Parr
Picture Editor—James Simpson
Radio-Television—Kathryn N. Simpson
Real Estate—Jack Yearout
Travel—John J. Simpson
Society—Kathryn N. Simpson

EVERETT (Wash.), HERALD (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily ex. Sun.
Advs. Not Accepted: Mail order.
No Editions: Christmas
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lloyd Spence
Aviation—Marshall Wilson
Book—Robert D. Best
Business-Financial—A. M. Glassberg
Church—A. M. Glassberg
Credit Mgr.—R. C. Scheidt
Editorial Writer—A. M. Glassberg
Education—Lloyd Spence
Farm—Don Davis
Food—A. M. Glassberg
Garden—A. M. Glassberg
Motion Picture-Theatrical—Jeanne Henson
Music—Walter Butler
Photo. Dept. Mgr.—Bus Riley
Picture Editor—Lloyd Spence
Radio-Television—Marilyn Almgren
Real Estate—Lloyd Spence
Travel—Lloyd Spence
Society—Jeanne Henson

LONGVIEW-KELSO (Wash.), NEWS (e)
Run-of-Paper Color Advs.: Up to 4 colors.
No Editions: Christmas.
Food and/or Household Dept.: Wed.
Radio Station Affiliation: KWLK
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Carlton Moore
Aviation—Jan Fardell
Book—J. Carlton Moore
Business-Financial—Agnes Staggs
Church—Dorothy Krubeck
Columnists—J. M. McClelland, Jr.; Carlton Moore
Credit Mgr.—R. E. Light
Editorial Writer—J. M. McClelland, Jr.
Education—Agnes Staggs
Farm—George Hess
Fashion—Ruth Sweeney
Food—Ruth Sweeney
Garden—Larry Peeples
Librarian—Dorothy Krubeck
Music—Ruth Sweeney
Photo. Dept. Mgr.—Leo Walstead
Picture Editor—Jan Fardell
Radio-Television—Don Berg
Real Estate—Larry Peeples
Travel—J. Carlton Moore
Society—Ruth Sweeney

MOSES LAKE (Wash.), COLUMBIA BASIN DAILY HERALD (e ex Sat.)
Run-of-Paper Color Advs.: 1 color & black.
Advs. Not Accepted: Mail order.
Special Editions: Fair & Rodeo (Sept.).
No Editions: Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Ned Thomas
Photo. Dept. Mgr.—E. F. Holbert
Society—Bonnie Slaughter

MOUNT VERNON (Wash.), HERALD (e)
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—M. D. Glover

OLYMPIA (Wash.), OLYMPIAN (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors.

PASCO (Wash.), COLUMBIA BASIN NEWS (m)
Run-of-Paper Color Advs.: Up to 1 color & black. Mon. thru Sat., 3 days leeway. No color Fri.
Special Editions: Progress (Mar.); Christmas Shopping (Nov.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Alex G. Adams
Book—M. B. Voorhees
Business-Financial—Paul Busselle
Columnists—M. B. Voorhees; Charles Van Sickel; Patrick J. Owens; Ted Van Arsdol
Editorial Writers—Patrick J. Owens; M. B. Voorhees; Paul Busselle
Education—D. J. Coleman
Farm—Patrick Owens
Fashion—Geneva Newell
Food—Geneva Newell
Garden—Geneva Newell
Motion Picture-Theatrical—Dixon Murphy
Music—Geneva Newell; Elaine Seaver
Photo. Dept. Mgr.—Dick Farris
Picture Editor—Gil Lyons
Radio-Television—Alex G. Adams
Real Estate—Bruce MacGaffey
Travel—Ted Van Arsdol
Society—Geneva Newell

PASCO-KENNEWICK-RICHLAND (Wash.), TRI-CITY HERALD (e. ex. Sat.) (S)
Run-of-Paper Color Advs.: 1,2 & 3 colors. Daily & Sun.
No Editions: New Years; Decoration Day; July 4th; Christmas; Labor Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Chas Lamb
Aviation—Dick Galbraith
Book—Neva Bequette
Business-Financial—Bill Bequette
Church—Matt Miletich
Columnists—Gil Gilmore, Glenn C. Lee; Beth Tampien
Editorial Writers—Don Pugnetti
Education—Chas. Lamb
Farm—Bill Bequette
Fashion—Mrs. Hill Williams
Food—Don Pugnetti
Garden—Bill Bequette
Librarian—Dorothy Adcock
Motion Picture-Theatrical—Bill Bequette
Music—Neva Bequette
Photo. Dept. Mgr.—Ralph Smith
Picture Editor—Don Pugnetti
Society—Mrs. Hill Williams

PORT ANGELES (Wash.), PORT ANGELES NEWS (e)
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Radio Station Affiliation: KONP

SEATTLE (Wash.), DAILY JOURNAL OF COMMERCE & CONSTRUCTION RECORD (m)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: January.
DEPARTMENTAL EDITORS and/or MANAGERS
All editorial correspondence should be addressed to M. W. Bean, Editor.

SEATTLE (Wash.), POST-INTELLIGENCER (m) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Objectionable medical.
Special Editions: Home Show (Jan. or Feb.); Fashion Reviews (Sept. & Mar.); Ntl. Homes Week (Sept.); Trade & Industry (Aug.); Industrial page each Mon.; TV Section each Sun.
Syndicated Magazine Section Carried: Pictorial Review; American Weekly.
Food and/or Household Dept.: Prudence Penny.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Hill
Aviation—William Schulze
Book—Lucille Cohen
Business-Financial—Fergus Hoffman
Cartoonists—Stuart Moldrem; Fred Marshall
Church—E. J. Mitchell
Columnists—Frank Lynch; Clarence Dirks
Credit Mgr.—L. R. Foley
Editorial Writer—Nard Jones
Farm—Walter Rue
Fashion—Marion Stixrood
Food—Maurine Kelley
Garden—Dr. John Hanley
Librarian—Mary Cunningham
Motion Picture-Theatrical—John Voorhees
Music—John Voorhees
Personnel Mgr.—J. J. Callaghan
Photo. Dept. Mgr.—Kenneth Harris
Picture Editor—Bruce Penny
Radio-Television—W. F. Jahn
Real Estate—E. J. Mitchell
Travel—James Hill
Society—Marion Stixrood

SEATTLE (Wash.), TIMES (e) (S)
Run-of-Paper Color Advs.: Up to 3 colors.
Split Run Advertising: Every-other-paper.
Advs. Not Accepted; Liquor (S).
Group Membership: Pacific Sunday Group; Metropolitan Gravure & Comics.
Food and/or Household Dept: Daily food page.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Robert Twiss
Book—Lucile McDonald
Business-Financial—Erwin Laurance
Cartoonists—Stuart Pratt; Parker McAllister
Church—Lane Smith
Columnists—Ross Cunningham; Byron Fish; C. T. Conover; E. B. Fussell; Ed Guthman
Credit Mgr.—Calvin C. Rule
Editorial Writer—J. Matthew O'Connor
Fashion—Miriam Beckes
Food—Miriam Beckes
Librarian—Florina Conklin
Motion Picture-Theatrical—Louis Guzzo
Music—Louis Guzzo
Personnel Mgr.—Calvin C. Rule
Photo. Dept. Mgr.—Josef Scaglia
Radio-Television—Louise L. Bresky
Real Estate—Alice Staples
Society—Dorothy Brant Brazier

SPOKANE (Wash.), SPOKESMAN-REVIEW (m) (S); CHRONICLE (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Advs. Not Accepted: Liquor.
Special Editions: Progress Edition (Jan.); Vacation and Travel (May); Homemaker's Edition (Aug.); Baby Album (Apr.).
Syndicated Magazine Section Carried: This Week.
Group Membership: Jessie's Notebook; Buy Lines Nancy Sasser; Metropolitan; Pacific Coast Sunday Group.
Food and/or Household Dept.: Dorothy Dean Homemakers Service Magazine Feature
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—J. J. Walker

TACOMA (Wash.), NEWS-TRIBUNE (e) LEDGER (S)
Run-of-Paper Color Advs : Up to 2 colors daily & Sun.
Group Membership: Metropolitan; Buy-Lines by Nancy Sasser.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: KTNT
Television Station Affiliation: KTNT-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Edwin Johnson
Book—Frank M. Lockerby
Church—Robert Merry
Credit Mgr.—J. V. Brosamer
Editorial Writers—J. Ernest Knight; Frank M. Lockerby; Leonard Langlow
Farm—Erna Bence
Librarian—Elsie Petit
Motion Picture-Theatrical—Virgil Langdon
Music—Katharine Hunt
Personnel Mgr.—Chas. Short
Radio-Television—Helen Rogers
Real Estate—Richard Monaghan
Society—Marcia Shannon

VANCOUVER (Wash.), THE COLUMBIAN & SUN (e ex. Sat.)
Run-of-Paper Color Advs.: Black and 3 colors every day except Thursday when black and 2 colors.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Erwin Rieger
Aviation—Jim Hughes
Book—R. L. Bachman
Church—Jessie Rody
Editorial Writers—R. L. Bachman; Erwin Rieger
Education—Jim Hughes
Farm—Jim Hughes
Fashion—Jessie Rody
Food—Jessie Rody
Garden—Jim Hughes
Librarian—Alberta Purser
Photo. Dept. Mgr.—Erwin Rieger
Picture Editor—Erwin Rieger
Radio-Television—Jessie Rody
Travel—Al Crombie
Society—Jessie Rody

WALLA WALLA (Wash.), UNION-BULLETIN (m) (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Advs. Not Accepted: Liquor (S); mail order mdse.
Special Editions: Progress Edition (Feb.)
No Editions: Christmas
Food and/or Household Dept.: Thurs.; Fri.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. Sherman Mitchell
Aviation—James B. Schick
Book—James B. Schick
Business-Financial—H. Sherman Mitchell
Church—Claude M. Gray
Editorial Writers—Roland Miller; H. Sherman Mitchell
Education—Carol Lund
Farm—Douglass Blessinger
Fashion—Iris Myers
Food—Marian Frazier
Garden—Marian Frazier
Librarian—Marian Frazier
Motion Picture-Theatrical—Robin Bragg
Music—Roland Miller
Photo. Dept. Mgr.—Wm. Lilley
Picture Editor—H. Sherman Mitchell
Radio-Television—Marian Frazier
Real Estate—James B. Schick
Travel—Iris Myers
Society—Iris Myers

WENATCHEE (Wash.), WORLD (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Advs. Not Accepted: Alcoholic Beverages.
Special Editions: Progress (Apr.); Gardening (Feb.); Building (Mar.); Spring Fashion (Apr.); Fall Fashion (Sept.); Christmas (Nov.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Family Weekly
Food and/or Household Dept.: Sun.; Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ralph V. Wood
Cartoonists—Richard Larsen
Church—Beulah Davenport
Editorial Writers—Ralph Wood; Hu Blonk
Education—Genevieve Strand
Farm—Richard Larsen
Fashion—Beulah Davenport
Food—Beulah Davenport
Garden—Beulah Davenport
Librarian—Marie Rasmussen
Music—Lona Courtney
Picture Editor—Hu Blonk
Society—Lona Courtney

YAKIMA (Wash.), HERALD (m) (S), REPUBLIC (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Advs. Not Accepted: Mail order.
Special Editions: Fashion (Mar., Sept.); School (Aug.).
Food and/or Household Dept.: Thurs. (e); Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—A. K. Eiland

WEST VIRGINIA

BECKLEY (W. Va.), BECKLEY POST-HERALD (m); RALEIGH REGISTER (e); Combined Week-End Edition (Sat.); Combined Edition (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Special Editions: State Fair (Aug.); Forest Fire Prevention (Sept.)
No Afternoon Editions: July 4th; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Family Weekly.
Food and Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Eugene L. Scott (m) (S); C. J. McQuade (e) (S)
Editorial Writers—Eugene L. Scott (m) (S); C. J. McQuade (e); Charles Hodel (S)
Farm—Jack Sutherland (e)
Fashion—Lina MacFarland (m) (S) (e)
Food—Lina MacFarland (m) (S)
Librarian—Edward J. McFarland
Society—Lina MacFarland (m) (S)

BLUEFIELD (W. Va.), TELEGRAPH (m); SUNSET NEWS (e); TELEGRAPH (S)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Sun. morning; Thurs. afternoon; Fri. morning.
Split Run Advertising: Every-other Paper.
Special Editions: Spring Fashion (Mar.); Building Section (Apr.); Father's Day (June); Back to School (Aug.); Better Homes Week (Sept.).
Food and/or Household Dept.: Yes.
Radio Station Affiliations: WHIS
Television Station Affiliation: WHIS-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Altizer (m) (S); O. E. Elliott, Jr. (e)
Aviation—Marion Wall (m) (e) (S)
Book—Betty Hornbeck (m) (S); Lurline Babbitt (e)
Business-Financial—Betty Hornbeck (m) (S); Wesley Scott (e)
Church—Frank Altizer (m) (S); Ann Hobson (e)
Columnists—V. L. Currence; Harriet Allen (m) (S); O. E. Elliott; Marion Wall (e)
Editorial Writers—Hugh Shott, Jr. (m) (S); A. S. Barksdale, Jr. (e)
Education—Jerry McDevitt (m) (S); Ann Hobson (e); Marion Wall (e)
Farm—Jerry McDevitt (m) (S); Wesley Scott (e); Ann Hobson (e)
Fashion—Gloria Cornell (m) (S); Jane Lepley (e)
Food—Gloria Cornell (m) (S); Jane Lepley (e)
Garden—Gloria Cornell (m) (S); Jane Lepley (e)
Librarian—Ann Hobson (e)
Motion Picture-Theatrical—Shelby Wellman (m) (S); Wesley Scott (e)
Music—V. L. Currence (m) (S); Wesley Scott (e)
Photo. Dept.—William Wall (e); Robert Phillips (m) (S)
Picture Editor—V. L. Currence (m) (S); Wesley Scott (e)
Radio-Television—Wesley Scott (m) (e) (S)
Real Estate—Jerry McDevitt (m) (S); Lurline Babbitt (e)
Travel—Betty Hornbeck (m) (S); A. S. Barksdale, Jr. (e)
Society—Gloria Cornell (m) (S); Jane Lepley (e)

CHARLESTON (W. Va.), GAZETTE (m) (S)
Run-of-Paper Color Advs.: Up to 2 colors. (m) Daily ex Fri.; (S) In magazine only.
Split Run Advertising: Geographically When over 48p; Every-other Paper When Under 48p.
Advs. Not Accepted: Liquor (S).
Print Own Magazine: Yes.
Group Membership: King Features/Color Prod.
Food and/or Household Dept.: Food Fri. (m).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William E. Grose
Aviation—Dallas C. Higbee
Book—Mary Chilton Chapman
Business-Financial—James Harris
Cartoonists—Kendall Vintroux; James Dent
Church—James A. Haught
Columnists—Harry G. Hoffmann; L. T. Anderson; George E. Lawless, Jr; A. L. Hardman
Credit Mgr.—Jane A. Newman
Editorial Writers—Harry G. Hoffmann; Thomas F. Stafford
Education—Thomas F. Stafford
Farm—Thomas F. Stafford
Fashion—Jerry Braden
Food—Nancy Brady
Garden—Anne G. Howard
Librarian—Ada Harless
Motion Picture-Theatrical—Nancy Brady
Music—Bayard F. Ennis
Photo. Dept. Mgr.—Frank Wilkin
Picture Editor—Frank Wilkin
Radio-Television—Evelyn Comer
Society—Lois Amick

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

CHARLESTON (W.Va.), MAIL (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily except Thurs. & Sun.
Split Run Advertising: Every-other Paper.
Special Editions: Christmas Shopping (Dec.); Home Appliance (Apr.); Vacation (May); Back to School (Aug.); Cook Book (Oct.).
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. M. Sayre
Book—J. D. Maurice
Business-Financial—Frank E. Shaffer
Church—Leo Peters
Columnists—Wilma Higginbotham; Sol Padlibsky
Credit Mgr.—C. H. Jenkins
Editorial Writer—J. D. Maurice
Education—John Greene
Fashion—Wilma Higginbotham
Food—Joy Greene
Garden—William Miller
Librarian—Helen Anderson
Motion Picture-Theatrical—Leo Peters
Music—J. D. Maurice
Photo. Dept. Mgr.—Earl Benton
Picture Editor—Vint Jennings
Radio-Television—Arnold Knapp
Real Estate—Robert Schumann
Travel—R. M. Sayre
Society—Wilma Higginbotham

CLARKSBURG (W.Va.), EXPONENT (m ex Mon); TELEGRAM (e); EXPONENT-TELEGRAM (S)
No Editions: July 4; Labor Day; Thanksgiving; Christmas
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—W. W. Powell
Society—Roseanne Harper (m) (S); Willadene Sapp (e)

FAIRMONT (W.Va.), TIMES (m); WEST VIRGINIAN (e); TIMES-WEST VIRGINIAN (S)
Special Editions: Industrial (Sept.).
No Editions: July 4th; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Richard Parrish (e); C. E. Smith (m)
Fashion—Joanne LeMasters (e); Anna R. Murphy (m)
Food—Joanne LeMasters (e); Anna R. Murphy (m)
Motion Picture-Theatrical—Haven Thompson
Radio-Television—Arthur Pearce
Society—Anna R. Murphy (m); Joanne LeMasters (e) (S)

GRAFTON (W. Va.), SENTINEL (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lee Roberts
Book—Lee Roberts
Business-Financial—Lee Roberts
Church—Linda Moore
Columnist—Mrs. M. F. Bourjaily
Editorial Writers—M. F. Bourjaily; Lee Roberts
Farm—Lee Roberts
Librarian—Chas. Jones
Music—Lee Roberts
Photo. Dept. Mgr.—Lee Roberts
Society—Leota Griffith

HINTON (W Va.), NEWS (e)
No Editions: New Years; Decoration Day; July 4th; Labor Day, Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Mrs. Thelda J. Weeks
Columnist—J. E. Faulconer
Editorial Writer—J. E. Faulconer
Fashion—Elizabeth Morriss
Food—Elizabeth Morriss
Photo. Dept. Mgr.—E. P. Martufi Jr.
Radio-Television—T. C. Faulconer
Society—Elizabeth Morriss

HUNTINGTON (W. Va.), HERALD DISPATCH (m); ADVERTISER (e); HERALD ADVERTISER (S)
No Editions (e): New Years; Decoration Day; Labor Day; Thanksgiving; Christmas; July 4th.
Food and/or Household Dept.: Homemakers section Thurs. & Fri; House & Garden.
Radio Station Affiliation: W S A Z
Television Station Affiliation: W S A Z, T-V
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Richard Smith (m); Jack Hardin (e); Elinor Ritchie (S)
Aviation—Don Perry (m); Jack Hardin (e); Norman Rogers (S)
Book—Raymond Brewster (m); George H. Clark (e); H. R. Pinckard (S)
Business-Financial—Richard B. Smith (m); John Brown (e); H. R. Pinckard (S)
Cartoonist—Irv Dugan (m) (e) (S)
Church—Boyd Jarrell (m); John Brown (e); Estelle Belanger (S)
Columnists—C. V. "Duke" Ridgley; W. D. Click; Don Perry; Ruth Napier; Richard Smith (m); James R. Haworth; Earnest Salvatore; Harold Faller; Catherine Enslow (e); Fred Burns; H. R. Pinckard; Estelle Belanger; Raymond Lambert (S)
Credit Mgr.—Carolyn Renner
Editorial Writers—Raymond Brewster (m); Wendell S. Reynolds (e); H. R. Pinckard (S)
Education—Edgar Oliver (m); Dorothy Buzek (e); Margaret Neff (S)
Farm—W. D. Click (m); Hugh Maxwell (e); Norman Rogers (S)
Fashion—Ruth Napier (m); Nancy Williams (e); Margaret Neff (S)
Food—Ruth Napier (m); Nancy Williams (e); Margaret Neff (S)
Garden—W. D. Click (m); John Brown (e); Norman Rogers (S)
Librarian—Willard Harrison (m) (e) (S)
Motion Picture-Theatrical—Boyd Jarrell (m); Custer Holliday (e); Norman Rogers; Willard Harrison (S)
Music—Boyd Jarrell (m); Dorothy Buzek (e); Estelle Belanger (S)
Photo. Dept. Mgr.—Maurice Kaplan (m) (e) (S)
Picture Editor—H. W. Quick (m); Charles Tucker (e); Estelle Belanger (S)
Radio-Television—Edgar Oliver (m); Earnest Salvatore (S); Custer Holliday (e)
Real Estate—Harry Flesher (m); Brooks Wells (e); Elinor Ritchie (S)
Travel—Catherine Enslow (e); Estelle Belanger (S); Boyd Jarrell
Society—Ruth Napier (m); Catherine Enslow (e); Margaret Neff (S)

LOGAN (W. Va.), BANNER (e)
No Editions: Labor Day; Thanksgiving; July 4th; Christmas.
Radio Station Affiliation: WLOG & WLOG-FM.

MARTINSBURG (W.Va.), JOURNAL (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Gilbert C. McKown; Austin V. Wood
Picture Editor—William M. Thompson
Society—Ruth B. Willey

MORGANTOWN (W. Va.), DOMINION-NEWS (m); POST (e)
No Editions: Jan. 1; Decoration Day; July 4; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnist—Walter Hart
Editorial Writer—Walter Hart (m); Brooks Cottle (e)
Society—Kathie Loufakis (m); Mrs. Maude Patterson (e)

MOUNDSVILLE (W.Va.), ECHO (e)
Run-of-Paper Color Advs.: 1 color and black.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Alcoholic beverages.
Special Editions: County Fair (Aug.).
No Editions: Christmas; New Years; Decoration Day; July 4th; Labor Day; Thanksgiving.

PARKERSBURG (W. Va.), NEWS (m) (S); SENTINEL (e)
Advs. Not Accepted: (S) Alcoholic beverages.
Special Editions: (S) Appliance (May); Fashion (Mar); Fashion (Sept).
No Editions: (e) July 4; Labor Day; Thanksgiving; Christmas; (m & e) New Year's; Memorial Day.
Food and/or Household Dept.: Food section Thurs. (e) & Fri. (m); Food column daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. H. Keenan
Aviation—Marie Wood (m); H. Sutton Sharp (e)
Book—Marie Wood (m) (S); H. Sutton Sharp (e)
Business-Financial—Marie Wood (m) (S); H. Sutton Sharp (e)
Church—Charles Butler (m) (S); H. Sutton Sharp (e)
Columnists—Marie Wood (m) (S); Cordelia Moellendick (m) (S); Albert Woofter (m); Jas. H. Young (m)
Editorial Writers—James H. Young (m) (S); H. Sutton Sharp (e)
Education—James H. Young (m) (S); H. Sutton Sharp (e)
Farm—Albert Woofter (m) (S); H. Sutton Sharp (e)
Fashion—Bethel Swint (m) (S); Theresa Kivlehan (e)
Food—Cordelia Moellendick (m) (S); H. Sutton Sharp (e)
Garden—Cordelia Moellendick (m) (S); H. Sutton Sharp (e)
Librarian—Francis Hile (m) (S); Burns Harlan (e)
Motion Picture-Theatrical—Francis Hile (m) (S); Richard Suter
Music—Francis Hile (m) (S)
Photo. Dept. Mgr.—Glen Cumberledge (m) (S); Burns Harlan (e)
Picture Editor—James H. Young (m) (S); Burns Harlan (e)
Radio-Television—Francis Hile (m) (S); Richard Suter (e)
Real Estate—James H. Young (m) (S); H. Sutton Sharp (e)
Travel—Francis Hile (m) (S); H. Sutton Sharp (e)
Society—Bethel Swint (m) (S); Theresa Kivlehan (e)

POINT PLEASANT (W. Va.). REGISTER (e)
Special Editions: Easter; Back to School; Christmas; Baby Edition.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Knox Dye
Book—J. Knox Dye
Columnist—J. Knox Dye
Editorial Writers—Austin V. Wood
Farm—J. Knox Dye
Fashion—V. Lockhart
Food—Mrs. J. K. Dye
Librarian—V. Lockhart
Photo. Dept. Mgr.—J. Knox Dye
Picture Editor—J. Knox Dye
Society—Nancy Smith

WEIRTON (W.Va.), TIMES (e)
No Editions: New Year; July 4th; Memorial Day; Thanksgiving; Labor Day, Christmas.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Earle V. Wittpenn; Thais Shuler; Anna Curry

WELCH (W.Va.), NEWS (e)
Advs. Not Accepted: Liquor; Wine.
Special Editions: Back to School (Aug.).
No Editions: Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Thurs. page.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. H. Hardison
Aviation—C. H. Hardison
Book—Emily Keyser
Business-Financial—W. R. Keyser
Church—Mrs. R. C. Farris
Columnist—Tony Casali
Editorial Writer—W. R. Keyser
Education—Lonnie Oakes
Farm—W. R. Keyser
Fashion—Mrs. R. C. Farris
Food—Mrs. R. C. Farris
Garden—W. R. Keyser
Librarian—Angeline Battlo
Motion Picture-Theatrical—Angeline Battlo
Music—Angeline Battlo
Photo. Dept. Mgr.—C. H. Hardison
Picture Editor—C. H. Hardison
Radio-Television—C. H. Hardison
Real Estate—W. R. Keyser
Travel—Mrs. R. C. Farris
Society—Mrs. R. C. Farris

WELLSBURG (W.Va.), HERALD (e)
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all editorial correspondence to L. H. McCamic, editor.
Church—Mrs. Margaret Mozingo
Editorial Writers—L. H. McCamic; F. N. McCamic
Society—Mrs. Margaret Mozingo

WHEELING (W.Va.), INTELLIGENCER (m); NEWS-REGISTER (e) (S)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Special Editions: Better Homes Show (May); Christmas Shopping (Dec.).
No Editions (e): New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
No Editions (m): Day after six observed holidays if day after falls on Mon., Tues., Wed., Thurs., or Fri.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Food Pages Every Thurs., Fri. & Sun.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—C. E. Dronsfield (m) (e) (S)
Church—Frank Desmond (m)
Editorial Writers—Thomas O'Brien Flynn (m); Malcolm Brice (e)
Farm—Robt. Beans (m)
Fashion—Gene Ephlin (m); Rosalind Coleman (e) (S)
Food—Bob Montiegle (m); Rosalind Coleman (e) (S)
Garden—Robt. Bean (m); Rosalind Coleman (e) (S)
Motion Picture-Theatrical—Tom Kaib (m); Zita Pizar (e) (S)
Music—Dr. Paul Elbin (S)
Photo. Dept. Mgr.—Bert Gower (m); Don Muhleman (e) (S)
Radio-Television—Tom Kaib (m); Zita Pizer (e) (S)
Society—Gene Ephlin (m); Alma Mayer (e) (S)

WILLIAMSON (W.Va.), NEWS (e)
Special Editions: Auto Show (Feb.); Football Editions (Sept.).
No Editions: Christmas; Memorial Day; July 4th; Labor Day; Thanksgiving.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—Wm. F. Tolbert, Editor
Society—Mrs. Isabel Easley

WISCONSIN

APPLETON (Wisc.), POST-CRESCENT (e)
Run-of-Paper Color Advs.: 1 and 2 colors. Daily. 3-day leeway requested
Split Run Advertising; Geographically.
Special Editions: Dollar Day Edition (Feb. & Aug.); Spring Fashion Edition (Mar.); Sportsman's Edition (Mar.); Homes Gardens & Furnishing Edition (Mar. or Apr.); Back to School Days Edition (Aug.); Fall Fashion Edition (Sept.); Do-It-Yourself Edition (Sept.).
No Editions: Labor Day; Christmas; July 4th.
Food and/or Household Dept.: Food pages Wed. & Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Fred Heinemann
Aviation—David Brooker
Book—Jean Wiley Thickens
Business-Financial—E. L. Biselx
Church—Betty Kilich
Editorial Writer—V. I. Minahan, Jr.
Education—Betty Kilich
Farm—Jay Joslyn
Fashion—Donna Callahan
Food—Lillian Mackesy
Librarian—Leandra Delie
Music—Marguerite Schumann
Photo. Dept. Mgr.—Andrew Mueller
Picture Editor—E. L. Biselx
Radio-Television—James Newcomb
Real Estate—David Brooker
Travel—Jay Reed
Society—Donna Callahan

BARABOO (Wisc.), NEWS-REPUBLIC (e)
Special Editions: Christmas (Dec.); Paper Anniversaries.
No Editions: New Years; Christmas; July 4th; Labor Day; Thanksgiving; Memorial Day.
Food and/or Household Dept.: Sat.
Radio Station Affiliation: WPDR-Portage
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—M. C. Page
Fashion—Althea Steele
Picture Editor—Irene Underkofler
Society—Irene Underkofler

BELOIT (Wis.), NEWS (e)
Run-of-Paper Color Advs.: Up to 1 color. No color on Sat.
Special Editions: Annual 4-H Edition (Aug.).
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Section, Thursday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Belling
Aviation—Minnie Enking
Church—Miss. H. Dawson
Editorial Writers—Robert T. Edwards; Laurence A. Raymer
Farm—William Behling
Fashion—Betty Wyatt
Food—Harriet Dawson
Motion Picture-Theatrical—Minnie Enking
Music—Betty Wyatt
Photo. Dept. Mgr.—Glenn Prince
Picture Editor—George Clark
Radio-Television—Dave Sandell
Society—Harriet Dawson

CHIPPEWA FALLS (Wisc.), HERALD-TELEGRAM (e)
Run-of-Paper Color Advs.: Up to 1 color. Only on days running 12 pages.
Special Editions: Spring Opening (Mar.); Back To School (Aug.); Fall Opening (Sept.).
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
Group Membership: Northwest Daily Press.

EAU CLAIRE (Wisc.), LEADER (m) (S); TELEGRAM (e)
Run-of-Paper Color Color Advs.: Up to 1 color.
No Editions: (e) Jan. 1; Dec. 25; Labor Day; (m) no editions on mornings following above holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Beatrice Dunlap (m) (e) (S)

FOND DU LAC (Wis.), COMMONWEALTH REPORTER (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Advs. Not Accepted: Mail order from outside trade area.
Special Editions: Christmas (Nov.); Spring (Mar. or Apr.).
No Editions: Christmas; Thanksgiving; New Years; Memorial Day; July 4th; Labor Day.
Food and/or Household Dept.: Thurs., Farm Section (Fri.) Builder's Section (Sat.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—William Draves, Jr.
Book—Carl H. Keyser
Business-Financial—Carl H. Keyser
Church—Mrs. T. E. Sullivan
Editorial Writers—C. F. Coffman; Carl H. Keyser
Education—William Carey, Jr.
Farm—Carl H. Keyser
Fashion—Mrs. T. E. Sullivan
Food—William Draves, Jr.
Garden—Carl H. Keyser
Librarian—Mrs. David B. Wiley
Motion Picture-Theatrical—Miss Catherine McGivern
Photo. Dept. Mgr.—Carl H. Keyser
Real Estate—William Draves, Jr.
Travel—Myron J. Faris
Society—Mrs. T. E. Sullivan

GREEN BAY (Wisc.), PRESS-GAZETTE (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Comic Strip.
No Editions: New Years; Christmas; July 4th; Labor Day.
Radio Station Affiliation: WJPG.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Dave Yuenger
Columnists—John Wyngaard
Editorial Writer—Leo V. Gannon
Education—Janet Skrivseth
Farm—Ray Pagel
Food—Lois Kerin
Garden—Ray Pagel
Photo. Dept. Mgr.—Clarence Bredell

JANESVILLE (Wisc.), GAZETTE (e)
Run-of-Paper Color Advs.: 2 color. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Spring Styles (Mar.); Vacation (June); 4 H Fair (Aug.); Back-to-School (Aug.); Year End (Dec.).
No Editions: New Year's; Memorial Day, July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.. Thurs.
Radio Station Affiliation: WCLO & WCLO-FM.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Perry O'Brien
Credit Mgr.—R. Anderson
Farm—Roland Kuehn
Fashion—Peg O'Brien
Food—Peg O'Brien
Picture Editor—Harry Van Tuyl
Society—Peg O'Brien

KENOSHA (Wisc.), NEWS (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Split Run Advertising: Every-other Paper.
Special Editions: Spring Opening (Mar.); Home & Garden (Apr.); Back to School (Aug.); Nat. Home Week (Sept.).
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Girard Clark
Aviation—Harlan Draeger
Book—Elaine Edwards
Business-Financial—Girard Clark
Cartoonist—Don Moore
Church—Elaine Edwards
Editorial Writer—Lee Hancock
Education—George Sovitzky
Farm—George Sovitzky
Fashion—Barbara Colicki
Garden—Barbara Colicki
Librarian—Helen Lilley
Motion Picture-Theatrical—Barbara Colicki
Music—Elaine Edwards
Photo. Dept. Mgr.—LeRoy Anderson
Picture Editor—Girard Clark
Radio-Television—Barbara Colicki
Real Estate—Joe Jacoby
Travel—Elaine Edwards
Society—Elaine Edwards

La CROSSE (Wisc.), TRIBUNE (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Geographically; Every-other Paper.
Advs. Not Accepted: mail order.
Special Editions: Year End (Jan.).
No Editions: Christmas; New Year; Memorial Day; July 4th; Labor Day.
Radio Station Affiliation: WKBH
TV Station Affiliation: WKBT
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—F. H. Ristow
Editorial Writer—R. L. Bangsberg
Librarian—Jeannine Bergrud
Photo. Dept. Mgr.—James Lienlokken
Picture Editor—James Lienlokken
Society—Susan McCabe

MADISON (Wisc.), WISCONSIN STATE JOURNAL (m) (S); CAPITAL TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Liquor on Sun.
No Editions: Christmas.
Syndicated Magazine Section Carried: Parade.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Harold E. McClelland (m) (S)
Book—Helen Matheson (m) (S); August Derleth (e)
Columnists—Henry McCormich; Joseph Coughlin; Sanford Goltz (m) (S); William T. Evjue; Miles McMillin; Harry Golden; Lew Cornelius; Hank Casserly; Herb Jacobs; Aldric Revell (e)
Editorial Writers—Miles McMillin (e) (S)
Education—Helen Matheson (m) (S)
Farm—Robert Bjorkland (m) (S); Herb Jacobs (e)
Fashion—Mary B. Hopkins (e)
Food—Joann Beier (m) (S); Mary B. Hopkins (e)
Garden—Mary B. Hopkins (e)
Motion Picture-Theatrical—William Doudna (m) (S)
Music—William Doudna (m) (S)
Radio-Television—William Doudna (m) (S)
Real Estate—H. D. Sage (e)
Society—Louise Marston (m) (S); Mary B. Hopkins (e)

(Continued on Page 240)

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

WISCONSIN—Cont'd

(Continued from Page 239)

MANITOWOC (Wisc.), HERALD-TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
No Editions: New Years; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Wm. F. Ohde
Church—Roy F. Valitchka
Editorial Writer—Roy F. Valitchka
Education—Roy F. Valitchka
Farm—Roy F. Valitchka
Fashion—Marjorie Miley
Food—Marjorie Miley
Garden—Roy F. Valitchka
Librarian—Lorraine Oudinot
Motion Picture-Theatrical—Roy F. Valitchka
Music—Roy F. Valitchka
Photo. Dept. Mgr.—Louis Fandrick
Picture Editor—Roy F. Valitchka
Society—Marjorie Miley

MARINETTE (Wis.), EAGLE-STAR (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs.
Advs. Not Accepted: Vending machine copy
Special Editions: Auto Tabloid (Feb.); Dollar Day (Feb. & Aug.); Spring Opening (Mar.); Builders Tabloid (Mar.); Dairy Festival (June & Oct.); County Fair Tabloid (July); Back-To-School (Aug.); Fall Opening (Sept.); Christmas Opening (Nov.).
No Editions: New Year's; July 4th; Labor Day; Christmas.

MARSHFIELD (Wisc.), NEWS-HERALD (e)
Run-of-Paper Color Advs.: 1 color. Mon., Tues., Fri., Sat.
Advs. Not Accepted: Liquor.
No Editions: New Years; Memorial Day; July 4; Labor Day; Thanksgiving Day; Christmas.
Television Station Affiliation: WSAU-TV

MERRILL (Wisc.), HERALD (e)
Split Run Advertising: Yes.
Special Editions: Home Show (Apr.); Back to School (Aug.); Early Christmas (Nov.).
No Editons: New Years; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Pages Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Joe P. Chilsen
Columnist—Dave O'Connor
Editorial Writer—Joe A. Chilsen
Picture Editor—James Frieberg

MILWAUKEE (Wisc.), THE MILWAUKEE JOURNAL (e) (S)
Run-of-Paper Color Advs.: Up to 4 colors. Daily & Sun.
Split Run Advertising: Geographically; Every-other Paper.
Advs. Not Accepted: Limited Mail Order & Medical
Special Editions: Building Section (Mar.); TV Section (Sept.); Travel Section (Jan., June, Nov. & Dec.); Fashion Section (Apr., June, Sept.) Baseball Edition (Apr.); Auto Show Section (Feb.); Home Furnishings Section (Apr., Oct.).
No Editions: July 4th; Labor Day; Christmas Day; New Years
Syndicated Magazine Section Carried: This Week.
Group Membership: Metropolitan.
Food and/or Household Dept.: Food Sections Thurs. & Sun.
Radio Station Affiliation: WTMJ
Television Station Affiliation: WTMJ-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Art—Frank Getlein
Auto—Ross Dick
Book—Leslie Cross
Business-Financial—Ross Dick
Cartoonist—Ross Lewis
Church—David Runge
Credit Mgr.—Thomas F. McFarland
Editorial Writers—Lindsay Hoben; J. G. Baker; Perry Hill; John Thompson; John Reddin; Paul Ringler
Education—Robert Dishon
Farm—Lew French; Loren Osman
Fashion—Aileen Ryan
Food—Clarice Rowlands
Garden—Stuart Hoyt
Librarian—William Schiela, Sr.
Motion Picture-Theatrical—Don Dornbrook
Music—Walter Monfried; Richard S. Davis
Photo. Dept. Mgr.—Elmer Staab
Picture Editor—Robert Gilka
Radio-Television—Don Dornbrook
Real Estate—William Manly
Travel—Paul McMahon
Society—Betty Hall

MILWAUKEE (Wisc.), MILWAUKEE SENTINEL (m) (S)
Run-of-Paper Color Advs.: Full color. Daily & Sun.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Certain medical.
Special Editions: Year End Markettables (Jan.); Auto Show (Feb.); Women's Spring Fashions (Mar.); Home Show (Mar.); Men's Spring Fashions (Mar.); Sports Show (Mar. or Apr.); Baseball Opening (Apr.); Oil Heat (Apr.); Boating (May); Mobile Homes (May); Summer Vacation (June); Dairy (June); Outboard Marathon (June); State Fair (Aug.); Women's Fall Fashions (Sept.); Parade of Homes (Sept.); Restaurant (Oct.); TV and Radio (Oct.); Year End Review (Dec.).
Print Own Magazine: Yes.
Syndicated Magazine Section Carried: American Weekly.
Food and/or Household Dept: Daily and Sunday food column; Thursday food pages.
Radio and Television Affiliation: WISN and WISN-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ralph Terwilliger
Aviation—Ed Halline
Boating—Thomas E. Johnson
Book—Al Elewitz
Business-Financial—Edward R. Johnson
Cartoonist—Frank Marasco
Church—Paul Gustafson
Columnists—Ben Gleissner; Ray Grody; Charles House; H. E. Jamison; Lloyd Larson; W. A. Norris; Lew Morrison; Buck Herzog; Dorothy Parnell; Hank Sayrs
Credit Mgr.—Charles Fink
Editorial Writers—George A. Tracy; William A. Norris; Robert R. Siegrist
Farm—Everett Swingle
Fashion—Dorothy Parnell
Food—Dorothy Parnell
Garden—Everett Swingle
Librarian—Clem O'Rourke
Motion Picture-Theatrical—Buck Herzog
Music—Ed Halline
Photo. Dept. Mgr.—Leland Benfer
Picture Editor—William Jungbluth
Radio-Television—Buck Herzog
Real Estate—Arthur Goeldner
Travel—Charles Collins
Society—Dorothy Parnell

MONROE (Wisc.), TIMES (e)
Advs. Not Accepted: Matrimonial; vending machines.
Special Editions: Spring (Easter); Fall fashions (Sept.); Automobile Show.
No Editions: New Years; Decoration Day; July 4th; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food, Fri.

NEENAH-MENASHA (Wisc.), TWIN CITY NEWS-RECORD (e)
No Editions: Memorial Day; Jan. 1; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Edward C. Cochrane
Columnist—Edward C. Cochrane
Editorial Writer—Edward C. Cochrane
Fashion—Jane Heath Cochrane
Food—Jane Heath Cochrane

NEW LONDON (Wisc.), PRESS (e)
Special Editions: Dollar Days (Feb., Aug.); Christmas (Dec.).
No Editions: All usual holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Leone Mech
Columnist—Gordon Culver; Dan Patch
Editorial Writer—Gordon Culver
Society—Leone Mech

OSHKOSH (Wisc.), NORTHWESTERN (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily, 3 day leeway required, minimum 1,000 lines.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Matrimonial; Vending mach.
No Editions: New Years; July 4th; Labor Day; Thanksgiving; Christmas Day.
Food and/or Household Dept.: Menus daily; recipes and food column occasionally.
DEPARTMENTAL EDITORS and/or MANAGERS
Address Editorial Correspondence to L. H. Torreyson.

RACINE (Wisc.), JOURNAL-TIMES (e); BULLETIN (S)
Run-of-Paper Color Advs.: Up to 3 colors. Daily & Sun.
Special Editions: Spring Fashions (Mar.); Home Show Edition (Mar.); Vacation Time (May); Back-to-School (Aug.), Fall Fashions (Sept.); Parade of Homes (Sept.); Home Fashion Time (Sept.); Men's & Boys' Fashions (Oct.); Christmas Opening (Nov.).
No Editions: December Day; Labor Day; Christmas; New Years; Thanksgiving; July 4th.
Radio Station Affiliation: WRJN-FM & AM
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—John S. LePoidevin
Aviation—Frank Lovell
Cartoonist—Don Moore
Church—Estelle Nelson
Columnist—W. C. (Tex) Reynolds
Credit Mgr.—James R. Panch
Editorial Writers—J. D. McMurray; W. C. Reynolds; James O'Brien
Farm—Charles Edwards
Fashion—Lucy Colbert
Food—Mary Spillane
Librarian—Esther Christensen
Personnel Mgr.—Harry R. LePoidevin
Photo. Dept. Mgr.—Lyle Salvo
Picture Editor—Verne Hoffman
Radio-Television—Jean Matheson
Society—Lucy Colbert

RHINELANDER (Wisc.), NEWS (e)
Special Editions: Home Show (Apr.); Spring (Apr.); Back to School (Aug.); Fall (Sept.); Christmas Greeting (Dec.).
No Editions: New Years; Memorial Day; Labor Day; Thanksgiving; July 4th, Christmas.
Food and/or Household Dept.: Daily food column; food section Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Lisbeth Kretlow
Credit Mgr.—Myrtle Borchardt
Editorial Writer—Clifford G. Ferris
Society—Lisbeth Kretlow

SHAWANO (Wisc.), LEADER (e)
Special Editions: Cooking School (Feb.).
No Editions—Christmas; New Years; Memorial Day; Labor Day; July 4; Thanksgiving.
Radio Station Affiliation: WTCH.

SHEBOYGAN (Wisc.), PRESS (e)
Run-of-Paper Color Advs.: Full color, daily.
Special Editions: Building (Spring & Fall); Christmas (Nov.); Farm (Spring)
No Editions: New Years; Memorial Day; Labor Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Household pages Weds. & Thurs; Conservation page, Wed; Farm pages, Fri; Building pages, (Sat.).
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Marion Koch
Editorial Writer—Harry Maier
Farm—Gene Divine
Fashion—Marion Koch
Food—Marion Koch
Librarian—Kay Drenker
Motion Picture-Theatrical—Walter Pfister
Music—Frank Barnard
Photo. Dept. Mgr.—Harry Maier
Picture Editor—Harry Maier
Radio-Television—Charles Kelley
Society—Marion Koch

STEVENS POINT (Wisc.), JOURNAL
Advs. Not Accepted: Vending Machines
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—James W. Hull
Church—Sherman J. Sword
Editorial Writer—James W. Hull
Education—George E. Rogers
Farm—Quincy B. Dadisman
Fashion—Theresabell Leary
Food—Theresabell Leary
Garden—Quincy B. Dadisman
Music—Theresabell Leary
Photo. Dept. Mgr.—Florian P. Klasinski
Picture Editor—Sherman J. Sword
Society—Theresabell Leary

SUPERIOR (Wis.), TELEGRAM (e)
Run-of-Paper Color Advs.: 4 colors. Daily.
Split Run Advertising: Geographically.
Special Editions: Progress (Jan.); Tri-State Fair (Aug.).
Food and/or Household Dept.: Yes.
Radio Station Affiliation: WEBC.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Roy Slotten
Book—John Ward
Business-Financial—Bill Gollie
Church—Marge Slotten
Editorial Writers—Wm. Gollie; John Ward; Mrs. Lucile Horn
Education—Mrs. Sybil Weade
Farm—John Ward
Fashion—Sybil Weade
Food—Sybil Weade
Photo. Dept. Mgr.—John Rooney
Picture Editor—Roy Slotten
Society—Sybil Weade
Sports—Dick Gerzic

WATERTOWN (Wisc.), TIMES (e)
No Editions: New Year's; Memorial Day; July 4th; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Society—Mrs. Mary Zielsdorf

WAUKESHA (Wisc.), FREEMAN (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Vivian Williams
Columnists—Tom Rickert
Editorial Writer—G. H. Koenig
Education—Sally Sibbald
Farm—Chet Szymczak
Food—Caroline Miller
Librarian—Gail Kurtz
Photo. Dept. Mgr.—Robert Peterson
Real Estate—Ivan Kaste
Society—Vivian Williams

WAUSAU (Wisc.), RECORD-HERALD (e)
Run-of-Paper Color Advs: 1 color.
Split Run Advertising: Geographically.
Special Editions: Home & Building (Apr.); Fashions (Spring & Fall); Travel Section (3 yearly)
No Editions: Christmas; New Years; Labor Day; July 4th; Thanksgiving.
Print Own Magazine: Yes.
Food and/or Household Dept: Daily food column. Food section every Thursday.
Radio Station Affiliation: WSAU-AM.
Television Station Affiliation: WSAU-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ernest R. Boileau
Editorial Writer—Philip J. Sanders
Education—Elsie M. McCullough
Farm—John Gumtz
Fashion—Mona Walworth
Food—Mona Walworth
Garden—Mona Walworth
Motion Picture-Theatrical—Elsie M. McCullough
Music—Elsie M. McCullough
Photo. Dept. Mgr.—Edgar Timm
Picture Editor—W. J. Freund
Radio-Television—Frank Piano
Travel—Ernest R. Boileau
Society—Mona Walworth

WISCONSIN RAPIDS (Wisc.), TRIBUNE (e)
Special Editions: Spring Opening (Mar.); Home & Food Show (Apr.); Fall Opening (Sept.); Christmas Opening (Nov.); Year End Review & Christmas (Dec.).
No Editions: New Years; Memorial Day; July 4th; Labor Day, Christmas; Thanksgiving.
Radio Station Affiliation—WFHR
Television Station Affiliation: WSAU-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—C. E Otto
Church—Lorena Paap
Credit Mgr.—Earl Worm
Editorial Writers—C. E. Otto; William Huffman, Jr.
Farm—Wm. F. Huffman, Jr.
Librarian—Lorena Paap
Society—Jane Shea

WYOMING

CASPER (Wyo.), STAR (m. ex. Mon.)
Run-of-Paper Color Advs.: 1 color and black. Mon., Tues., & Wed: 4-color comic section. Sunday. (standard size).
Special Editions: Oil Progress (Oct.); Fall Fashion (Sept.); Annual Wyoming Edition (Feb.).
Syndicated Magazine Section Carried: Family Weekly
Food and/or Household Dept.: Friday Food Section.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Phil Wagner
Book—Jack Perry
Business-Financial—Frank Wadell
Columnist—Lou Musser
Editorial Writer—Phil Wagner
Fashion—Mary Jean Bryan
Food—Mary Jean Bryan
Society—Mary Jean Bryan

CASPER (Wyo.), TRIBUNE HERALD (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors. Mon; Tues; Wed.
Special Editions: Annual Wyoming (Feb.); Ram Sale (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—E. P. Martin
Church—M. W. Downie
Editorial Writer—Frank Wadell
Fashion—Alice Kubo
Food—Alice Kubo
Society—Alice Kubo

CHEYENNE (Wyo.), WYOMING EAGLE (m); WYOMING STATE TRIBUNE (e) (S)
Run-of-Paper Color Advs.: Up to 2 colors.
Advs. Not Accepted: Out of town retail.
Special Editions: Wyoming Products (July); Automobile (Jan.); Cooking School (Feb.).
No Editions (e) (S): New Years; Memorial Day; July 4th; Thanksgiving; Christmas.
Food and/or Household Dept.: Household Mon.; Food Thurs.
Radio Station Affiliation: KFBC
Television Station Affiliation: KFBC-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Warren W. Hoefer (m) (S) (e)
Aviation—Geo Peverly (m) (e) (S)
Book—Robert S. McCraken (m) (e) (S)
Business-Financial—O. B. Koerfer (m) (e) (S)
Church—Vern Lechliter (m) (S); George Peverly (e)
Columnists—Tracy S. McCraken; Robert S. McCraken; Larry Birleffi; Susan Scott (m) (e) (S)
Editorial Writers—Roy MacPherson; George Johnston; G. Keith Osborn; Lewis Bates
Education—Bernard Horton (m) (S); George Peverly (e)
Farm—R. L. Larson (m) (e) (S)
Fashion—Barbara Bucci (m) (e) (S)
Food—Loretta Cobry (m) (e) (S)
Garden—Robert S. McCraken (m) (e) (S)
Motion Picture-Theatrical—Robert S. McCraken (m) (e) (S)
Photo. Dept. Mgr.—Francis Brammar (m) (e) (S)
Picture Editor—Francis Brammar (m) (e) (S)
Radio-Television—Robert S. McCraken (m) (e) (S)
Real Estate—Bernard Horton (m) (e) (S)
Travel—O. B. Koerfer (m) (e) (S)
Society—Barbara Bucci (m) (e) (S)

LARAMIE (Wyo.), DAILY BULLETIN (m); REPUBLICAN-BOOMERANG (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Vacation (June); Fashion (Mar.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—James Howard (e); William M. Logan, Jr. (m)
Education—Alice Stevens (e)
Fashion—Lucille Bird (m & e)
Picture Editors—Clarence Miller (m); Randal Wagner (e)

RAWLINS (Wyo.), TIMES (m. ex Mon.)
Run-of-Paper Color Advs: 1 color. Daily.
Special Editions: Carbon County Products (Aug.).
No Editions: Thanksgiving; Christmas.
Radio Station Affiliation: KRAL
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Russell Stout
Aviation—Bruce Henningson
Book—Russell Stout
Business-Financial—Russell Stout
Church—Bruce Henningson
Editorial Writer—Bruce Henninger
Education—Bruce Henninger
Farm—Bruce Henninger
Fashion—Pearl Holmquist
Food—Pearl Holmquist
Society—Pearl Holmquist

ROCK SPRINGS (Wyo.), ROCKET (m. ex. M.) MINER (S)
Run-of-Paper Color Advs.: 1 color. Daily ex. Mon.
Split Run Advertising: Every-other Paper
Special Editions: Industry & Agriculture (County Fair) (Aug.); Vacation Edition (May); Know Rock Springs Edition (Business & Industry) (Feb.)
No Editions: Dec. 26.
Food and/or Household Dept.: Food Fri.; Fixit page Sun.
Radio Station Affiliation: KVRS.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. H. Johnson
Aviation—R. H. Johnson
Book—D. G. Richardson
Business-Financial—D. G. Richardson
Editorial Writers—D. G. Richardson; R. H. Johnson
Food—R. H. Johnson
Garden—R. H. Johnson
Radio-Television—D. G. Richardson
Society—Martha Jensen

SHERIDAN (Wyo.), PRESS (e)
Run-of-Paper Color Advs.: 1 color.
Special Editions: Farm & Ranch (Apr.); Back to School (Aug.).
No Editions: Memorial Day; Labor Day; Christmas; July 4th; Thanksgiving; New Years.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. R. Johnson
Aviation—Dick Redburn
Business-Financial—R. R. Johnson
Church—R. R. Johnson
Columnists—Carl A. Rott; F. H. Sinclair
Editorial Writer—Carl A. Rott
Education—Gertrude Spomer
Farm—R. R. Johnson
Fashion—Mrs. Ruth Thomas
Food—Mrs. Ruth Thomas
Garden—R. R. Johnson
Music—Gertrude Spomer
Picture Editor—R. R. Johnson
Travel—Dick Redburn
Society—Mrs. Ruth Thomas

WORLAND (Wyo.), NORTHERN WYOMING DAILY NEWS (m)
Special Editions: Big Horn Basin (Aug.); Spring Fashion (Mar. or Apr.); Fall Fashion (Sept.).
No Editions: Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Elmer R. Downing
Aviation—Elmer R. Downing
Book—Hugh K. Knoefel
Business-Financial—Hugh K. Knoefel
Church—Warren Swenson
Columnist—Helen Shoemaker Turner
Editorial Writer—Hugh K. Knoefel
Education—Hugh K. Knoefel
Farm—Elmer R. Downing
Fashion—Mary Ann Gugenheim
Food—Hugh K. Knoefel
Garden—Hugh K. Knoefel
Librarian—Warren Swenson
Motion Picture-Theatrical—Jim Gilmore
Music—Gil Parks
Photo. Dept. Mgr.—Warren Swenson
Picture Editor—Warren Swenson
Radio-Television—Warren Swenson
Real Estate—Elmer R. Downing
Travel—Hugh K. Knoefel
Society—Mary Ann Gugenheim

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

CANADA

ALBERTA

CALGARY (Alta.), ALBERTAN (m)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Split Run Advertising: Every-other Paper.
Special Editions: Stampede (July).
No Editions: Christmas; New Years; Good Friday; Dominion Day; Victoria Day; Labor Day; Thanksgiving.
Syndicated Magazine Section Carried: Weekend Magazine.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Arthur Raymond
Business-Financial—G. M. Bell
Cartoonist—S. McKenzie
Church—Dr. F. Morley
Columnists—F. Moore; W. Ivens
Editorial Writer—Cleo Mower; G. R. Bell
Fashion—Miss E. Reid
Photo. Dept. Mgr.—J. DeLorme
Society—Miss E. Reid

CALGARY (Alta.), HERALD (e)
Split Run Advertising: Every-other Paper.
Special Editions: Rodeo Edition (July).
No Editions: New Years; Good Friday; Victoria Day; July 1; Labor Day; Thanksgiving; Christmas
Radio Station Affiliation: C F A C.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Bill Drever
Book—Parker Kent
Business-Financial—H. D. Surplis
Church—Harvey W. Johnston
Columnists—R. Sanburn; Ken Liddell; Art Evans
Credit Mgr.—O. Stonewall
Editorial Writers—R. Sanburn; Bruce Phillips; J. W. Brehaut
Farm—Fred Kennedy
Fashion—Linda Curtis
Food—Linda Curtis
Garden—Alex Munro, F.R.H.S.
Librarian—Dorothy Riley
Magazine—Parker Kent
Real Estate—H. D. Surplis
Society—Linda Curtis

EDMONTON (Alta.), JOURNAL (e)
Run-of-Paper Color Advs.: Daily.
Advs. Not Accepted: Liquor (institutional only); vending machines; mail order merchandise.
No Editions: New Years; Christmas; Good Friday; May 24; Dominion Day; Labor Day; Thanksgiving; Civic Holiday.
Radio Station Affiliation: CJCA.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—W. Prager
Book—Ian C. MacDonald
Business-Financial—A. W. McIntyre
Church—A. W. McIntyre
Editorial Writers—S. J. Shaw; Ian C. MacDonald
Education—I. C. MacDonald
Farm—A. W. McIntyre
Fashion—Mrs. R. Bowen
Food—Mrs. R. Bowen
Librarian—Miss Mary Conway
Motion Picture-Theatrical—J. Dafoe
Music—J. Dafoe
Picture Editor—D. L. MacDougall
Radio-Television—J. Merrigan
Real Estate—T. A. Mansell
Society—Mrs. R. Bowen

LETHBRIDGE (Alta.), HERALD (e)
Special Editions: Christmas Shopping (Nov.); Christmas Greeting (Dec.).
No Editions: New Years; Good Friday; Victoria Day; July 1; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Mrs. J. E. Huckvale
Columnists—H. P. Buchanan
Credit Mgr.—E. H. Middleton
Editorial Writers—H. P. Buchanan; C. F. Steele
Farm—Joe Balla
Librarian—Mrs. Beth Gillis
Photo. Dept. Mgr.—Orville Brunelle

MEDICINE HAT (Alta.), NEWS (e)
Advs. Not Accepted: Mail order; liquor.
Special Editions: Christmas (Dec.); Spring Shopping (May); Fall Shopping (Oct.).
No Editions: New Years; Good Friday; July 1; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Fashion—Mrs. Ruth Lauder
Food—Mrs. Ruth Lauder
Garden—Mrs. Ruth Lauder
Librarian—Mrs. Ruth Lauder
Society—Mrs. Ruth Lauder
Address other editorial correspondence to William Hogle.

BRITISH COLUMBIA

KAMLOOPS (B. C.), SENTINEL (e ex. Sat. & Sun.)
Run-of-Paper Color Advs.: Color on front and back pages only. Up to 1 color.
No Editions: New Year's; Good Friday; Empire Day; Dominion Day; Labor Day; Thanksgiving; Remembrance Day; Christmas.
Radio Station Affiliation: CFJC
Television Station Affiliation: Application on file.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Harry Taylor; Ron Wade
Editorial Writers—Ron Powell; Ronald White
Fashion—Mrs. Margaret Sanderson
Photo. Dept. Mgr.—Bill Cowley
Society—Mrs. Meryl Matthews

NANAIMO (B. C.), FREE PRESS (e)
Run-of-Paper Color Advs.: Up to 2 colors.
No Editions: Observe all holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—James Curran
Church—James Curran
Editorial Writer—Max Cody
Education—James Curran
Farm—Harry Moffatt
Fashion—Peggy Bennett
Garden—Harry Moffatt
Librarian—Harry Moffatt
Photo. Dept. Mgr.—Art Pauls
Society—Peggy Bennett

NELSON (B. C.), NEWS (m)
Run-of-Paper Color Advs: 2 colors any day.
Special Editions: Pictorial-Industrial (Jan.); Christmas Greetings (Dec.).
No Editions: Dec. 26; New Years; Good Friday; Labor Day; Thanksgiving; Empire Day; Dominion Day; July 1; Remembrance Day.
Radio Station Affiliation: CKLN.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—L. Holmes
Business-Financial—A. W. Gibbon
Columnist—John Short
Editorial Writer—F. B. Pearce
Fashion—L. Holmes
Food—N. Carney
Garden—N. Carney
Librarian—P. Niven
Picture Editor—A. W. Gibbon
Society—Leslie Holmes

NEW WESTMINSTER (B. C.), BRITISH COLUMBIAN (e)
Split Run-of-Paper Color Advs.: Up to 1 color and Black daily.
Special Editions: Industrial (May); Fashion (May & Oct.); Vacation (June).
No Editions: Christmas; New Year's; Boxing Day; Labor Day; May 24th; July 1st; Thanksgiving Day; Remembrance Day.
Radio Station Affiliation: CKNW, 5,000 W.
Food and/or Household Dept. Every Wednesday.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—R. Macey
Aviation—W. Hambly
Book—J. Cross
Business-Financial—R. Macey
Church—E. Purkiss
Columnists—R. Eustice; R. Baird
Editorial Writers—W. Hambly; R. Macey
Education—T. Viner
Farm—R. Butchart
Fashion—T. Viner
Food—E. Benwell
Garden—R. Butchart
Librarian—E. Purkiss
Motion Pictures-Theatrical—R. Baird
Music—R. Baird
Photo. Dept. Mgr.—C. Jennings
Picture Editor—R. Baird
Radio-Television—R. Baird
Real Estate—R. Macey
Travel—A. Gray
Society—T. Viner; K. Peele

TRAIL (B. C.), TIMES (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Special Editions: Garden (Apr.); Industrial (June); Cook book (Sept.); Christmas (Dec.); Fashion (Spring & Fall).
No Editions: New Years; Good Friday; Dominion Day; Empire Day, Labor Day; Thanksgiving; Remembrance Day; Christmas; Boxing Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—J. Behncke
Editorial Writers—J. Behncke; V. Misutka
Garden—V. Misutka
Photo. Dept. Mgr.—Ivor McLaren
Society—Nora Piper

VANCOUVER (B. C.), HERALD (m)
Run-of-paper Color Advs.: 1 extra color. Daily.
Week's notice and optional dates required.
Special Editions: Industrial Issue (June).
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Sir Michael Bruce
Business-Financial—Hugh Armstrong
Church—Mrs. M. Auld
Columnists—J. Ray; C. McDevitt; A. Lytle
Credit Mgr.—J. Cranswick
Editorial Writer—Roland Wild
Fashion—Mrs. H. Glasgow Smith
Food—Mrs. E. M. Murray
Librarian—Mrs. E. M. Murray
Motion Picture—Theatrical—Gordon Wilson
Music—Mrs. A. McGeer
Photo. Dept. Mgr.—John McGinnis
Radio-Television—John Ray
Society—Mrs. M. E. Francis

VANCOUVER (B. C.), PROVINCE (e)
Print Run-of-Paper Color Advs.: 1 color; Daily. Black and 2 or 3 colors on application.
Split Run Advertising: Every-other Paper.
Annual Special Editions: Food Supplement (Apr.); Industrial Review (Apr.).
No Editions: Thanksgiving; Armistice Day; Christmas; New Years; Boxing Day; Good Friday; Empire Day; Dominion Day; Labor Day
Print Own Magazine: Yes.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Pat. Tryon
Aviation—Jas. McPhee
Book—Mrs. D. O. Irving
Business-Financial—Wm. Ryan
Cartoonist—Al Beaton
Church—Mrs. Betty Keefe
Columnists—Eric Nicol; Jean Howarth; Wilfred Bennett; Wm. Dunford; Norman Hacking; Les Wedman; Dan Ekman
Credit Mgr.—C. Williams
Editorial Writers—Alan Jessup; Ken McIvor; Wilf Bennett; Peter Inglis
Education—Mrs. Aileen Campbell
Farm—Ed. Meade
Fashion—Winnifred Mather
Food—Winnie McLear
Garden—Dr. John Hanley
Librarian—Bruce Ramsey
Motion Picture-Theatrical—Les Wedman
Music—Les Wedman; Dr. Ida Halpern
Personnel Mgr.—W. T. Robertson
Photo. Dept. Mgr.—Chas. S. Jones
Picture Editor—Don Brown
Radio-Television—Les Wedman
Real Estate—Clare Anderson
Travel—M. J. Moore
Society—Miss Patricia Wallace

VANCOUVER (B. C.), SUN (e)
Run-of-Paper Color Advs.: 3 colors.
Special Editions: Industrial (May); Homemakers (May); Homebuilding (Fridays).
No Editions: New Year; Good Friday; Victoria Day; Dominion Day, Labor Day; Thanksgiving, Remembrance; Christmas; Boxing Day.
Magazine Section Carried: Weekend Magazine.
Food and/or Household Dept.: Edith Adams Cottage.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Flora McKissock
Business-Financial—W. I. Fletcher
Cartoonist—Len Norris
Church—Ivers Kelly
Columnists—Evelyn Caldwell; Mamie Moloney; E. Philpott; J. Scott; H. Weir; R. Beddoes; L. Straight; B. Mather; J. Wasserman
Credit Mgr.—G. Bradley
Editorial Writers—C. MacKay; R. Daly; P. Terry; J. Dyer
Farm—W. Rose
Fashion—Marie Moreau
Food—Myrtle Gregory
Garden—T. Barber
Librarian—J. S. Williamson
Personnel Mgr.—M. D. Whidden

VICTORIA (B. C.), COLONIST (m ex. Mon) (S) TIMES (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily & Sun.
Special Editions: Spring Fashions (Mar. or Apr.); Fall Fashions (Sept.); Christmas Shopping (Dec.).
No Editions: All Canadian statutory holidays.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. L. Fox (e)
Aviation—A. L. Fox (e)
Book—F. J. Merriman (e)
Business-Financial—Harry Young (m) (S); Lloyd Baker (e)
Cartoonist—Bob Bierman (e)
Church—Dinah Kerr (e)
Columnists—Tom Taylor (m) (S); G. E. Mortimore (m) (S); Monte Roberts (e); Arthur Stott (e); Ruth Enke (e)
Credit Mgr.—M. M. Williams
Editorial Writers—H. S. Graves (m) (S); Tom Taylor (m) (S); Roy Murdock (m) (S); Arthur Stott (e); Brian Tobin (e); Bruce Hutchinson (e); Stuart Keate (e)
Education—Arthur Stott (e)
Farm—Humphry Davy (e)
Fashion—Mrs. D. Wrotnowski (m) (S); Elizabeth Forbes (e)
Food—E. Forbes (e); Mrs. D. Wrotnowski (m)
Garden—Jack Beastall (e); M. V. Chestnut (m)
Librarian—R. Gurney
Motion Picture-Theatrical—Phil Lee (e)
Music—Audrey St. D. Johnson (e)
Personnel Mgr.—J. C. Melville
Photo. Dept. Mgr.—B. Kinsman (m) (S); Irving Strickland (e)
Picture Editor—Lloyd Baker (e); W. T. Galt (m)
Radio-Television—Phil Lee (e); Ray Parrott (m)
Real Estate—Harry Young (m)
Travel—F. J. Merriman (m)
Society—Elizabeth Forbes (e); Mrs. Dorothy Wrotnowski (m)

MANITOBA

BRANDON (Man.), SUN (e)
Advs. Not Accepted: Liquor.
Special Editions: Exhibition & Trade Fair (June); Fashion (Apr.); Christmas (Dec.).
No Editions: New Years; Good Friday; Empire Day; Dominion Day; Civil Holiday; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—L. J. Macson
Photo. Dept. Mgr.—J. E. Reid
Society—E. Donnelly

WINNIPEG (Man.), FREE PRESS (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Speculative stocks.
No Editions: Christmas.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—George Roberton
Business-Financial—George Thurston
Cartoonist—Peter Kuch
Church—William Ingersoll
Credit Mgr.—Alex C. Craig
Editorial Writers—Tom Kent; Maurice Western; Peter McLintock; Art Fletcher; George Roberton
Fashion—Pearl L'Ami
Food—Norah Cherry
Garden—Walter Hand
Librarian—Ruth Buggey
Motion Picture-Theatrical—Frank Morriss
Music—Ken Murphy
Photo. Dept. Mgr.—Jack Ablett
Picture Editor—J. Telpner
Radio-Television—Jane Faulkner
Society—Pearl L'Ami

WINNIPEG (Man.), TRIBUNE (e)
Run-of-Paper Color Advs.: Monday thru Saturday; 1 additional color back and inside pages of each section.
Split Run Advertising: Every-other Paper.
No Editions: Christmas.
Syndicated Magazine Section Carried: Weekend Magazine.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Gwen Amos
Business-Financial—H. J. Hansell
Cartoonist—Lew Saw
Columnists—Victor V. Murray; Graham N. Smith
Credit Mgr.—E. A. M. MacDonald
Editorial Writers—G. Carlyle Allison; Randolph Patton; Thomas Green
Farm—Harry Halliwell
Fashion—Joan McDonald
Food—Sheila Craig
Garden—M. V. Cheanut; F.R.H.S.
Librarian—Elizabeth Hall
Motion Picture-Theatrical—Ann Henry
Music—Roy Maley
Photo. Dept. Mgr.—Gordon Aikman
Picture Editor—Alan Rogers
Radio-Television—Carol Kowalson
Real Estate—Clarence Fairbairn
Society—Margaret Laidlaw Hood

NEW BRUNSWICK

FREDERICTION (N. B.), GLEANER (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Advs. Not Accepted: Liquor (products).
Special Editions: Community Summer Sale (July); School Opening (Late Aug.); Exhibition (Aug. & Sept.).
No Editions: Christmas; New Years; Good Friday; Victoria Day; Dominion Day; Labor Day; Thanksgiving; Remembrance Day.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—H. Wood
Columnists—D. K. Parr; S. Schofield
Editorial Writer—H. Wood
Librarian—S. Schofield
Music—Donald Wickett
Photo. Dept. Mgr.—M. Carlton
Society—Jayne Ellen

MONCTON (N. B.), L'EVANGELINE (e)
Run of Paper Color Advs: 2 colors.
Advs. Not Accepted: Liquor
No Editions: New Years; Epiphany; Good Friday; Victoria Day; Queen's Birth; Dominion Day; Labor Day; Thanksgiving; All Saints; Remembrance; Immaculate-Conception; Christmas; Boxing Day (Dec. 26)
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Emery LeBlanc
Business-Financial—Jean Hubert
Columnist—Gaston Pepin
Editorial Writers—Emery LeBlanc; Euclide Daigle; Jean Hubert.
Education—Emery LeBlanc
Farm—Alphonse Arsenault
Fashion—Jean Hubert
Food—Jean Hubert
Garden—Alphonse Arsenault
Librarian—Jean Hubert
Motion Picture-Theatrical—Emery LeBlanc
Radio-Television—Gilles Chiasson
Society—Jean Hubert

MONCTON (N. B.), TIMES (m); TRANSCRIPT (e)
Special Editions: Early Bird (Apr.); Vacation (July); Back To School (Aug.); Christmas Shopping (Nov.).
No Editions: New Years; July 1; Dec. 25.
Syndicated Magazine Section Carried: Weekend Magazine
DEPARTMENTAL EDITORS and/or MANAGERS
Book—J. Grainger (m) (e)
Business-Financial—E. Larracey (m)
Church—Jean Cook (m) (e)
Columnists—E. St. Pierre (m); Fraser Robb (e); Ott Hicks (e)
Editorial Writers—David Grieg (m) (e); Fraser Robb (e)
Fashion—Jean Cook (m) (e)
Food—Jean Cook (m) (e)
Librarian—J. MacDonald (m); Bob Murphy (e)
Motion Picture-Theatrical—J. Granger (m) (e)
Photo. Dept. Mgr.—T. Bourgeois (m) (e)
Picture Editors—A. MacDonald (m); A. J. Hicks (e)
Travel—J. Grainger (m) (e)
Society—Jean Cook (m) (e)

SAINT JOHN (N. B.), TELEGRAPH-JOURNAL (m); TIMES-GLOBE (e)
No Editions: Times-Globe-New Years; Good Friday; Victoria Day; Queens Birthday; Dominion Day; Labor Day; Thanksgiving; Remembrance; Christmas (Telegraph-Journal and Times-Globe).
Syndicated Magazine Section Carried: Weekend Magazine.
Radio Station Affiliation: CHSJ AM.
Television Station Affiliation: CHSJ.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—S. D. Trueman; H. G. Christie; J. G. Bruce
Librarian—Mrs. C. W. Fewings
Radio-Television—Mrs. C. W. Fewings
Society—Mrs. F. G. Sancton

NEWFOUNDLAND

CORNER BROOK (Nfld.), WESTERN STAR (e)
Special Editions: Arbor Day (May); Christmas Edition (Dec.).
No Editions: Christmas Day; Boxing Day; New Years Day; July 1st; Labor Day; Good Friday.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—E. Finn
Cartoonists—T. J. Cahill
Columnists—H. Horwood; E. Finn
Editorial Writers—T. Buck; E. Finn
Photo. Dept. Mgr.—A. Bouzanne
Picture Editor—T. Buck

ST. JOHN'S (Nfld.), HERALD (S)
Split Run Advertising: Yes.
Special Editions: Christmas (Dec.); Easter (Apr.).
Print Own Magazine: Yes.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: CJON.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—J. Parsons
Book—Geo. Stirling
Business-Financial—F. Ruggles
Cartoonist—D. Duggan
Church—C. Potts
Columnists—Don Jamieson; Dren Walsh; Mrs. MacKay; Toe Byrne
Editorial Writer—D. Jamieson
Education—D. Jamieson
Farm—Jack White
Fashion—M. MacKay
Food—J. Davis
Garden—T. Morrow
Librarian—A. Davis
Music—D. Lewis
Photo. Dept. Mgr.—D. Morris
Picture Editor—A. Harnett
Radio-Television—A. Harnett
Real Estate—S. Condon
Travel—G. Stirling
Society—Mrs. M. MacKay

ST. JOHNS (Nfld.), NEWS (m)
Special Editions: Year End (Dec.).
No Editions: Statutory Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. C. Currie
Aviation—L. C. Currie
Book—F. B. Gill
Business-Financial—F. B. Gill
Church—Mrs. F. Chafe
Editorial Writer—A. B. Perlin

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

NEWFOUNDLAND Cont'd

(Continued from Page 241)

ST. JOHN'S (Nfld.), TELEGRAM (e)
Special Editions: Spring Fashions (Apr.); Fishing (May); Back To School (Aug.); Hunting (Sept.).
No Editions: Statutory holidays.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—W. Woodley
Columnists—Harold Horwood
Editorial Writers—C. E. A. Jeffery, Harold Horwood
Society—Miss Sylvia Wigh

NOVA SCOTIA

AMHERST (N. S), NEWS (m)
Advs. not Accepted: Liquor.
Special Editions: Christmas.
No Editions: All statutory Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—N. S. Sanford
Food—F. R. Craft
Photo. Dept. Mgr.—D. T. Jolly

HALIFAX (N. S.), CHRONICLE HERALD (m); MAIL STAR (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Split Run Advertising: Every-other Paper.
Special Editions: Numerous special editions throughout the year.
No Editions: Christmas.
Food and/or Household Dept.: Food section.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—R. W. Chambers
Church—Elizabeth Robertson
Editorial Writers—E. E. Kelley; E. R. Dennis
Librarian—Miss E. Strachan
Society—Miss Frances Harris

NEW GLASGOW (N. S.), NEWS (e)
No Editions: New Years; Good Friday; Queens Birthday; Labor Day; Thanksgiving; Nov. 11; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—J. R. H. Sutherland; P. M. MacKenzie; Rickey Fraser; Wilkie Taylor
Fashion—P. M. MacKenzie
Food—P. M. MacKenzie
Picture Editor—J. R. H. Sutherland
Society—P. M. MacKenzie

SYDNEY (N. S.), CAPE BRETON POST (e)
Run-of-Paper Color Advs.: 4 colors.
Special Editions: Christmas (Dec.); New Years (Jan.).
No Editions: Christmas.
Syndicated Magazine Section Carried: Weekly Cape Bretoner.

CONSIDERING CANADA?

LONDON ONTARIO

will help make it a success . . .

▶ Canadian advertisers choose the London Free Press to test their advertising campaigns, for a true reflection of Canadian reaction.

▶ Stock checks, dealer tie-in advertising, sales promotion support and split-runs are a few of the "extras" supplied by the London Free Press.

▶ Whether for a test campaign or as part of your national effort, the London Free Press is the only medium which completely covers Canada's 7th Market.

CANADA'S No. 1 TEST TOWN

Contact C. Fenn, Advertising Manager

THE LONDON FREE PRESS

98,724 ABC 6 months ending March 31, 1956

DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ian McNeil
Business-Financial—Tom Guy
Columnists—Don MacKenzie; Aubrey Keizer
Credit Mgr.—A. B. MacDonald
Editorial Writers—Roy D. Duchemin; F. H. Stevens
Education—Don MacKenzie
Fashion—Sybil Freestone
Food—Ed. Payn
Photo. Dept. Mgr.—Harold Shetler
Society—Dorothy MacKenzie

ONTARIO

BELLEVILLE (Ont.), ONTARIO-INTELLIGENCER (e)
Special Editions: Shopping Editions (May Oct.); Style Editions (Mar. Sept.)
No Editions: Public Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—Dick Payne; G. A. Morton
Society—Adella Henderson

BRANTFORD (Ont.), EXPOSITOR (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Special Editions: Cook Book (Aug.).
No Editions: New Years; Good Friday; May 24; Civic Holiday in Aug.; Dominion Day; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food column
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writers—C. F. Sanders; C. Hulme
Farm—R. H. Hope
Librarian—H. McSavage
Music—C. Hulme
Photo. Dept. Mgr.—P. M. Preston
Picture Editor—G. Ronald
Society—W. Harding

BROCKVILLE (Ont.), RECORDER AND TIMES (e)
Special Editions: Trade Fair (May); Fire Prevention (Oct.); Christmas (Dec.).
Group Membership: Can. Daily Newspaper Publishers Ontario Provincial Dailies.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—A. C. Runciman
Business-Financial—F. B. MacLean
Cartoonists—David Muir
Church—Miss Elizabeth MacDowell
Columnist—M. I. McGlade
Editorial Writers—A. C. Runciman; F. B. MacLean; Harry Painting; David Cleland
Education—C. S. Paterson
Farm—David Cleland
Fashion—Betty MacDowell
Food—A. C. Runciman
Garden—C. S. Paterson
Motion Picture-Theatrical—Betty MacDowell
Music—Betty MacDowell
Personnel Mgr.—W. S. Watson
Photo. Dept. Mgr.—William Row
Picture Editor—A. C. Runciman
Radio-Television—C. S. Paterson
Society—Betty MacDowell

CHATHAM (Ont.), NEWS (e)
Run-of-Paper Color Advs.: 1 color. Week's notice and optional dates required.
Split Run Advertising: Can replate half way through edition.
Special Editions: Progress Edition; Building Edition; Farm Edition; Fashion Edition, Cook Book; Brides' Edition, Vacation Edition; Baby Edition; Fair Edition; Christmas Color Book, Christmas Edition; Back to School; Jaycee Fair.
No Editions: New Years; Good Friday; May 24th; 1st Monday in August, Civic Holiday; 1st Monday in September, Labor Day; July 1st, Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Victor Lauriston
Business-Financial—Ted Aitken
Church—Joseph Emmott
Columnist—Victor Lauriston
Credit Mgr.—Wm. Atkinson
Editorial Writers—Victor Lauriston; Ted Aitken
Education—Victor Lauriston
Farm—Gordon McGregor
Fashion—Mary McCoig
Food—Mary McCoig
Motion Picture-Theatrical—Ralph Hicklin
Music—Ralph Hicklin
Photo. Dept. Mgr.—Fred Bowers
Picture Editor—Ray Munro
Radio-Television—Gordon MacGugor
Society—Mary McCoig

CORNWALL (Ont.), STANDARD-FREEHOLDER (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Special Editions: Business and Industrial (Feb.); Fashion (June).
No Editions: Christmas; New Years; Good Friday, May 24; July 1; 1st Mon. Aug. & Sept.; Thanksgiving.
Radio Station Affiliation: CKSF.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—A. E. Gratton
Book—J. B. McKay
Cartoonist—Bob Eadie
Columnists—Lillian Allison; J. B. McKay
Credit Mgr.—R. M. Callan
Editorial Writers—J. B. McKay; A. E. Gratton; Alex Mullin
Farm—Alex Mullin
Fashion—Mrs. B. Bunge
Food—B. C. Young
Garden—Alex Mullin
Librarian—Beth Whittaker
Photo. Dept. Mgr.—Marcel Quenneville
Picture Editor—A. E. Gratton
Society—Mrs. B. Bunge

FORT WILLIAM (Ont.), TIMES-JOURNAL (e)
Run-of-Paper Color Advs: 1 color. Daily.
No Editions: Eight statutory holidays.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Editorial Writer—W. H. Goodman
Photo. Dept. Mgr.—J. A. Smith
Society—Miss V. Walker

GALT (Ont.), REPORTER (e)
Run-of-Paper Color Advs.: 1 color. Mon., Tues., Wed., Sat.; back page & inside back page. Week's notice and optional dates required.
Split Run Advertising: Geographically.
Special Editions: Progress Edition (Feb.); Farm Edition (Apr.); Cook Book (Aug.).
No Editions: New Years; Good Friday; May 24; July 1; Civic Holiday; Labor day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—N. Knechtel
Church—L. Johannes
Columnist—E. Werstine
Farm—A. Lewis
Fashion—R. Crossey
Food—R. Crossey
Garden—A. F. Herbert
Photo. Dept. Mgr.—A. F. Herbert
Picture Editor—A. F. Herbert
Radio-Television—A. F. Herbert
Society—Rae Crossey

GUELPH (Ont.), MERCURY (e)
Run-of-Paper Color Advs.: 1 color. Daily ex. Thurs. & Fri. Week's notice and optional dates required.
Split Run Advertising: Geographically.
Special Editions: Progress Edition (Jan.); Farm Edition (Mar.); Better Homes Edition (Apr.); Cook Book (Aug.); Oil Edition (Sept.).
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Joe Collins
Church—Russ Stuart
Columnists—Patrick Nicholson; Don O'Hearn; Findlay Weaver; Verne McIlwraith
Editorial Writers—Joseph Collins; Russ Stuart
Farm—Findlay Weaver
Fashion—Edith Cunningham
Food—Edith Cunningham
Garden—Jean Duggan
Motion Picture-Theatrical—Dick Brimmell
Music—Dick Brimmell
Photo. Dept. Mgr.—Don Dutton
Picture Editor—Chris Rombout
Radio-Television—Peter Rouse
Society—Lin Clark

HAMILTON (Ont.), SPECTATOR (e)
Run of Paper Color Advs.: 1 color. Daily ex Thurs. Fri.
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Out-of-town competitive retail; drug advt. claiming cures
No Editions: New Years, Good Friday; Victoria Day; Dominion Day, Civic Holiday; Labor Day, Thanksgiving; Christmas.
Magazine Section Carried: Weekend Magazine.
Food and/or Household Dept.: Daily food column.
Television Station Affiliation: CHCH-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—F. J. Keen
Aviation—Kingsley Brown
Book—John Parkin
Business-Financial—M. L. Smith
Cartoonist—Vin Francis
Columnists—Rev. A. C. Forrest; Dennis Harvey; John Robinson; Bruce Murdoch
Credit Mgr.—John Pace
Editorial Writers—John Parkin; Thomas Mills; Fred Marshall
Education—Frank Oxley
Farm—Frank Sercombe
Fashion—Mrs. Jas. Mortimer
Food—Mrs. Jas. Mortimer
Garden—Frank Sercombe
Librarian—Cecil Williams
Motion Picture-Theatrical—John Robinson
Music—Mrs. Mary Mason
Photo. Dept. Mgr.—Harold Ballantine
Picture Editor—Chris. Young
Radio-Television—Jack Miller
Real Estate—F. J. Keen
Travel—T. W. D. Farmer
Society—Mrs. Jas. Mortimer
Editorial Writers—Arnold Edinborough; Robert O'Brien

KINGSTON (Ont.), WHIG-STANDARD (e)
Split Run Advertising: Every-other Paper.
Advs. Not Accepted: Mail order.
Special Editions: Automotive (Spring); Home Building (Spring); Vacation (June).
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Weekend Magazine.
Food and/or Household Dept.: Thurs.
Radio Station Affiliation: CKWS.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Robert D. Owen

KIRKLAND LAKE (Ont.), NORTHERN NEWS (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily except Thurs. Week's notice and optional dates required.
Split Run Advertising: Geographically.
Special Editions: Progress and Mining Edition (Jan.); Progress Edition (Mar.); Auto Edition (Apr.); Vacation Edition (May); Baseball Edition (May); Farm Edition (May); Rouyn-Noranda Progress Issue (July), Cook Book (Oct.); Hockey Edition (Nov.).
Syndicated Magazine Section Carried: Weekend Magazine.
Food and/or Household Dept.: Thurs.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Margaret Alderson
Aviation—Margaret Alderson
Book—Margaret Alderson
Business-Financial—Margaret Alderson
Church—Miss P. Forster
Columnists—Don O'Hearn; Patrick Nicholson
Editorial Writer—Margaret Alderson
Education—Margaret Alderson
Farm—C. Gould
Garden—Margaret Alderson
Librarian—Margaret Alderson
Motion Picture-Theatrical—Margaret Alderson
Music—R. Hands
Photo. Dept. Mgr.—I. Reid
Radio-Television—Margaret Alderson
Real Estate—Margaret Alderson
Travel—Margaret Alderson
Society—Mrs. J. Green

KITCHENER (Ont.), RECORD (e)
Run-of-Paper Color Advs.: Up to 3 colors. Daily.
Advs. Not Accepted: Mail order.
Special Editions: Farm and Seed (Mar.); Furniture (Sept.).
No Editions: New Years; Good Friday; Victoria Day; July 1; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—W. J. Coulter
Business-Financial—A. H. Lowe
Columnists—Sandy Baird; Frances Denney; John T. Schmidt; Len Taylor; Lloyd Johnston;
Credit Mgr.—Eric B. Gardner
Editorial Writers—H. J. Helm; Kemp Thompson
Farm—John T. Schmidt
Librarian—Elaine Slugaske
Music—W. J. Pitcher
Photo. Dept. Mgr.—Harry Huehnergard
Picture Editor—C. B. Schmidt
Radio-Television—Elaine Slugaske
Society—Frances Denney

LONDON (Ont.), FREE PRESS (m) (e)
Run-of-Paper Color Advs.: Up to 2 colors.
Split Run Advertising: Geographically. Every other Paper.
Special Editions: Year End (Jan.); Home & Garden Show (Mar.); Spring Fashions (Mar.); Seed Fair (Mar.); Greater London (Mar. Apr.); Babies (Apr.); Homes & Gardens (May); Women's Clubs (June); Western Fair (Sept.); Cook Book (Oct.).
No Editions: Christmas.
Magazine Section Carried: Weekend Magazine.
Radio Station Affiliation; CFPL, CFPL-FM.
Television Station Affiliation: CFPL-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—James Burns
Aviation—Ivor Williams
Book—John Elliott
Business-Financial—Emerson Creed
Cartoonist—Merle Tingley
Church—James Burns
Columnists—Ralph Soden; Richard Newman; Jack Park; Harry Eisen
Credit Mgr.—Geo. M. Campbell
Editorial Writers—John Elliott; James Dunn; Arthur R. Ford; J. Burke Martin
Education—Wm. Robinson
Farm—Emerson Creed; Roy Jewell
Fashion—Marion Roe
Food—Marion Roe
Garden—Emerson Creed
Librarian—Leslie Bronson
Motion Picture-Theatrical—Richard Newman; J. Burke Martin
Music—Lenore Crawford
Personnel Mgr.—R. R. Waide
Photo. Dept. Mgr.—Robert Turnbull
Picture Editor—Gerald Newton; John Gore
Radio-Television—James Burns
Real Estate—Wm. Robinson
Travel—James Burns
Society—Marion Roe

NIAGARA FALLS (Ont.), REVIEW (e)
Special Editions: Home (May); School (Sept.).
No Editions: New Years; Good Friday, Thanksgiving, Christmas; July 1st; May 24; Labor Day; Civic Holiday.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—W. M. Stokes; W. B. Leslie
Editorial Writers—J. M. Cowan; C. M. Jacklin; Wm. Pryor
Farm—F. H. Leslie
Fashion—Ruby Lindsay
Food—Ruby Lindsay
Garden—F. H. Leslie
Librarian—B. Woodruff
Music—R. Lindsay
Photo. Dept. Mgr.—R. Roels
Picture Editor—J. M. Cowan
Radio-Television—B. Woodruff
Society—Ruby Lindsay

NORTH BAY (Ont.), NUGGET (e)
Advs. Not Accepted: Mail order not inserted by recognized agency.
Special Editions: Fashion (Mar.); Auto, Building (Apr.); Vacation (June); Christmas (Dec.).
No Editions: New Years; Good Friday, Victoria Day; July 1, Civic Holiday, Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Colin Vezina
Aviation—Ben Ward
Book—Ben Ward
Business-Financial—C. M. Fellman
Cartoonist—Dave Palangio
Columnists—Britt Jessup; Rollie Ethier; Mrs. Lorraine McGowan; Ben Ward
Credit Mgr.—G. W. Justice
Editorial Writer—C. M. Fellman
Farm—Ivor Bowen
Fashion—Lorraine McGowan
Librarian—Bob Howe
Motion Picture-Theatrical—Edna Blakely
Photo. Dept. Mgr.—John McNeill
Picture Editor—C. M. Fellman
Radio-Television—Edna Blakely
Travel—Don Buckley
Society—Lorraine McGowan

ORILLIA (Ont.), PACKET & TIMES (e)
Run-of-Paper Color Advs.: 1 color. Week's notice and optional dates required.
Special Editions: Cook Book (Feb.); Vacation (June);
No Editions: Statutory holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Ken Woodhouse
Columnist—J. C. Peters
Editorial Writer—A. F. Tissington
Society—Mrs. B. Teufel

OSHAWA-WHITBY (Ont.), TIMES GAZETTE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Open days at Publisher's discretion.
DEPARTMENTAL EDITORS and/or MANAGERS
Address all correspondence to T. L. Wilson, Publisher.

OTTAWA (Ont.), CITIZEN (e)
Special Editions: Spring Fashion (Apr.); Fall Fashion (Sept.); Christmas (Dec.).
No Editions: Jan. 1; Good Friday; May 21; July 1; Aug. 1; Sept. 3; Oct. 8; Dec. 26.
Food and/or Household Dept.: Daily food & household page: Building Pages every Fri.
Syndicated Magazine Section Carried: Weekend Magazine.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

OTTAWA (Ont.) CITIZEN—Cont'd

DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Winston Mills
Aviation—Donald C. Brown
Book—Richard Statham
Business-Financial—Fred Johnstone
Church—Ruth Lever
Columnist—Austin Cross
Editorial Writers—Benjamin Malkin; Ronald Grantham; Hugh Boyd; Frank Swanson
Education—Phyllis Wilson
Farm—William Gladish
Fashion—Mollie DeProse
Food—Mrs. C. Collins
Garden—Richard Statham
Librarian—Claude Hammerston
Motion Picture-Theatrical—Gordon Stoneham
Music—Lauretta Thistle
Photo. Dept. Mgr.—William Newton
Picture Editor—Edward Marsh
Radio-Television—Claude Hammerston
Real Estate—Charles Bruyere
Travel—L. W. Gates
Society—Mollie DeProse

OTTAWA (Ont.), JOURNAL (e)
Special Editions: Vacation (June); Fashion (Mar.); Christmas (Nov.).
No Editions: Christmas; New Year's Day; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving.
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily food column.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Ken Parks
Aviation—Gordon Dewar
Book—V. M. Kipp
Business—Chas. I. Lynch
Columnists—W. G. Westwick; Wm. McLaughlin; Eva M. Buck
Editorial Writers—M. Grattan O'Leary; V. M. Kipp; I. Norman Smith; James McCook; Bryan L. White
Education—R. U. Mahaffy
Farm—Bryan L. White
Fashion—Jean Southworth
Financial—R. U. Mahaffy
Food—Jean Southworth
Garden—Ken Parks
Librarian—Irene Sadler
Motion Picture-Theatrical—W. McLaughlin
Music—Blyth Young
Photo. Dept. Mgr.—J. Frank Williams
Picture Editor—George Paterson
Radio-Television—Robert Burgess
Real Estate—Chas. I. Lynch
Travel—Ken Parks
Society—Miss Shirley Gillespie

OTTAWA (Ont.), LE DROIT (e)
Special Editions: St. John the Baptist Day (June); Christmas (Dec.).
Print Own Magazine: Yes.
Radio Station Affiliation: CKCH.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—B. Légaré
Aviation—B. Légaré
Book—J. M. Poliquin
Business-Financial—P. Grenier
Church—M. Gingras
Columnists—C. Daoust; B. Légaré
Credit Mgr.—J. A. Chatelain
Editorial Writers—C. L'Heureux; C. Brown; V. Barrette; P. Chaloult
Farm—J. M. Trépanier; François Séguin
Food—Agathe Legault
Garden—J. M. Trépanier
Librarian—Mrs. S. Vaillant
Motion Picture-Theatrical—G. Tardif
Music—M. Gingras
Personnel Mgr.—D. Barsalou
Picture Editor—Jean Taillefer
Radio-Television—G. Tardif; B. Légaré
Real Estate—P. Grenier
Travel—B. Légaré
Society—Denyse Couture; Agathe Legault

OWEN SOUND (Ont.), SUN-TIMES (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Split Run Advertising: Geographically.
Advs. Not Accepted: Liquor.
Special Editions: Industrial (Jan.); Cook Book (Feb.); Agricultural (Apr.); Vacation (May or June); Agriculture Federation (Oct.).
No Editions: New Years; Good Friday; Victoria Day July 1; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Food Thursdays.
Radio Station Affiliation: CFOS.
DEPARTMENTAL EDITORS and/or MANAGERS
Church—T. A. Davidson
Editorial Writers—T. A. Davidson; W. R. Dane
Farm—T. A. Davidson
Fashion—Mrs. S. H. Pearce
Food—Mrs. S. H. Pearce
Garden—T. A. Davidson
Librarian—June Davis
Music—Mrs. S. H. Pearce
Picture Editor—T. A. Davidson
Real Estate—W. R. Dane
Society—Mrs. S. H. Pearce

PETERBOROUGH (Ont.), EXAMINER (e)
Special Editions: Fashion (Spring & Fall).
No Editions: Statutory holidays.
Syndicated Magazine Section Carried: Weekend Magazine.
Radio Station Affiliation: CHEX.
Television Station Affiliation: CHEX-TV.
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—H. G. Sutton
Editorial Writers—Robertson Davies; Tom Allen
Farm—Harry Theobald
Photo. Dept. Mgr.—"Nick" Nichols

PORT ARTHUR (Ont.), NEWS-CHRONICLE (e)
Split Run Advertising: Geographically.
Special Editions: Cook Book (Feb.); Progress Ed. (March); Building (April); Vacation (May); Bride (June); Christmas & Year Review (Dec.).
No Editions: New Years; Good Friday; Victoria Day; July 1; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—O. F. Young
Editorial Writers—O. F. Young
Photo. Dept. Mgr.—W. Snelgrove
Society—Mrs. C. Lloyd

ST. CATHARINES (Ont.), STANDARD (e)
Advs. Not Accepted: Beer; mail order.
Special Editions: Women's Fashion (Mar.); Men's Fashion (Mar.); Baby Edition (Apr.); Television Edition (Oct.); Christmas Edition (Nov.).
No Editions: New Years; Good Friday; Victoria Day; July 1st; Civic Holiday; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—J. R. Ednie
Columnists—H. L. Walsh; L. N. Smith
Editorial Writer—F. H. Whitelock
Farm—W. S. VanEvery
Fashion—E. Marjorie MacKay
Food—E. Marjorie MacKay
Music—Mrs. E. H. Lampard
Society—E. Marjorie MacKay

ST. THOMAS (Ont.), TIMES-JOURNAL (e)
Run-of-Paper Color Advs.: Up to 2 colors. As ordered.
Special Editions: Homes & Gardening (Apr.); Cook Book Edition (Oct.).
No Editions: Christmas; New Years; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Victoria Day, Good Friday.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Tom Keith
Business-Financial—Tom Keith
Church—Stewart Lavell
Credit Mgr.—G. D. Agnew
Editorial Writers—Herbert Ramsay; Tom Keith
Farm—Allan Worby
Fashion—Mrs. Jo Carson
Garden—Allan Worby
Librarian—Teresa Cluskey
Personnel Mgr.—G. D. Agnew
Photo. Dept. Mgr.—Hugh Agnew
Picture Editor—Tom Keith
Society—Mrs. Jo Carson

SARNIA (Ont.), SARNIA OBSERVER (e)
Run-of-Paper Color Advs.: 1 color. Week's notice and optional dates required.
Advs. Not Accepted: Lotteries.
Special Editions: Farm Edition (Mar.); Cook Book (June).
No Editions: Statutory holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. Lane
Business-Financial—H. G. MacLean
Church—Ross Blake
Columnists—H. G. MacLean; Marcella Brown; Fred Wheeler
Editorial Writer—H. G. MacLean
Fashion—Marcella Brown
Motion Picture-Theatrical—Marcella Brown
Music—Marcella Brown
Photo. Dept. Mgr.—Doug Henderson
Picture Editor—H. G. MacLean
Radio-Television—Ross Blake
Society—Marcella Brown

SAULT STE. MARIE (Ont.) STAR (e)
Run-of-Paper Color Advs.: Up to 3 colors.
Advs. Not Accepted: Liquor ads.
Special Editions: Christmas (Dec.); Cook Book (Apr.).
No Editions: Statutory holidays (8).
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—R. L. Curran; K. J. Brown; John A. Curran; Mrs. Glorya Nanne; Paul Le Butt
Editorial Writers—Robert L. Curran; Ken J. Brown; Paul LeButt
Librarian—Alice O'Connor
Photo. Dept. Mgr.—Malcolm McEwen
Picture Editor—K. J. Brown
Travel—Robert L. Curran
Society—Mrs. Nan Rajnovich

STRATFORD (Ont.), BEACON-HERALD (e)
Run-of-Paper Color Advs.: 3 colors and black. Daily.
Advs. Not Accepted: Liquor.
Special Editions: Spring Fashion (Mar.); Home & Garden (Apr.); Shakesperian Festival (June); Fall Fashion (Sept.); Cook Book (Oct.); Christmas (Nov.).
No Editions: New Years; Good Friday; Victoria Day (May); July 1st; Civic Holiday; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—James Johnston
Business-Financial—T. J. Dolan
Church—Ann McCormack
Columnists—W. S. Johnston; L. W. Appel; E. J. Penny
Editorial Writer—Ross Keane
Farm—W. S. Johnston
Fashion—Ann McCormack
Food—Ann McCormack
Photo. Dept. Mgr.—Lloyd Dark
Picture Editor—T. J. Dolan
Radio-Television—Joan Lewis
Society—Ann McCormick

SUDBURY (Ont.), STAR (e)
Run-of-Paper Color Advs.: Up to 3 colors. Mon. thru Fri.
Special Editions: Progress Number (Autumn); Cook Book (Spring); Spring & Fall Fashion (Summer).
No Editions: Christmas; New Years; Good Friday; Empire Day; Dominion Day; Civic Holiday; Thanksgiving; Labor Day.
Syndicated Magazine section carried: Weekend Magazine
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Bill Sillanpaa
Aviation—Bill Sillanpaa
Book—Betty Meakes
Business-Financial—John Marshall
Cartoonist—Ollie Simpkins
Church—Betty Meakes
Columnists—Betty Meakes; Alan Baker; Reg Pitt; R. Jackson; D. O'Hearn; Don MacIntosh
Editorial Writers—Reg Pitt; John Marshall
Education—Betty Meakes
Farm—Bill Sillanpaa
Fashion—Betty Meakes
Food—Betty Meakes
Garden—Reg Pitt
Librarian—Lillian Gignac
Motion Picture-Theatrical—Betty Meakes
Music—Betty Meakes
Photo. Dept. Mgr.—Mike Dudowich
Picture Editor—John Marshall
Radio-Television—Mike Bolton
Real Estate—Alan Baker
Travel—Alan Baker
Society—Betty Meakes

TIMMINS (Ont.), PRESS (e)
Run-of-Paper Color Advs.: color. Daily. Week's notice and optional dates required.
Special Editions: Cook Book (July); Progress Edition (Feb.); Spring Bride (Mar.); Club Women's (May).
No Editions: Statutory Holidays (CDNPA).
Syndicated Magazine Section Carried: Weekend Magazine.
Radio Station Affiliation: CKGB
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Tom O'Loughlin
Book—H. B. Cowan
Business-Financial—Frank Lendrum
Editorial Writers—G. H. McPherson; Don O'Hearn; Pat Nicholson
Farm—Angus Gordon
Fashion—Barbara Jelbert
Food—Barbara Jelbert
Garden—Angus Gordon
Photo. Dept. Mgr.—Frank Pearce
Society—Barbara Jelbert

TORONTO (Ont.), GLOBE AND MAIL (m)
Run-of-Paper Color Advs.: 1 color. By arrangement.
No Editions: Boxing Day.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—James Hornick
Book—W. A. Deacon
Business-Financial—Ralph Blackmore
Cartoonist—J. G. Reidford
Columnists—J. V. McAree; Lex Schrag
Editorial Writers—Bascom St. John; Robert Needham; Colin Sabiston; William French
Farm—Eldon Stonehouse
Food—Ann Adam
Librarian—David Rhydwen
Motion Picture-Theatrical—Alex Barris; Herbert Whittaker
Music—John Kraglund
Picture Editor—Duncan Halliday
Society—Margaret Cragg

TORONTO (Ont.), DAILY STAR (e); STAR WEEKLY (Sat) (S)
Run-of-Paper Color Advs.: 1 color & black, Mon., Sat. 4 colors Star Weekly in Rotogravure, Comic or Magazine Section.
Split Run Advertising: Every-other Paper.
No Editions: New Years; Good Friday; Victoria Day (May 20); July 1; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Print Own Magazine: Yes. Publish every Sat.
Food and/or Household Dept.: Daily food column; pages Sat.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Wm. Stevenson
Book—Wm. McGeary
Business-Financial—A. E. Armstrong
Cartoonist—Les Callan
Church—Ronald Lowman
Columnist—Jack Karr
Credit Mgr.—J. F. Clarke
Editorial Writers—B. H. Honderich; Robt. Nielsen; H. R. Armstrong; Ross Harkness; Dennis Braithwaite
Education—Ronald Lowman
Fashion—Gwen Cowley
Food—Margaret Carr
Garden—John Bradshaw
Librarian—Marion E. Thompson
Motion Picture-Theatrical—Jack Karr
Music—Hugh Thomson
Picture Editors—Chas. Stead; John Rose; James Annan
Real Estate—Alex Henderson
Society—Betty Stapleton; Gwen Cowley

TORONTO (Ont.), TELEGRAM (e)
Run-of-Paper Color Advs: Black and 2 colors (full page). Black and 1 color (1,000 line minimum). Daily.
Split Run Advertising: Every-other Paper.
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Civic Holiday, Labor Day; Thanksgiving, Christmas.
Syndicated Magazine Section Carried. Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—J. W. Emmerson
Book—L. M. McKechnie
Business-Financial—H. Devon Smith
Cartoonist—C. H. Grassick
Church—Elizabeth Cuddy
Columnists—Margaret Aitken; Wessely Hicks; Judith Robinson; Ted Reeve; Robert P. Webber; Stan Helleur; Frank Tumpane; Bob Hesketh; Pete McGillen; Jane Scott; Clyde Gilmour; Helen McNamara
Credit Mgr.—Robert Vincent Brand
Editorial Writers—W. Elliott; C. B. Pyper; Allen Nobiston; B. T. Richardson; Reuben Slonin
Education—Arthur Spence
Fashion—Miss Lillian Foster
Food—Miss Louise Moore
Garden—Miss Margaret Dove
Librarian—William H. Nicholson
Motion Picture-Theatrical—Ken Johnson
Music—George Kidd
Photo. Dept. Mgr.—T. H. Batt
Picture-Editor—William Brooks
Radio-Television—Ronald Poulton
Real Estate—Paul Fox
Travel—Bruce Byrnes
Society—Miss Helen Allen

WELLAND (Ont.), TRIBUNE (e)
Run-of-Paper Color Advs.: 1 color. Material required 4 days in advance. Reservations 5 days in advance.
Special Editions: Progress Edition (Feb.); Farm Edition (May); Cook Book (Aug.).
No Editions: New Years; Good Friday; May 24th; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Daily.
DEPARTMENTAL EDITORS and/or MANAGERS
Aviation—Don Gorham
Cartoonist—John Collins
Columnists—Don O'Hearn; Patrick Nicholson
Editorial Writers—Henry J. Foster; T. N. Morrison
Education—Norman Panzica
Farm—Margaret Deitch
Fashion—Mrs. J. Pottle
Garden—Margaret Deitch
Librarian—Mrs. J. Pylypiw
Picture Editor—T. N. Morrison
Radio-Television—Margaret Deitch
Society—Mrs. J. Pottle

IN CANADA...

Independent research proves that more than

*2/3rds

of all major goods and services sold in Toronto are bought by readers of the

TORONTO DAILY STAR

*SOURCE: Gruneau Research Survey, 1955

FREE COPY of a booklet compiled from the 1955 Gruneau Research Survey will be sent to you upon request.

80 King St. West, Toronto
University Tower Building, Montreal
In the United States:
Ward-Griffith Co. Inc.

SPECIAL DATA FOR BUYERS OF NEWSPAPER SPACE—Continued

(Compiled at the request of the Media Buyers Association of New York)

ONTARIO—Cont'd

(Continued from Page 243)

WINDSOR (Ont.), STAR (e)
Run-of-Paper Color Advs.: Up to 4 colors. Daily.
Special Editions: Year-end Review (Dec.); Cook Book (Jan.).
No Editions: New Years; Good Friday; Victoria Day; Dominion Day; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—H. L. Macpherson
Business-Financial—Robt. Pearson
Cartoonist—Ivan Johnson
Church—Bob Pearson
Columnists—W. L. Clark; Doug. Vaughan; R. M. Harrison; Maurice Jeffries; H. L. Macpherson
Credit Mgr.—A. H. Fast
Editorial Writers—John Marshall; W. P. Whelan; H. L. Macpherson
Fashion—Clarice Tapson
Food—Clarice Tapson
Garden—Bert Steele
Librarian—Jane Nightingale
Motion Picture-Theatrical—John Gardiner
Music—John Gardiner
Photo. Dept. Mgr.—Jack Dalgleish
Picture Editor—Norm. Hull
Society—Clarice Tapson

WOODSTOCK-INGERSOLL (Ont.), SENTINEL-REVIEW (e)
Run-of-Paper Color Advs.: 1 color. daily; week's notice required
Split Run Advertising: Geographically; Every-other Paper.
Special Editions: Progess (Jan.); Farm (Apr.); New Car (Mar.); Building (May); City Council (June); Cookbook (Aug.); Builders (Sept.); Colour Contest (Nov.).
No Editions: New Years; Good Friday; May 24; July 1; Civic Holiday; Labor Day; Thanksgiving; Christmas.
Food and/or Household Dept.: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—D. McConnell; A. Burman
Credit Mgr.—E. L. Heard
Editorial Writers—A. Burman; F. Young
Farm—W. Major
Fashion—G. McGerrigle
Photo. Dept. Mgr.—Alf Burman
Picture Editor—R. McKenzie
Radio-Television—R. Marshall
Real Estate—W. Major
Society—G. McGerrigle

PRINCE EDWARD ISLAND

CHARLOTTETOWN (P.E.I.), GUARDIAN (m)
Advs. Not Accepted: Liquor
Special Editions: Christmas (Dec.)
No Editions: New Years; Good Friday; Dominion Day; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Vic Runtz
Editorial Writers—J. E. Burnett; Frank Walker

QUEBEC

CHICOUTIMI (Que.), Le PROGRES du SAGUENAY (e)
Special Editions: Christmas (Dec.); Back to School (Aug.); Spring Fashion (Mar.); Fall Fashion (Sept.).
Syndicated Magazine Section Carried: Hebdo-Revue.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—Claude Tessier
Credit Mgr.—Fernando Beaulieu
Editorial Writer—Benoit Massicotte
Society—Raymonde Grenon

GRANBY (Que.), LA VOIX DE L'EST (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily
Special Editions: Easter; Baseball (May); School (Aug.); Christmas (Dec.); Fashion (Sept.).
No Editions: Christmas; New Years; St-Jean Baptiste; Labor Day; Dec. 8.
Syndicated Magazine Section Carried: Hebdo-Revue
DEPARTMENTAL EDITORS and/or MANAGERS
Credit Mgr.—J. P. Chapdelaine
Editorial Writer—Rolland Gagné
Personnel Mgr.—Aimé Laurion

MONTREAL (Que.), LE DEVOIR (e)
Run-of-Paper Color Advs.: 1 color. Daily.
Split Run Advertising: Geographically. Every-other Paper.
Special Editions: St. Baptiste Day (June); Labor Day; Life Insurance; Fire Insurance; Mining; Christmas Greetings.
No Editions: Christmas; New Years; Good Friday; Labor Day.
Food and/or Household Dept.: Daily page.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Jean Benoit
Aviation—Marcel Thivierge
Book—Pierre de Graudpré
Business-Financial—Marcel Clement
Cartoonist—Robert Lapalme
Church—Maurice Crête
Columnists—Jacques de Grandpré; Pierre Laporte; Pierre Vigeant; Jean Vallerand; Yvan Philip; Georges Huber
Editorial Writers—Gerard Filion, Omer Heroux; Paul Sauriol; Andre Laurandeau
Education—André Laurendeau
Farm—Gerand Filion
Fashion—Germaine Bernier
Food—Germaine Bernier
Garden—Maurice Crête
Librarian—Pierre de Grandpré
Motion Picture-Theatrical—Pierre de Grandpré
Music—Jean Vallerand
Photo. Dept. Mgr.—Paul Cadieux
Picture Editor—Jean Marc Laliberté
Radio-Television—Michel Pierre
Real Estate—Jean Benoit
Travel—Michel Pierre
Society—Germaine Bernier

MONTREAL (Que.), GAZETTE (m)
Run-of-Paper Color Advs.: Up to 3 colors. 10 day reservation required.
Split Run Advertising; Yes.
Special Editions: Financial Review (Jan.).
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Lorne McCuaig
Aviation—Roy Kervin
Book—Eileen Kerr
Business-Financial—Guy Cunliffe
Cartoonists—John Collins, Gordie Moore
Church—Wm. Headley
Columnists—G. J. Fitzgerald; Harriet Hill; Dink Carroll; Vern DeGeer
Credit Mgr.—R. L. Jones
Editorial Writers—E. A. Collard; Roy Kervin; George Carpenter
Fashion—Hilda Meehan
Food—Harriet Hill
Librarian—Freda MacGachen
Motion Picture-Theatrical—Harold Whitehead
Music—Thomas Archer
Photo. Dept. Mgr.—Gordon Pritchard
Radio-Television—Harold Whitehead; Bernard Dube
Travel—D. A. L. MacDonald
Society—Miss E. J. Gordon

MONTREAL (Que.), HERALD (e)
Advs. Not Accepted: Liquor
Special Editions: Fashion (Mar. & Sept.); Auto (May); Home (May).
No Editions: Statutory holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Frank Kennedy
Aviation—Marie Grebenc
Business-Financial—T. H. Harris
Cartoonist—Frank Duggan
Columnists—Howard Huston
Editorial Writers—C. G. MacDonald; T. H. Harris
Education—Charles Pilling
Fashion—Wendy Michener
Food—Jean Delormier
Librarian—Mrs. Peggy Sterling
Motion Picture-Theatrical—Pat Pearce
Music—H. P. Bell
Photo. Dept. Mgr.—Edward Barrett
Picture Editor—Edward Barrett
Radio-Television—Pat Pearce
Travel—Frank Kennedy

MONTREAL (Que.), LA PATRIE (e) (S)
Advs. Not Accepted: Correspondence clubs, Astrology; objectionable mail order
Special Editions: St. John the Baptist Day: Sun. preceding June 24th.
No Editions: New Years; Epiphany; Good Friday; Ascension Day; Labor Day, All Saints Day; Christmas.
Print Own Magazine: Yes.
Food and/or Household Dept.: Daily food column and household column. Food & household pages Sat. & Sun.
Radio Station Affiliation: CHLP.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—G. Lalonde (e)
Aviation—Paul Coucke (e) (S)
Book—R. Duhamel (S)
Business-Financial—M. Ouimet (e) (S)
Cartoonist—P. Leduc (e) (S)
Church—R. Bonin (e) (S)
Columnists—M. Huot (e) (S); Phil Seguin (S); Roger Meloche (S).
Editorial Writers—Roger Duhamel (e) (S); Alonzo Cinq-Mars (e) (S); Conrad Langlois (e) (S)
Farm—D. Kavanagh (S)
Fashion—Suzanne Piuze (e) (S)
Food—Miss Olive Pintal (e)
Garden—D. Kavanagh (S)
Librarian—J. Senécal (e) (S)
Motion Picture-Theatrical—M. Huot (e) (S)
Music—D. Laberge (e) (S)
Phot. Dept. Mgr.—J. P. Laliberté (e) (S)
Picture Editor—A. Loiselle (e); G. Benoit (S)
Radio-Television—M. Huot (e) (S)
Society—Suzanne Piuze (s) (S)

MONTREAL (Que.), LE PETIT JOURNAL (S)
Run-of-Paper Color Advs.: Up to 4 colors.
Split Run Advertising: Every-other Paper.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Stephen Cripp
Book—Jean-Paul Robillard
Business-Financial—A. Robitaille
Columnists—Charles Mayer; Jeannette Bertrand
Credit Mgr.—Paul N. deTilly
Editorial Writer—Fernand Denis
Fashion—Thérèse Boivin
Food—Mme A. Lachance
Librarian—Doris Paris
Motion Picture-Theatrical—Roland Côté
Music—Jean Hamelin
Personnel Mgr.—J. Lavigne
Photo. Dept. Mgr.—Roger Lamoureux
Picture Editor—Pierre Gascon
Radio-Television—Jean Hamelin
Society—Thérèse Boivin

MONTREAL (Que.), PHOTO JOURNAL (S)
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—Gerald Danis
Aviation—Gerald Danis
Book—Pierre Laronde
Columnist—Alain Georges
Credit Mgr.—Paul N. deTilly
Editorial Writer—Fernand Denis
Education—Jean Despréz
Fashion—Therese Boivin
Food—Mme. J. A. Lachance
Motion Picture-Theatrical—Roland Cote
Music—Michel Servant
Personnel Mgr.—J. Lavigne
Radio-Television—Michel Servant
Travel—Gerald Danis
Society—Therese Boivin

MONTREAL (Que.), LA PRESSE (e)
Special Editions: Fashion (Mar.); Fashion (Sept.).
No Editions: Do not publish on Sunday or the following legal holidays: New Year's Day; Epiphany January 6th; Good Friday; Ascension Day, the sixth Thursday after Easter; Labor Day; All Saints' Day November 1st; Conception Day December 8th and Christmas.
Print Own Magazine: Yes.
Radio Station Affiliation: CKAC La Presse
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—H. Major
Aviation—H. Major
Book—J. Laroche
Business-Financial—R. Fontaine
Cartoonist—A. Bourgeois; P. Dorion
Church—P. M. Lapointe
Columnists—J. M. Morin; J. Dufresne; M. Desjardins
Editorial Writers—H. Major; R. Leblanc; E. Lamarche; M. Girard; A. Ayotte
Education—J. M. Morin
Farm—P. Pouliot
Fashion—Mrs. L. Hurteau
Food—Mrs. L. Hurteau
Garden—P. Pouliot
Librarian—A. Labelle
Motion Picture-Theatrical—J. Laroche
Music—C. Gingras
Photo. Dept. Mgr.—A. Campeau
Picture Editor—H. Major
Radio-Television—J. Dufresne
Real Estate—R. Champoux
Travel—R. Leblanc
Society—Miss A. Roby

MONTREAL (Que.), STAR (e)
No Editions: New Years; Good Friday; Victoria Day; Dominion Day, Labor Day; Thanksgiving; Christmas.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Walter O'Hearn
Business-Financial—J. H. Goldsmith
Church—Dr. D. J. Wilson
Columnists—Basil O'Meara; Andy O'Brien; Harold Atkins; J. H. Goldsmith; Walter O'Hearn; Noel Mostert; Dr. D. J. Wilson
Credit Mgr.—W. H. M. Cooke
Editorial Writers—Ewen Irvine; E. J. Archibald; William Reinke; David M. Legate
Fashion—Zoe Bieler
Food—Beatrice Roland
Librarian—C. M. Lapointe
Motion Picture—Sydney Johnson
Music—Eric McLean
Personnel Mgr.—F. J. Knights
Picture Editor—Art Wood
Radio-Television—Augusta Vineberg
Society—Harvey O. Higgins

QUEBEC (Que.), CHRONICLE-TELEGRAPH (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily ex. Thurs. & Fri. Week's notice and optional dates required.
Split Run Advertising: Geographically.
Advs. Not Accepted: Mail order.
Special Editions: Progress (Mar.); Modern Homes (Apr.); Cook Book (Sept.).
No Editions: New Years; Epiphany; Ascension; St. John Baptist; Dominion Day; Labor Day; All Saints; Immaculate Conception; Christmas.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—A. G. Penny
Business-Financial—Kenneth Stewart
Columnist—Harry McCauley
Credit Mgr.—H. B. Murphy
Editorial Writer—Owen Channon
Personnel Mgr.—H. B. Murphy
Photo. Dept. Mgr.—Horst Oesterwinter
Society—Olive Kay

QUEBEC (Que.), L'ACTION CATHOLIQUE (e)
Run-of-Paper Color Advs.: Up to 2 colors. Daily.
Advs. Not Accepted: Liquor.
Special Editions: National Holiday (June), Christmas (Dec.).
No Editions: New Years, Epiphany; Good Friday; St. John Baptist; Dominion Day; Labor Day, Nov. 1; Dec. 8; Christmas.
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
Auto—L. P. Vezina
Book—Pierre Lombard
Business-Financial—Amédée Lavoie
Cartoonist—René Houde
Church—Gérard Fecteau
Columnist—Pince Sanrire
Editorial Writers—Dr. L. P. Roy; Lorenzo Paré; Charles Pelletier; Odilon Arteau
Fashion—Madame Françoise Roy
Food—Madame Françoise Roy
Librarian—Bernard Houde
Motion Picture-Theatrical—G. Fecteau
Music—G. Fecteau
Picture Editor—Henri Duberger; M. Allaire
Real Estate—Amédée Lavoie
Society—Jacqueline Coulombe

QUEBEC (P. Q.), LE SOLEIL (m); L'EVENEMENT-JOURNAL (e)
Run-of-Paper Color Advs.: 2 colors. Daily (evening only).
Print Own Magazine: Yes.
DEPARTMENTAL EDITORS and/or MANAGERS
L'EVENEMENT-JOURNAL (e)
Auto—Edmond Piche
Business-Financial—Marcel Boutin
Cartoonist—D. Mare
Church—Jos. Voisgard
Editorial Writers—J. E. Barnard; Raymond Dubé; C. E. Parrot
Education—Jos. Voisgard
Fashion—Germaine Bundock
Food—Germaine Bundock
Garden—Edmond Piché
Motion Picture-Theatrical—Renaude Lapointe
Music—Renaude Lapointe
Radio-Television—Ed. Piché
Real Estate—Marcel Boutin
Travel—Léa Pétrin
DEPARTMENTAL EDITORS and/or MANAGERS
LE SOLEIL (m)
Auto—Maurice Roy
Aviation—Maurice Roy
Book—Pierre Lemieux
Business-Financial—Marcel Boutin
Editorial Writers—J. E. Barnard; Raymond Dubé; C. E. Parrot
Fashion—Monique Duval
Food—Monique Duval
Librarian—Pierre Lemieux
Motion Picture-Theatrical—Renaude Lapointe
Music—J. Poussart
Photo. Dept. Mgr.—Pierre Lemieux
Picture Editor—Pierre Lemieux
Radio-Television—Maurice Roy
Real Estate—Marcel Boutin
Travel—Léa Pétrin

SHERBROOKE (Que.), LA TRIBUNE (e)
Run-of-Paper Color Advs.: Up to 2 colors.
Special Editions: Annual Business Review (Mar.).
No Editions: New Years; Good Friday; June 24; Labor Day; Nov. 1; Dec. 8; Christmas.
Radio Station Affiliation: CHLT
Television Station Affiliation: CHLT-TV
DEPARTMENTAL EDITORS and/or MANAGERS
Book—L. P. Robidoux
Business-Financial—M. Dupre
Church—L. O'Neil
Editorial Writer—L. P. Robidoux
Education—L. O'Neil
Farm—L. O'Neil
Fashion—Miss Lorraine Turcotte
Librarian—Cyrille Guay
Motion Picture-Theatrical—Cyrille Guay
Music—Miss Andrée Genest
Photo. Dept. Mgr.—Yvan Boisvert
Picture Editor—J. M. Denault
Radio-Television—J. L. Gauthier
Travel—J. M. Denault
Society—Miss Lorraine Turcotte

SHERBROOKE (Que.), RECORD (e)
Run-of-Paper Color Advs.: Up to 1 color.
Special Editions: Annual Review (Mar.); Holiday Edition (June)
No Editions: New Year's; Good Friday; May 24th; July 1st; Labor Day; Thanksgiving; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Columnists—Len O'Donnell; Warren Spafford
Editorial Writers—Cuthbert Jones; Hugh Doherty; George Mac Farlane
Fashion—Miss Barbara Wark
Food—Miss Barbara Wark
Librarian—Miss Fannie Williams
Society—Miss Florine Mullins

TROIS-RIVIÈRES (Que.), Le NOUVELLISTE (e)
Special Editions: Your Home (May); Christmas (Dec.).
No Editions: New Year's; Jan. 2nd; Epiphany; Good Friday; Ascension Day; St. John the Baptist Day; Dominion Day; Labor Day; All Saints Day; Imaculate Conception; Christmas.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Hervé Biron
Business-Financial—Rosario Blanchet
Church—Louise DeCelles
Columnists—Guy Fournier; Roland Héroux; Guy Bourdon; Mrs. Claire Roy
Editorial Writer—Hervé Biron
Fashion—Monique Valois
Librarian—Albert Bolduc
Motion Picture-Theatrical—Jean-Jacques St-Onge
Music—Jean-Jacques St-Onge
Photo. Dept. Mgr.—Roland Lemire
Society—Monique Valois

SASKATCHEWAN

MOOSE JAW (Sask), TIMES-HERALD (e)
Special Editions: Cook Book (Aug.); Farm Edition (Mar.). Progress Edition (Feb.); Women's Club Edition (Jan.).
No Editions: Statutory holidays.
Syndicated Magazine Section Carried. Weekend Magazine
DEPARTMENTAL EDITORS and/or MANAGERS
Church—Ron Brownridge
Editorial Writer—F. J. Workman
Picture Editor—Ron Brownridge.
Society—Margaret Preston

PRINCE ALBERT (Sask.), HERALD (e)
Run-of-Paper Color Advs.: 1 color. Daily. Week's notice and optional dates required.
Split Run Advertising: Geographically.
Special Editions. Progress Edition (Mar.); Farm Edition (Apr.): Cook Book (Aug.).
No Editions: New Years; Good Friday, Victoria Day; Dominion Day, Labor Day; Thanksgiving; Armistice Day; Christmas.
Syndicated Magazine Section Carried: Weekend Magazine.
DEPARTMENTAL EDITORS and/or MANAGERS
Business-Financial—J. Bonderoff
Columnist—Pat Nicholson
Editorial Writer—Colin McConechy
Farm—J. Bonderoff
Fashion—R. Christakos
Food—C. Moltke
Garden—J. Bonderoff
Librarian—Barbara Pring
Photo. Dept. Mgr.—W. Rosevear
Picture Editor—W. Rosevear
Society—R. Christakos

REGINA (Sask.), LEADER-POST (e)
No Editions: New Year's; Good Friday; Victoria Day; Dominion Day; Labor Day; Thanksgiving; Remembrance Day; Christmas Day.
Print Own Magazine: Yes.
Food and/or Household Dept.: Yes.
Radio Station Affiliation: CKCK
DEPARTMENTAL EDITORS and/or MANAGERS
Cartoonist—Chas. E. Bell
Church—Ken Fraser
Columnist—D. A. Cameron
Editorial Writers—D. A. Cameron; E. N. Davis; Robt. Moon
Farm—W. Bradley
Librarian—Mrs. Olga Curry
Motion Picture-Theatrical—Bruce Peacock
Photo Dept. Mgr.—L. Shaw
Society—Dorothy L. Pechey

SASKATOON (Sask.), STAR-PHOENIX (e)
Split Run Advertising: Every-other Paper.
No Editions: Statutory Holidays.
DEPARTMENTAL EDITORS and/or MANAGERS
Book—Jean Swanson
Editorial Writer—Grant Maxwell
Fashion—Mrs. E. M. Gould
Music—Art. Walls
Photo. Dept. Mgr.—Munro Murray
Society—Mrs. E. M. Gould

DAILY NEWSPAPER REPRESENTATIVES OF UNITED STATES AND CANADA

ALLEN-KLAPP CO.
Chicago 11, Ill., 333 N. Michigan Ave.; E. F. Binder, Pres., James S. McAnally, Vice-Pres.; Tel.: Randolph 6-5072.
New York 17, N. Y., 551 Fifth Ave.; J. W. Turnbell, Vice-Pres.; Tel.: Murray Hill 2-4951.
Detroit 2, Mich., 530 New Center Bldg.; R. A. Crooks, Vice-Pres.; Tel.: Trinity 5-0922.
ILLINOIS—Belleville Advocate; Carbondale Southern Illinoisan; Freeport Journal-Standard; Herrin Southern Illinoisan; Macomb Journal; Mattoon Journal-Gazette; Moline Dispatch; Murphysboro Southern Illinoisan; Ottawa Republican-Times; Paris Beacon-News; Rock Island Argus; Taylorville Breeze-Courier.
INDIANA—Anderson Bulletin & Herald; Connersville News-Examiner; Fort Wayne News-Sentinel & Journal Gazette; Goshen News; Kokomo Tribune, Princeton Clarion-Democrat.
IOWA—Cedar Rapids Gazette; Clinton Herald.
KENTUCKY—Winchester Sun.
MICHIGAN—Adrian Telegram; Mount Clemens Monitor-Leader.
MINNESOTA—Albert Lea Tribune.
OHIO—Bryan Times.
WISCONSIN—Monroe Times; Racine Journal-Times.

AMBROSE, J. V.
New York 17, N. Y., 521 Fifth Ave.; Tel.: Murray Hill 7-2234.
MISSOURI—St. Louis Post-Dispatch.

ARKANSAS DAILIES, INC.
Memphis 3, Tenn., 1602 Sterick Bldg.; Ken W. Howard, Mgr., Darwin K. Flanigan; Tel.: Jackson 7-4192.
Dallas, Tex., Texas Bank Bldg.; S. W. Pepper, Jr.; Prospect 2474.
New York 17, N. Y., 60 East 42nd St.; Chris Kelly, Jim O'Toole; Tel.: Murray Hill 7-4750.
Chicago 1, Ill., 360 N. Michigan Ave.; Winton Brown; Tel.: Central 6-3448.
Detroit, Mich., 1763 Penobscot Bldg.; Harry Anderson; Tel.: Woodward 5-1889.
St. Louis, Mo., 706 Chestnut; Steve Wright; Tel.: Chestnut 1965.
Kansas City, Mo., 417 Finance Bldg.; Bob Linton; Tel.: Victor 6361.
New Orleans, La., International Trade Mart; Clinton Bridgeman; Tel.: Raymond 3538.
Oklahoma City, Okla., Skirvin Tower; C. H. Bryson; Tel.: Central 2-8025.
San Francisco, Cal., 116 New Montgomery St.; Myron Elges; Tel.: Yukon 2-3947.
Los Angeles, Calif., 1330 Wilshire Blvd.; James Thacker; Tel.: Dunkirk 7-7575.
Denver, Colo., 312 Boston Bldg.; Mark Parnall; Tel.: Acoma 6474.
ARKANSAS — Arkadelphia Siftings-Herald; Camden News; Conway Log Cabin Democrat; El Dorado News and Times; Fayetteville N. W. Arkansas Times; Forrest City Times-Herald; Ft. Smith Southwest American & Times Record; Helena World; Hope Star; Hot Springs New Era-Sentinel Record; Jonesboro Sun; Magnolia Banner-News; Pine Bluff Commercial; Rogers News; Russellville Courier-Democrat; Springdale News; Stuttgart Leader; Texarkana Gazette & News.

ARTHUR, WILBUR L.
New York 20, N. Y., 45 Rockefeller Plaza; Tel.: Circle 6-1919.
ILLINOIS—Chicago News.

ASSOCIATED PUBLISHERS, INC.
New York 36, N. Y., 31 West 46th St.; D. Arnett Murphy, Pres., Joseph B. LaCour, Gen. Mgr.; Tel.: Judson 2-1177.
Chicago 3, Ill., Suite 416, 166 W. Washington St.; Norris G. Shervington, Mgr.; Tel.: Andover 3-6343.
Los Angeles 28, Calif., 6513 Hollywood Blvd.; Whaley-Simpson Co.; Tel.: Hollywood 3-7157.
San Francisco 5, Calif., 55 New Montgomery St.; Whaley-Simpson Co.
ILLINOIS—Chicago Defender.

BAKER, JR., JOHN H.
Detroit, Mich., Free Press Bldg., Box 919.; Tel.: Woodward 3-2444.
ILLINOIS—Chicago News.

BARTLETT, F. A.
Seattle, Wash., 551 Skinner Bldg.
WASHINGTON—Port Angeles News; Pasco-Kennewick-Richland Tri-City Herald.
OREGON—Portland Oregon Journal.

BATES, WALLACE E.
Detroit, Mich., Penobscot Bldg.; Tel.: Woodward 2-8422.
ILLINOIS—Chicago Tribune.

BOGNER AND MARTIN (Partnership)
New York 17, N. Y., 295 Madison Ave.; P. Joseph Bogner, Edmund Farrell; Tel.: Murray Hill 9-2587-88.
Chicago 11, Ill., 435 N. Michigan Ave.; C. G. O'Neill, Jr.; Tel.: Superior 7-8048.
Atlanta, Ga., Glenn Bldg.; J. D. Whitehead.
ILLINOIS—Hoopeston Chronicle Herald.
MISSOURI — Jefferson City Capital News; Jefferson City Post Tribune.
NEW JERSEY—Bayonne Times; Long Branch Daily Record; Union City Hudson Dispatch.
NEW YORK—Binghamton Sun.
NORTH DAKOTA—Williston Herald.

BOOTH NEWSPAPERS, INC.
Chicago 11, Ill., 435 N. Michigan Ave.; S. B. Newman, Mgr.; Tel.: Superior 7-4680.
MICHIGAN—Ann Arbor News; Bay City Times; Flint Journal; Grand Rapids Press; Jackson Citizen Patriot; Kalamazoo Gazette; Muskegon Chronicle; Saginaw News.

BOTTINELLI-KIMBALL, INC.
New York 16, N. Y., 343 Lexington Ave.; C. A. Bottinelli, Pres.; Tel.: Murray Hill 9-3833-4.
Chicago 1, Ill., 360 N. Michigan Ave.; Hil F. Best, Off. Mgr.; Tel.: State 2-4471.
Detroit 26, Mich., Park Ave. Bldg.; Hil F. Best, Off. Mgr.; Tel.: Woodward 2-7298.
Philadelphia 7, Pa., 1218 Chestnut St.; Melvin S. Chapman, Off. Mgr.; Tel.: Lombard 3-2032.
Pittsburgh 22, Pa., 336 Fourth Ave.; L. R. Stewart, Jr., Off. Mgr.; Tel.: Express 1-1795.
ILLINOIS — Lewistown News; Marseilles Press; Pontiac Leader.
KENTUCKY—Corbin Times Tribune; Harlan Enterprise; Hazard Herald; Maysville Public Ledger; Paris Enterprise; Richmond Register.
LOUISIANA — Bogalusa News; New Iberia Iberian.
NORTH CAROLINA—Roanoke Rapids Herald.
OHIO—Delphos Herald; East Palestine Leader; Gallipolis Tribune; Niles Times; Shelby Globe; Upper Sandusky Chief Union; Pomeroy-Middleport Sentinel.
PENNSYLVANIA — Altoona Tribune; Ambridge Citizen; Ashland News; Bangor News; Bloomsburg Press; Bristol Courier; Canonsburg Notes; Charleroi Mail; Corry Journal; Danville News; Donora Herald American; Doylestown Intelligencer; DuBois Courier Express; Ellwood City Ledger; Gettysburg Times; Honesdale Wayne Independent; Jim Thorpe Times News; Lansdale North Penn Reporter; Lehighton Leader; Levittown Times; Lock Haven Express; McKeesport Daily News; Mahanoy City Record American; Milton Standard; Monessen Independent; Monongahela Republican; Mount Carmel Item; New Castle News; Philipsburg Journal; St. Mary's Press; Shenandoah Herald; Quakertown Free Press; Somerset American; Susquehanna Transcript; Tamaqua Courier; Taretum Valley Daily News; Titusville Herald; Tyrone Herald; Uniontown Herald Standard; Warren Times Mirror; Waynesburg Democrat Messenger.
SOUTH DAKOTA — Belle Fourche Post.
WEST VIRGINIA—Grafton Sentinel; Hinton News; Wellsburg Herald.

BRANHAM COMPANY, The
Chicago 1, Ill., 360 N. Michigan Ave.; E. F. Corcoran, Pres., L. S. Greenberg, Vice-Pres. & Treas., J. B. Guenther, Vice-Pres.; Tel.: Central 6-57-26-27-28-29-30.
New York 16, N. Y., 99 Park Ave.; M. H. Long, Ch. of Bd., M. J. Foulon, Exec. Vice-Pres., Al Marucchi, Vice-Pres.; Tel.: Murray Hill 2-4606.
Atlanta 3, Ga., Rhodes-Haverty Bldg.; H. L. Ralls, Vice-Pres., C. E. Branham, D. H. Waddington; Tel.: Jackson 2-3025.
Detroit 2, Mich., General Motors Bldg., Edwin Charney, John Wolf; Tel.: Trinity 1-0440-41.
Dallas 1, Tex., 1005 Fidelity Union Life Bldg., J. S. McCauley, Vice-Pres., Eric McMaster, Denson Walker; Tel.: Riverside 8-5831.
St. Louis 1, Mo., 908 Title Guaranty Bldg.; John J. Schwarz, Fred W. Johnson; Tel.: Chestnut 1-6192.
Charlotte 2, N. C., 2001 Liberty Life Bldg., B. C. Finch; Tel.: Edison 2-8839.
Memphis 3, Tenn., 1028 Sterick Bldg.; S. L. Nichols; Tel.: Jackson 6-2344.
San Francisco 3, Calif., 703 Market St.; Walter F. Patzlaff, Vice-Pres.; Tel.: Yukon 2-1582.
Los Angeles 48, Calif., 6399 Wilshire Blvd.; Roy Briscoe Davis; Tel.: Webster 1-1551.
Miami, Fla., 496 N. E. 29th Terrace; Dan Gattoni; Tel: Franklin 9-4685.
ARKANSAS—Little Rock Democrat.
FLORIDA — Orlando Sentinel and Star; St. Petersburg Times.
GEORGIA — Augusta Chronicle and Herald; Columbus Ledger & Enquirer; Macon Telegraph & News.
KENTUCKY — Louisville Courier-Journal & Times.
LOUISIANA—Monroe World & News Star; Shreveport Times and Journal.
MISSOURI—Springfield News & Leader-Press.
NORTH CAROLINA—Asheville Citizen-Times; Raleigh News & Observer-Times; Wilmington Star-News.
OKLAHOMA — Muskogee Phoenix & Times Democrat; Tulsa World & Tribune.
SOUTH CAROLINA—Columbia State & Record.
SOUTH DAKOTA—Sioux Falls Argus-Leader.
TENNESSEE—Jackson Sun; Nashville Tennessean & Banner.
TEXAS — Beaumont Enterprise & Journal; Dallas Times Herald; Houston Chronicle; San Antonio Express & News.

BROWNE & CO., E. M.
826 Washington Street, New York 14, N. Y.; Tel.: Watkins 4-3310.
CANADA—Newfoundland Sunday Herald.

BUDD COMPANY, THE JOHN
New York 17, N. Y., Graybar Bldg.; J. A. Crouse, Pres. & G. M.; Tel.: Lexington 2-4870.
Chicago 11, Ill., Tribune Tower; J. J. Cooper; Tel.: Superior 7-1262.
Dallas 1, Tex., Mercantile Bank Bldg.; H. M. Hill; Tel.: Randolph 3188.
Atlanta 3, Ga., Healy Bldg.; J. Gordon Hewell; Tel.: Walnut 3856.
Detroit 26, Mich., Book Bldg.; Basil Anderson-Smith; Tel.: Woodward 3-0258.
New Orleans 12, La., National Bank of Commerce Bldg.; Louis R. Garver; Tel.: Magnolia 1220.
San Francisco 4, Calif., 605 Market St.; A. S. Babcock; Tel.: Yukon 2-3954.
Los Angeles 5, Calif., 439 S. Western Ave.; Wentworth Green; Tel.: Dunkirk 7-6135.
Seattle, Wash., 531 Medical Arts Bldg.; Lloyd Thorpe; Tel.: Main 6827.
ALABAMA — Anniston Star; Mobile Press and Register.
ARKANSAS — Little Rock Arkansas Gazette.
LOUISIANA—Alexandria Daily Town Talk; Baton Rouge State-Times & Advocate.
MINNESOTA—Rochester Post-Bulletin.
MISSISSIPPI—Vicksburg Post & Herald.
MISSOURI—St. Louis Post Dispatch*
SOUTH CAROLINA—Charleston Post & News Courier.
TENNESSEE—Johnson City Press-Chronicle.
VIRGINIA—Norfolk Ledger-Dispatch & Virginian-Pilot.
*11 Southern States.

BURKE, KUIPERS & MAHONEY, INC.
New York 17, N. Y., 420 Lexington Ave.; S. P. Mahoney, Treas., Gen. Mgr., C. W. Beller, Sec'y.; Tel.: Murray Hill 9-1315-6-7-8-9.
Chicago 1, Ill., 203 N. Wabash Ave.; C. A. G. Kuipers, Pres.; Tel.: State 2-4218-9.
Dallas 1, Tex., 1410 Kirby Bldg.; A. W. Howe, Vice-Pres.; Tel.: Randolph 2702.
Oklahoma City 1, Okla., 558 First National Bldg.; Keith Caldwell; Tel.: Regent 6-7417.
Atlanta 3, Ga., 402 Candler Bldg.; Thomas M. Hurley; Tel.: Jackson 4-0487.
Detroit 26, Mich., 1117 Book Bldg., Washington Square; Raymond M. Patterson, Jr.; Tel.: Woodward 3-0775.
Charlotte, N. C., 704 Liberty Life Bldg.; Arthur C. Toomer; Tel.: Edison 4-8219.
Kansas City, Mo., 214 Dwight Bldg.; C. M. Lintecum; Tel.: Baltimore 1-8797.
San Francisco 5, Calif., Monadnock Bldg.; Richard Railton; Tel.: Sutter 1-1060.
FLORIDA — Fort Lauderdale News; Lakeland Ledger; Orlando Sentinel-Star; Sarasota Herald-Tribune Journal.

GEORGIA — Americus Times-Recorder; Dublin Courier-Herald; La Grange News.
ILLINOIS — Belleville News-Democrat; Rockford Star & Register-Republic; Waukegan News-Sun.
INDIANA—Gary Post-Tribune; Hammond Times.
KANSAS—Chanute Tribune; El Dorado Times; Emporia Gazette; Ft. Scott Tribune-Monitor; Lawrence Journal-World; Ottawa Herald; Parsons Sun; Pittsburg Headlight-Sun.
KENTUCKY — Paducah Sun-Democrat.
LOUISIANA—Lafayette Advertiser.
MARYLAND — Hagerstown Herald-Mail.
MINNESOTA—Hibbing Tribune; Virginia Mesabi News and Range Facts.
MISSISSIPPI—Jackson State Times.
MISSOURI—Independence Examiner.
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Endicott, N. Y., 911 E. Main Street; James H. Ottaway, Pres.
NEW YORK—Endicott Bulletin; Oneonta Star; Plattsburgh Press-Republican.
CONNECTICUT—Danbury News-Times.
PENNSYLVANIA—Stroudsburg Record.

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FLORIDA—Deland Sun-News; Jacksonville Journal; Leesburg Daily Commercial; Ocala Star-Banner; Panama City News-Herald; Pensacola News-Journal; Palm Beach Post-Times; Melbourne Daily Times.
KENTUCKY—Frankfort State Journal.

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HAWAII—Honolulu Hawaii Times.
NEVADA—Las Vegas Sun.

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FLORIDA—Jacksonville Times Union; St. Petersburg Times.
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NEW MEXICO—Albuquerque Journal
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CALIFORNIA—Long Beach Independent & Press Telegram; Pasadena Independent & Star-News; San Jose Mercury & News.
MINNESOTA—Duluth Herald, News-Tribune; St. Paul Dispatch & Pioneer Press.
NEW YORK—New York Journal of Commerce (West Coast representation)
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MISSOURI—St. Louis Post-Dispatch.

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Philadelphia, Pa., 3 Penn Central Plaza; Richard Splittorf, Mgr.; Tel.: Locust 4-2736.
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OHIO—Dayton News; Springfield News-Sun.
OREGON—Eugene Register Guard.
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(Continued from Page 249)

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INDIANA—Bicknell News; Bloomfield World; Bloomington Star-Courier; Columbia City Commercial Mail; Post; Decatur Democrat; Elwood Call-Leader; Frankfort Times; Greensburg News; Huntington Herald-Press; Jasper Herald; Lawrenceburg Press; Lebanon Reporter; Linton Citizen; Madison Courier; Martinsville Reporter; Mt. Vernon Democrat; Monticello Herald-Journal; Newcastle Courier Times; Plymouth Pilot & News; Portland Sun, Commercial-Review; Rensselaer Republican; Rochester News-Sentinel; Rushville Republican Telegram; Shelbyville News; Spencer World; Union City Times-Gazette; Valparaiso Vidette-Messenger; Vincennes Sun-Commercial; Washington Times.

KANSAS—Pratt Tribune.

KENTUCKY—Glasgow Times & Journal.

MICHIGAN—Albion Recorder; Big Rapids Pioneer; Cadillac News; Cheboygan Tribune; Coldwater Reporter; Dowagiac News; Escanaba Press; Grand Haven Tribune; Greenville News; Hillsdale News; Holland Sentinel; Houghton Mining Gazette; Ionia Sentinel Standard; Iron Mountain & Kingsford News; Ludington News; Manistee News Advocate; Marquette Mining Journal; Marshall Chronicle; Midland News; Mount Pleasant Isabella County Times-News; Niles Star; Owosso Argus Press; Petoskey News Review; Sault Ste. Marie News; Sturgis Journal; Three Rivers Commerical; Traverse City Record-Eagle; Wyandotte News-Herald; Ypsilanti Press.

OHIO—Kenton Times.

WISCONSIN — Portage Register-Democrat; Wisconsin Rapids Tribune; Marshfield News Herald.

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San Francisco 3, Calif., 717 Market St.; Tel.: Garfield 1-7437.

Los Angeles 5, Calif.; 2900 West 8th St.; Tel.: Dunkirk 8-2328.

IOWA—Des Moines Register and Tribune; Iowa Farm and Home Register.

MARYLAND—Baltimore Sun.

MASSACHUSETTS—Boston Globe.

MINNESOTA—Minneapolis Star and Tribune.

NEW YORK—Buffalo Courier-Express; New York Herald Tribune.

OHIO—Columbus Ohio State Journal.

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MICHIGAN—Pontiac Press.

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CALIFORNIA—San Francisco News.

COLORADO—Denver Rocky Mountain News.

DISTRICT OF COLUMBIA—Washington Daily News

INDIANA—Evansville Press, Courier; Indianapolis Times.

KENTUCKY — Covington Kentucky Post.

NEW MEXICO—Albuquerque Tribune.

NEW YORK—New York World Telegram and Sun.

OHIO—Cincinnati Post; Cleveland Press; Columbus Citizen.

PENNSYLVANIA—Pittsburgh Press.

TENNESSEE—Knoxville News-Sentinel; Memphis Press-Scimitar & Commercial Appeal.

TEXAS — El Paso Herald-Post, Times; Fort Worth Press; Houston Press.

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San Francisco 4, Calif., 300 Montgomery St.; R. J. Birch, Mgr.; Tel.: Douglas 2-4393.

ALABAMA—Albertville Sand Mountain Reporter.

FLORIDA—Gainesville Sun.

GEORGIA—Moultrie Observer.

KANSAS—Wichita Beacon.

MARYLAND—Annapolis Capital & Gazette-Leaf.

MISSISSIPPI—Hattiesburg American; Meridian Star.

MISSOURI—Kansas City News-Press.

NEW YORK—Buffalo Everybody's Daily; Jamestown Sun.

NORTH CAROLINA—Kannapolis Independent.

OHIO—Dover Reporter; Lorain Journal; Mansfield News-Journal; Massillon Independent; Willoughby News-Herald.

PENNSYLVANIA — Greenville Record-Argus.

SOUTH CAROLINA—Florence Morning News.

TENNESSEE — Chattanooga News-Free Press-Times; Elizabethton Star; Kingsport Times-News.

VIRGINIA—Alexandria Gazette; Arlington Daily Sun.

WISCONSIN—Eau Claire Leader & Telegram; Neenah-Manasha Twin City News-Record.

ONTARIO—Toronto Globe & Mail; Windsor Star; Ottawa Le Droit.

QUEBEC—Montreal La Presse.

P. I.—Manila Chronicle.

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KANSAS—Atchison Globe; Great Bend Tribune; Independence Reporter; Newton Kansan.

OKLAHOMA — Altus Times-Democrat; Alva Review-Courier; Anadarko News; Bartlesville Examiner-Enterprise; Blackwell Journal-Tribune; Chickasha Daily Express; Claremore Progress; Clinton News; Cushing Citizen; Duncan Banner; Durant Democrat; Elk City News; El Reno Tribune; Frederick Leader; Guthrie Leader; Guymon News Herald; Henryetta Free-Lance; Hobart Democrat-Chief; Holdenville News; Lawton Constitution and Press; Capital; Miami News-Record; Nowata Star; Okemah Leader; Okmulgee Times; Paul's Valley Democrat; Pryor Times; Sapulpa Herald; Sayre Headlight Journal; Seminole Producer; Vinita Journal; Wewoka Times.

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Miami 30, Fla., Room 407-300 S. Miami Ave.; Tel.: Miami 82-7044.

CALIFORNIA — Hollywood Citizen-News & Advertiser; Richmond Daily Independent.

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FLORIDA—Miami Herald.

INDIANA—South Bend Tribune.

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MASSACHUSETTS—Lowell Sun; New Bedford Standard Times

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NEW HAMPSHIRE—Manchester Union Leader, News.

NEW JERSEY—Paterson News.

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OHIO—Akron Beacon Journal; Canton Repository; Steubenville Herald-Star.

PENNSYLVANIA—Allentown Call-Chronicle; Bradford Era; Butler Eagle; Lebanon News; Wilkes-Barre News Record, Times-Leader; Williamsport Sun Gazette.

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ILLINOIS—Champaign News-Gazette.

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MICHIGAN—Alpena News.
MINNESOTA—Austin Herald; Crookston Times; Fergus Falls Journal; St. Cloud Times.
NEW JERSEY—Vineland Times Journal.
NORTH CAROLINA—Hickory Record
SOUTH DAKOTA—Pierre Capital Journal.

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NEW JERSEY—Passaic-Clifton Herald-News.

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ILLINOIS—Galesburg Register Mail; Peoria Journal Star.
INDIANA—Richmond Palladium & Item.
MASSACHUSETTS—Haverhill Gazette; Lawrence Eagle & Tribune; Quincy Patriot-Ledger.
MICHIGAN—Port Huron Times Herald.
MINNESOTA—Mankato Free Press.
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NORTH CAROLINA — Burlington Times-News; Fayetteville Observer; New Bern Sun-Journal; Rocky Mount Telegram; Salisbury Post; Burlington Times-News; High Point Enterprise.
OREGON—Salem Oregon-Statesman.
PENNSYLVANIA — Beaver Falls News-Tribune; Washington Observer & Reporter.
RHODE ISLAND—Providence Journal-Bulletin.
SOUTH CAROLINA—Greenville News & Piedmont.
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New Orleans, La., 212 International Trade Mart; Tel.: Raymond 3538.
Detroit 26, Mich., 1763 Penobscot Bldg.; Tel.: Woodward 5-2895.
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ALASKA—Juneau Alaska Daily Empire.

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San Francisco 5, Calif., 625 Market St.; Robert P. Holliday, Ch. of Bd., Nelson Roberts, Pres., R. S. Nicholson, Vice-Pres., James Teel, Business Mgr., Paul West, Jr., Zone Mgr., Randy Smith, Dir. of Sales Prom., Lilly Moyle, Off. Mgr.; Tel.: Garfield 1-2003.
New York 16, N. Y., 271 Madison Ave.; Malcolm C. Smith, Eastern Mgr., Harold Lessersohn, N. Y. Sales Mgr.; Tel.: Murray Hill 3-1301.
Chicago 1, Ill., 360 N. Michigan Ave.; H. E. Deckert, Vice-Pres., John H. Howk, Zone Mgr., Agnes Ebbesen, Off. Mgr.; Tel.: State 2-7622.
Detroit 26, Mich., 1014 Penobscot Bldg., John P. Shafer, Mgr.; Tel.: Woodward 5-6722.
Los Angeles 14, Calif., 520 W. 7th St.; T. G. Foley, Zone Mgr.; Tel.: Tucker 8151.
Seattle 1, Wash., 603 Stewart St.; James E. Thomson, Zone Mgr.; Tel.: Elliott 2553.
Portland 4, Ore., 520 SW Sixth Ave., John W. Fitting, Jr., Zone Mgr.; Tel.: Capitol 2-1057.
Denver 4, Colo., 1312 Cherokee; Morris D. Townsend, Zone Mgr.; Tel.: Tabor 5-8624.
ALASKA—Anchorage Times; Fairbanks News-Miner; Ketchikan Daily News.
ARIZONA—Douglas Dispatch; Nogales Herald; Yuma Sun & Arizona Sentinel.
CALIFORNIA—Alameda Times-Star; Alhambra Post-Advocate; Anaheim Bulletin, Bakersfield Californian; Brawley News; Burbank Review; Chico Enterprise-Record; Colusa Sun-Herald; Culver City Star News; El Centro Imperial Valley Press, Post; Eureka Humbolt Standard and Humboldt Times; Fullerton News Tribune; Gilroy Dispatch; Glendale News-Press; Hanford Journal-Sentinel; Hollister Free Lance; Inglewood News; Lodi News-Sentinel; Los Gatos Times-Observer; Madera Daily News-Tribune; Martinez Contra Costa Gazette; Marysville-Yuba City Appeal-Democrat; Merced Sun-Star; Monrovia Daily News Post; Mountain View Register Leader; Napa Daily Register; Ontario Daily Report; Orange News; Oroville Mercury-Register; Oxnard Press-Courier; Petaluma Argus-Courier; Pittsburg Post-Dispatch & Independent; Pomona Progressa-Bulletin; Red Bluff Daily News; Redding Record-Searchlight; Redondo South Bay Breeze; Sacramento Union; Salinas Californian; San Bernardino Sun-Telegram; San Diego Union & Evening Tribune; San Leandro Morning News; San Luis Obispo Telegram-Tribune; San Pedro News-Pilot; Santa Ana Register; Santa Cruz Sentinel; Santa Maria Times; Santa Monica Outlook; Santa Paula Chronicle; Sunnyvale Standard; Tulare Advance-Register; Turlock Journal; Ventura Star-Free Press; Visalia Times-Delta; Watsonville Register Pajaronian; Whittier News; Yreka Siskiyou News.
COLORADO—Alamosa San Luis Valley Courier, Boulder Camera, Canon City Record; Durango Herald-News; Fort Collins Coloradoan; Fort Morgan Times; Grand Junction Sentinel; La Junta Tribune-Democrat; Lamar News; Leadville Herald Democrat; Longmont Times-Call; Loveland Reporter-Herald; Montrose Press; Pueblo Chieftain & Star-Journal; Rocky Ford Gazette; Salida Mountain Mail; Sterling Journal-Advocate; Walsenburg World-Independent.
IDAHO—Lewiston Tribune; Moscow Idahonian; Twin Falls Times-News.
ILLINOIS—Alton Telegraph; Aurora Beacon-News; Cairo Citizen; Canton Ledger; Elgin Courier-News; Joliet Herald-News; Kankakee Daily Journal; La-Salle News-Tribune; Pekin Times; Springfield Illinois State Journal, Illinois State Register; Sterling Daily Gazette; Streator Times-Press.
IOWA—Iowa City Press-Citizen
MISSOURI—Kansas City Star-Times; Cape Girardeau Southeast Missourian; St. Louis Post-Dispatch.
NEBRASKA—Scottsbluff Star-Herald.
NEVADA—Elko Free Press; Reno Gazette and Nevada State Journal; Winnemucca Humboldt Star.
NEW MEXICO—Raton Range; Santa Fe New Mexican.
OHIO—Norwalk Reflector-Herald; Sandusky Register Star-News.
OREGON—Albany Democrat-Herald; Astoria Astorian-Budget; Bend Bulletin; Coos Bay Times; Corvallis Gazette-Times; Klamath Falls Herald-News; La Grande Observer; McMinnville News-Register; Medford Mail Tribune; Oregon City Enterprise-Courier; Pendleton East Oregonian; Roseburg News-Review; Salem Statesman-Jounral; The Dalles Chronicle.
WASHINGTON — Aberdeen World; Bellingham Herald; Bremerton Sun; Centralia-Chehalis Chronicle; Ellensburg Record; Everett Daily Herald; Longview Daily News; Moses Lake Columbia Basin Herald; Mount Vernon Skagit Valley Herald; Olympia Daily Olympian; Walla Walla Union-Bulletin; Wenatchee Daily World; Yakima Herald & Republic.
WYOMING — Cheyenne Wyoming Eagle, State Tribune and State Leader; Laramie Bulletin, Republican Boomerang; Rawlins Times; Rock Springs Rocket, Sunday Miner; Worland Northern Wyoming News.

WHALEY-SIMPSON CO.
Los Angeles, 8513 Hollywood Blvd.; Tel.: Hollywood 3-7157.
San Francisco, 55 New Montgomery St., Tel.: Sutter 1-6072.
ILLINOIS—Chicago Defender.

WINTER COMPANY, THE HAL
Miami Beach, Fla., 7136 Abbott Ave.; Tel.: Union 5-2661.
DELAWARE — Wilmington News-Journal.
DISTRICT OF COLUMBIA—Washington Post & Times Herald.
ILLINOIS—Chicago Sun-Times.
MASSACHUSETTS—Boston Herald-Traveler.
MICHIGAN—Detroit Free Press.
MINNESOTA—St. Paul Dispatch & Pioneer Press.
MISSOURI—St. Louis Globe-Democrat.
NEW YORK—New York Post.
PENNSYLVANIA—Philadelphia Bulletin.
CANADA—Toronto Globe & Mail; Montreal La Presse; Windsor Star.
CUBA—Habana El Mundo.

WISCONSIN NEWSPAPERS MARKETS
Milwaukee 3, Wis., Business Institute Bldg., 770 North Plankinton Ave.; Irving C. Buntman, Pres. & Sls. Mgr.; Tel.: Broadway 1-2805.
WISCONSIN—Antigo Journal; Appleton Post Crescent; Baraboo News-Republic; Beaver Dam Citizen; Beloit Daily News; Chippewa Falls Herald-Telegram; Eau Claire Leader & Telegram; Fond du Lac Commonwealth Reporter; Fort Atkinson Union; Janesville Gazette; Kenosha Evening News; La Crosse Tribune; Manitowoc Herald Times and Two Rivers Reporter; Merrill Daily Herald; Neenah-Menasha Twin Cities News-Record; Rhinelander Daily News; Shawano Evening Leader; Sheboygan Press; Stevens Point Journal; Superior Evening Telegram; Watertown Times; Waukesha Daily Freeman; Wausau Record Herald.

WITMER CO., WALLACE
Memphis 4, Tenn., 1368 Monroe Ave.; Tel.: BR 6-5424
New York, N. Y., 250 Park Ave.; Tel.: YU 6-7080.
Chicago 1, Ill., 307 N. Michigan Ave.; Tel.: State 2-8150.
Boston, Mass., 80 Boylston St.; Tel.: Hancock 6-1534.
ALABAMA—Decatur Daily; Florence Times; Sheffield-Tuscumbia Tri-Cities Daily.
ARKANSAS — Batesville Guard; Blytheville Courier-News; Harrison Times; Newport Independent; Paragould Press-Soliphone; Searcy Daily Citizen.
KENTUCKY—Bowling Green Park City News; Fulton Leader; Murray Ledger & Times.
MISSISSIPPI—Clarksdale Press Register; Columbus Commercial Dispatch; Corinth Corinthian; Greenville Delta Democrat-Times; Greenwood Star; Grenada Sentinel-Star; Tupelo Journal; West Point Times-Leader.
MISSOURI—Kennett Dunklin Democrat; Poplar Bluff American Republic; Sikeston Standard.
TENNESSEE—Columbia Daily Herald; Dyersburg State Gazette; Paris Post-Intelligencer; Union City Messenger.

CANADIAN

AUSTIN & CO., W. H.
Toronto 1, Ont., 18 Toronto St.; W. H. Austin, Gen. Mgr.; Tel.: EM 3-5357.
ALBERTA—The Calgary Albertan.
BRITISH COLUMBIA—The Daily Colonist, Victoria Daily Times; New Westminster British Columbian.
NEWFOUNDLAND—The Daily News.

BANNAN, JOHN
Toronto, Ont., Can., 147 University Ave.; Tel.: Empire 4-1163.
QUEBEC—Montreal Star.

BARNES, THOS. W.
Montreal, Que., Can., 660 St. Catherine St. W.; Tel.: Un 6-8871.
ONTARIO—Toronto Daily Star; The Star Weekly.

BOYD, RUSSELL C.
Toronto, Ont., Can., 1-80 King St. W., Tel.: Empire 4-2324.
BRITISH COLUMBIA—Vancouver Sun.

CLASS "A" NEWSPAPERS OF CANADA
Toronto, Ont., 366 Bay St.; H. A. Sandison, Nat'l. Advertising Manager.
Montreal, Que., 1449 Alexander St.
Vancouver, B. C., 198 W. Hastings St.
BRITISH COLUMBIA — Kamloops Daily Sentinel.

CRESMER & WOODWARD (Canadian Division)
(See U. S. listing)

DE CLERQUE, INC., HENRY
(See U. S. Listing)

EDWARDS & CO., LTD.
Toronto, Ont. Can., 34 King St., E.; Tel.: Empire 4-7693.
ONTARIO—St. Thomas Times Journal.

EVANS, JOHN F.
Toronto, Ont., Can., 372 Bay St.; Tel.: Empire 4-9907.
QUEBEC—Montreal Gazette.

FINLAY & CO., E. P.
Toronto 1, Ont., 2 Toronto St.
NEW BRUNSWICK—Moncton Times-Transcript.
NOVA SCOTIA—New Glasgow News; Sydney Post-Record.
ONTARIO—Sault S. Marie Star.

GILMAN, NICOLL & RUTHMAN
(See U. S. Listing)

HALLADAY, A. H.
Toronto, Ont., Can., 73 Adelaide St., W.; Tel.: Empire 3-4179
BRITISH COLUMBIA—Nelson News.
MANITOBA—Brandon Sun.

HAMILTON, JOHN R.
Montreal, P. Q., Can., 660 St. Catherine St., W.; Tel.: University 6-5942.
BRITISH COLUMBIA—Nanaimo Free Press; Vancouver News-Herald.
ONTARIO—Chatham Daily News; Galt Reporter; Guelph Daily Mercury; Kirkland Lake Northern Daily News. Orillia Packet and Times; Oshawa Times-Gazette; Port Arthur News-Chronicle; Sarnia Canadian Observer; Sudbury Daily Star; Timmins Daily Press; Welland-Port Colborne Tribune; Woodstock Sentinel-Review.
QUEBEC—Quebec Chronicle-Telegraph.
SASKATCHEWAN — Moose Jaw Times-Herald; Prince Albert Daily Herald.
PRINCE EDWARD ISLAND — Charlottetown Guardian.

HODGES, NORMAN L.
Montreal, Que. Can., 1117 St. Catherine St., W., Room 414; Tel.: Marquette 6948.
ONTARIO—Toronto Globe & Mail.

HOUSTON, WILLIAM
Toronto, Ont., Can., 1110 Canada Permanent Bldg.; Tel.: Empire 4-4622.
MANITOBA—Winnipeg Free Press.
SASKATCHEWAN — Regina Leader Post, Saskatoon Star-Phoenix.

MARSHALL, ALFRED
Toronto, Ont., Can., 73 Adelaide St., W.; Tel.: Empire 3-4179.
NEW BRUNSWICK—Moncton L'Evangeline.

MULLIGAN, RALPH R.
(See U. S. Listing)

O'MARA & ORMSBEE, INC.
(See U. S. Listing)

PAYETTE, MARCEL
Montreal, Que., Can., 434 Notre Dame St., E.; Tel.: Be 3361.
QUEBEC—Le Devoir.

REES, S. L.
Toronto, Ont., Can., 820 Imperial Life Tower; Tel.: Empire 4-9652.
QUEBEC—Montreal La Presse.

ROSE, HUGH
(Vaughan, Dean)
Toronto, Ont., Can., 101 McKinnon Bldg.; Tel.: Empire 4-1016.
QUEBEC—Montreal La Patrie.

SHANNON & ASSOCIATES, INC.
(See U. S. Listing)

SOUTHAM NEWSPAPERS
Toronto, Ont., Can., 388 Yonge St.; Tel.: Empire 4-9229.
Montreal, Que., Can., 1070 Bleury St.; Tel.: University 6-3579.
ALBERTA—Calgary Herald; Edmonton Journal; Medicine Hat News.
BRITISH COLUMBIA — Vancouver Province.
MANITOBA—Winnipeg Tribune.
ONTARIO—Hamilton Spectator; Ottawa Citizen; North Bay Nugget.

THOMSON NEWSPAPERS
Toronto, Ont., Can., 44 King St., W.; Tel.: Empire 3-8894.
Montreal, Que., Can., 225 University Tower Bldg.; Tel.: University 6-5942.
ONTARIO—Brampton Conservator; Chatham Daily News; Galt Reporter; Guelph Mercury; Kirkland Lake Northern Daily News; Oakville-Trafalgar Journal; Orillia Packet & Times; Oshawa Times-Gazette; Port Arthur News-Chronicle; Sarnia Observer; Sudbury Star; Timmins Press; Welland-Port Colborne Tribune; Woodstock Sentinel-Review.
QUEBEC—Quebec Chronicle-Telegraph.
PRINCE EDWARD ISLAND—Charlottetown Guardian
SASKATCHEWAN — Moose Jaw Times-Herald; Prince Albert Daily-Herald.
BRITISH COLUMBIA — Vancouver News-Herald; Nanaimo Free Press.
FLORIDA—St. Petersburg Independent.
SCOTLAND—Edinburgh Scotsman; Edinburgh Weekly Scotsman; Edinburgh Dispatch.
ENGLAND—London Canada Review.

TOPPIN, ALBERT H.
Toronto 1, Ont., Can., Room 623, 12 Richmond St., E; Tel.: Empire 4-6922.
QUEBEC—Le Soleil & L'Evenement-Journal; Trois Rivieres, Le Nouvelliste; Sherbrooke, La Tribune.

VATCHER & CO., LTD., T. G.
Toronto 5, Ont., Can., 30 Bloor St., W.; Tel.: Walnut 4-2164.
ALBERTA—Lethbridge Herald
BRITISH COLUMBIA—Prince Rupert Daily News
NEWFOUNDLAND—Corner Brook Western Star; St. John's Evening Telegram
NOVA SCOTIA—Amherst Daily News
ONTARIO—Brockville Recorder & Times; Cornwall Standard-Freeholder; Niagara Falls Evening Review; Owen Sound Sun-Times.

WARD-GRIFFITH COMPANY, INC.
(See U. S. Listing)

WEIR, J. A.
Montreal, P. Q., Can., Dominion Square Bldg., Suite 938; Tel.: University 6-8148.
ONTARIO—The Toronto Telegram.

WILLIAMS, E. A.
Toronto 1, Ont., Can., 917 Imperial Life Tower Bldg.; Tel.: Empire 6-4989.
Montreal, Que., Can., Canada Cement Bldg.; R. J. Burns, Off. Mgr.; Tel.: University 6-8769.
NOVA SCOTIA—Halifax Chronicle-Herald and Mail-Star.
ONTARIO—Ottawa Journal.
QUEBEC—Granby: La Voix de l'Est; Chicoutimi: Le Progrès Du Saguenay.

GROUPS OF DAILY NEWSPAPERS UNDER COMMON OWNERSHIP

Compiled by Dr. Raymond B. Nixon,
Professor of Journalism,
University of Minnesota.

EDITOR'S NOTE: For the purposes of this listing, a "group" of daily newspapers is defined as "two or more daily newspapers in different cities under the same principal ownership or control." The first paper named, in most instances, is the one published in the city where the group's headquarters (if any) are located, or where the principal owner lives. In many groups each newspaper is an entirely separate corporation, with little or no central direction of editorial policy.

This list of United States and Canadian dailies does not include any weekly newspapers or magazines that may be under the same ownership, nor does it include radio and television stations.

ROLLAND ADAMS NEWSPAPERS—Atlantic City (N. J.) Press (m-S); Bethlehem (Pa.) Globe-Times (e); Levittown (Pa.) Evening Press (e). Rolland L. Adams, Pres.-Pub., 210 W. 4th St., Bethlehem, Pa.

ANACONDA NEWSPAPERS—Billings (Mont.) Gazette (m-e-S); Butte-Anaconda (Mont.) Standard (m-S), Post (e); Helena (Mont.) Independent-Record (e-S); Livingston (Mont.) Enterprise (e); Missoula (Mont.) Missoulian (m-S) and Sentinel (e). Majority ownership of each paper is held by Fairmont Corp., a subsidiary of the Anaconda Co., 25 Broadway, New York, N. Y.

E. ANTHONY & SONS, INC., NEWSPAPERS—Cape Cod - Hyannis (Mass.) Standard-Times (e); New Bedford (Mass.) Standard-Times (e-S).

RAY BARNES NEWSPAPERS—Elwood (Ind.) Call-Leader (e) Alamosa (Colo.) Courier (e); Pratt (Kans.) Daily Tribune (e); Kenton (Ohio) Times (e). Ray F. Barnes, Pres.; Charles G. Barnes, Vice-Pres., Elwood, Ind.

JOHN H. BIDDLE NEWSPAPERS—Bedford (Pa.) Gazette (m); Huntingdon (Pa.) News (e). The papers are published by separate corporations. John H. Biddle, 325 Penn St., Huntingdon, Pa., is president of each, but does not own a majority interest in either.

BLOCK NEWSPAPERS—Toledo (O) Blade (m-e-S); Pittsburgh (Pa.) Post-Gazette (m). Paul Block, Jr., Toledo, and William Block, Pittsburgh, co-publishers. New York office: 261 Madison Ave., New York, N. Y.

OLIVER P. BOLTON NEWSPAPERS—Willoughby (O.) News-Herald (e); Dover (O.) Reporter (e). Oliver P. Bolton, Willoughby, Ohio.

BOOTH NEWSPAPERS, INC.—Ann Arbor (Mich.) News (e); Bay City (Mich.) Times (e-S); Flint (Mich.) Journal (e-S); Grand Rapids (Mich.) Press (e); Jackson (Mich.) Citizen Patriot (e-S); Kalamazoo (Mich.) Gazette (e-S); Muskegon (Mich.) Chronicle (e); Saginaw (Mich.) News (e-S). Ralph H. Bastien, Pres., 2500 Buhl Bldg., Detroit, Mich.

THE BRUSH-MOORE NEWSPAPERS, INC.—Salisbury (Md.) Times (e); Canton (O.) Repository (e); East Liverpool (O.) Review (e); Marion (O.) Star (e); Portsmouth (O.) Times (e); Salem (O.) News (e); Steubenville (O.) Herald-Star (e). G. Gordon Strong, Pres., Canton, Ohio. Mr. Strong is also president of The Tribune Publishing Co., Ironton (O.) and publisher of the Ironton Tribune (e).

BRYAN ESTATE NEWSPAPERS—Richmond (Va.) Times-Dispatch (m-S), News-Leader (e), Tampa (Fla.) Tribune (m-S). D. Tennant Bryan, Richmond Newspapers, Inc., Richmond, Va. (The Bryan Estate owns majority stock in the Tampa Tribune and controlling stock in Richmond Newspapers, Inc.)

BUISCH NEWSPAPERS—Bath (N.Y.) Steuben Advocate (e); Hornell (N.Y.) Tribune (e). Louis G. Buisch, Hornell, N.Y.

KENNETH R. BYERLY NEWSPAPERS—Lewiston (Mont.) News (e-S); Glendive (Mont.) Ranger (e-S). Kenneth R. Byerly, Pres., Lewiston, Mont.

HARRY F. BYRD NEWSPAPERS—Harrisonburg (Va.) Daily News Record (m); Winchester (Va.) Star (e). Harry F. Byrd, Jr. Winchester, Va. Pres.

S. W. CALKINS NEWSPAPERS—Beaver (Pa.) Valley Times (e), published by Beaver Newspapers, Inc.; Bristol (Pa.) Daily Courier (e), Levittown (Pa.) Times (e), both published by Bristol Printing Co.; Doylestown (Pa.) Evening Intelligencer (e), published by Intelligencer Co.; Uniontown (Pa.) Herald (m), Standard (e), published by Uniontown Newspapers, Inc. S. W. Calkins, Uniontown, Pa., is president of each corporation.

CENTRAL NEWSPAPERS, INC.—Phoenix (Ariz.) Arizona Republic (m-S), Gazette (e); Huntington (Ind.) Herald-Press (e-S); Indianapolis (Ind.) Star (m-S), News (e); Lebanon (Ind.) (affiliated but not owned) Daily Reporter (e); Muncie (Ind.) Star (m-S), Press (e); Vincennes (Ind.) Sun-Commercial (e-S). E. C. Pulliam, Pres., Star and News Bldg., Indianapolis, Ind.

THE CHEW NEWSPAPERS—Xenia (O.) Gazette (e); Middletown (O.) Journal (e), News-Journal (S); Piqua (O.) Call (e). J. A. Chew, Pres., Xenia, O.

CHICAGO TRIBUNE - NEW YORK DAILY NEWS SYNDICATE—Chicago (Ill.) Tribune (m-S), American (e-S); New York Daily News (m-S).

CONINE PUBLISHING CO. NEWSPAPERS—Big Rapids (Mich.) Pioneer (e); Cheboygan (Mich.) Daily Tribune (e); Manistee (Mich.) News-Advocate (e). The Traverse City (Mich.) Record-Eagle (e) is owned by the Herald and Record Publishing Co., which has the same directors. Austin C. Batdorff, Pres. & Mgr., Traverse City, Mich.

THE COPLEY PRESS, INC.—(parent organization and subsidiaries) Main office: 434 Downer Place, Aurora, Ill. James S. Copley, Chairman of Corporation, Exec. Comm., Dir. A. W. Shipton, President, Exec. Comm., Director; Lester G. Bradley, Vice-Pres., Director; William Shea, Vice-Pres., Director; William M. Hart, Vice-Pres., Director; C. Raymond Long, Vice-Pres., Director, John F. Lux, Vice-Pres., Director; F. Stetman Haynes, Vice Pres. Dir.; J. A. Heintz, Vice-Pres., Alden C. Waite, Vice-Pres., Dir., R. N. Smith, Treasurer & Secretary, Director, Ila M. Hunter, Asst. Sec., D. F. Hartman, Asst. Treas.; Walter Cook, Asst. Sec. and Asst. Treas., Lyle L. Erb, Controller and Asst. Secy. Thomas H. Beacom, Exec. Comm. & Director; William N. Copley, Director; Pressly L. Stevenson, Alt. Member Exec. Comm. & Director.

THE COPLEY PRESS, INC. owns outright and operates as separate divisions: Aurora (Ill.) Beacon-News, Wm. M. Hart, Publ. & Genl. Mgr.; Elgin (Ill.) Courier-News, C. Raymond Long, Ed., Pub. & GM.; Joliet (Ill.) Herald-News, John F. Lux, Publ., Gen. Mgr. & Editor; Illinois State Journal, Springfield, Ill. (and publishes the Illinois State Register, Springfield, Ill. under a 15-year lease dated May 1, 1942), F. Stetman Haynes, Editor of Illinois State Journal and General Manager & Publ. Illinois State Journal and Register. Television station KCOP, Channel 13, Hollywood, Calif., Jack A. Heintz, Vice-Pres. & Gen. Mgr.

THE COPLEY PRESS, INC. owns the stock of: Union-Tribune Publishing Co., 919 2nd Ave., San Diego, Calif. (a wholly owned subsidiary of The Copley Press Inc.), L. G. Bradley, Chairman of Board & Dir.; James S. Copley, President, Treasurer, Publisher, Director & Chm. of Editorial Board; A. W. Shipton, Vice-Pres., Dir.; William Shea, Vice-Pres., Associate Publisher, Dir. & Gen. Mgr.; Alex DeBakcsy, Vice-Pres., Asst. Treas., Dir., & Asst. to Genl. Mgr.; E. Robert Anderson, Asst. to Genl. Mgr.; W. J. Schneider, Vice-Pres., Bus. Mgr. & Indus. Relations Dir.; R. N. Smith, Secy. & Dir.; Donald F. Hartman, Asst. Treas., Thomas H. Beacom, Dir.; Hugh R. Morick, Asst. Secy. & Controller. Publishes San Diego Union morning and Sunday and Evening Tribune week day and evening. Southern California Associated Newspapers (a wholly owned subsidiary of The Copley Press, Inc.) 801 Morgaga Drive, Los Angeles, Calif. C. F. Waite, Dir., Alden C. Waite, President & Dir.; James S. Copley, Chairman of the Board and Dir., A. W. Shipton, Vice-Pres. & Dir. David J. Duncan, V.P., Carroll Parcher, V.P., Warren L. Taylor, V. P., Robert L. Curry, V.P., Hoyt Cater, V.P., R. N. Smith, Secy., Treasurer, & Dir., C. C. Weiland, Director, Donald F. Hartman, Asst. Treas. & Dir., Walter Cook, Asst. Treas. Alhambra Post-Advocate, Barton Heiligers, publisher; Burbank Daily Review, Hoyte Cater, publisher, Culver City Star-News, David J. Duncan, publisher; Glendale News-Press, Carroll Parcher, publisher; Monrovia News-Post, Warren Taylor, publisher; South Bay Daily Breeze (Redondo Beach), Robert Curry, publisher; Evening Vanguard (Venice), David J. Duncan, publisher; San Pedro (Calif.) Printing & Publishing Co. (60% Stock ownership by Southern California Associated Newspapers), J. A. Waite, President and Director; C. F. Waite, Vice-Pres. & Dir.; Alden C. Waite, Vice-Pres.; Bynner Martin, Vice-Pres. and publisher; James S. Copley, Treas. & Dir., R. N. Smith, Secy. & Dir., Donald F. Hartman, Asst. Treas. & Dir., C. C. Weiland, Asst. Secy., Asst. Treas. Publishes San Pedro (Calif.) News-Pilot.

THE COWLES NEWSPAPERS—Des Moines (Iowa) Register (m-S), Tribune (e); Minneapolis (Minn.) Tribune (m-S), Star (e). The publishing companies in Minneapolis and Des Moines are entirely separate. Members of the Cowles family are the controlling stockholders in each corporation, but the minority stockholders are different. In Minneapolis, John Cowles is both president of the company and chairman of the board; in Des Moines, Gardner Cowles is president and John Cowles is chairman of the board.

JAMES M. COX NEWSPAPERS—Dayton (O.) News (e-S), Journal-Herald (m); Springfield (O.) Sun (m), News (e), News-Sun (S); Miami (Fla.) News (e-S); Atlanta (Ga.) Journal (e), Constitution (m), Journal and Constitution (S). James M. Cox, Pub., James M. Cox, Jr., Ass't Pub. and Vice-Pres., Dayton, O.

GRAHAM DEAN NEWSPAPERS—Ashland (Ore.) Tidings (e); Yreka (Calif.) Siskiyou News (e). Graham Dean, Pres., Ashland, Ore.

J. ALBERT DEAR NEWSPAPERS—Wheaton (Ill.) Journal (e), Elizabeth City (N.C.) Advance (e), Gallipolis (O.) Tribune (e), New Kensington-Arnold (Pa.) Daily Dispatch (e), Henderson (Ky.) Gleaner and Journal (m-S), Lynn (Mass.) Telegram-News (e-S), Sedalia (Mo.) Democrat (e-S), Capital (m). Dear Publication and Radio, Inc., J. Albert Dear, Pres., 40 Journal Square, Jersey City 6, N.J. All eight newspapers, being managed by Dear Publication & Radio, Inc., are Dear publications; the first four are owned wholly by J. Albert Dear.

DIX NEWSPAPERS—Wooster (O.) Daily Record (e); Defiance (O.) Crescent-News (e); Martins Ferry - Bellaire (O.) Times-Leader (e); Ravenna-Kent (O.) Record & Courier Tribune (e). E. C. Dix, Pres., Wooster, O.

DWIGHT NEWSPAPERS—Holyoke (Mass.) Transcript-Telegram (e); Greenfield (Mass.) Recorder-Gazette (e). William Dwight, Pres. of the Holyoke Transcript-Telegram, owns 50% of the stock in Greenfield. The other 50% is owned by Henry J. Conland, secretary of the Hartford Courant.

ENTERPRISE PUBLICATIONS — Marlboro (Mass.) Enterprise (e); Hudson (Mass.) Sun (e). Dustin S. Lucier, Pub., 16 Liberty St., Marlboro, Mass.

EWING NEWSPAPERS—Shreveport (La.) Times (m-S); Monroe (La.) World (m-S), News-Star (e). William H. Bronson, Pres., The Times Publishing Co., Ltd., Shreveport, La.

EWING-PAINE NEWSPAPERS—Keene (N. H.) Sentinel (e); Lebanon (N. H.) Valley News (e). James D. Ewing, Pres., Keene, N. H.

FAIRMONT CORPORATION — See Anaconda Newspapers.

FEDERATED PUBLICATIONS, INC. — Battle Creek (Mich.) Enquirer & News (e-S); Grand Rapids (Mich.) Herald (m-S); Lansing (Mich.) State Journal (e-S); Lafayette (Ind.) Journal & Courier (e). A. L. Miller, Chmn. of Bd.; R. B. Miller, Pres.; Louis A. Weil, Jr., Vice-Pres. and Gen. Mgr., Battle Creek, Mich.

FENTRESS NEWSPAPERS—Waco (Tex.) News-Tribune (m), Times-Herald (e), Tribune-Herald (S); Austin (Tex.) American (m), Statesman (e), American-Statesman (S); Port Arthur (Tex.) News (e-S). Newspapers, Inc., H. M. Fentress, Pres., 900 Franklin Ave., Waco, Texas.

FREEDOM NEWSPAPERS—Santa Ana (Calif.) Register (e-S); Marysville-Yuba City (Calif.) Appeal-Democrat (e); Colorado Springs (Colo.) Gazette-Telegraph (e-S); Clovis (N.M.) News Journal (e-S); Bucyrus (O.) Telegraph-Forum (e); Lima (O.) News (e-S); Brownsville (Tex.) Herald (e-S); Harlingen (Tex.) Valley Morning Star (m-S); McAllen (Tex.) Valley Evening Monitor (e-S); Odessa (Tex.) American (e-S); Pampa (Tex.) News (e-S). R. C. Hoiles, Santa Ana, Calif.

THE GALVIN NEWSPAPERS—Lima (O.) News (e-S); Circleville (O.) Herald (e); Logan (O.) News (e); Van Wert (O.) Times-Bulletin (e): Washington Courthouse (O.) Record-Herald (e); Wilmington (O.) News-Journal (e). Wayne W. Galvin, Lima, Ohio, is principal owner. Each newspaper is an individual corporation.

THE GANNETT NEWSPAPERS—Rochester (N.Y.) Times-Union (e), Democrat & Chronicle (m-S); Hartford (Conn.) Times (e), Danville (Ill.) Commercial-News (e-S); Plainfield (N.J.) Courier-News (e), Albany (N.Y.) Knickerbocker News (e), Binghamton (N.Y.) Press (e-S), Elmira (N.Y.) Star-Gazette (e), Advertiser (m), Sunday Telegram (S) Ithaca (N.Y.) Journal (e); Malone (N.Y.) Telegram (e); Newburgh & Beacon (N.Y.) Newburgh News (e), Beacon News (e); Niagara Falls (N.Y.) Gazette (e); Ogdensburg (N.Y.) Journal (e), Advance-News (S) Olean (N.Y.) (minority int.) Times-Herald (e); Saratoga Springs (N.Y.) Saratogian (e); Utica (N.Y.) Observer-Dispatch (e-S), Press (m). Frank E. Gannett, Pres.; Paul Miller, Exec. Vice-Pres., Rochester, N.Y.

GUY GANNETT PUBLISHING CO.—Portland (Me.) Press Herald (m), Evening Express (e), Sunday Telegram (S); Augusta (Me.) Daily Kennebec Journal (m); Waterville (Me.) Morning Sentinel (m). Mrs. Jean Gannett Williams, Pres.; Roger C. Williams, Pub., Vice-Pres., Treas., Portland, Me.

GENERAL NEWSPAPERS, INC.—See Carmage Walls Newspapers.

GOURLEY-ENGELMAN NEWSPAPERS—Henryetta (Okla.) Free Lance (e-S); Hugo (Okla.) News (e-S). J. Leland Gourley, Pres., Henryetta, Okla.

JOSEPH R. GRUNDY NEWSPAPERS—Bristol (Pa.) Courier (e); Doylestown (Pa.) Intelligencer (e). Joseph R. Grundy, Pres., Bristol, Pa.

JOHN P. HARRIS NEWSPAPERS—Hutchinson (Kan.) News-Herald (e-S); Burlington (Iowa) Hawk-Eye Gazette (e); Chanute (Kan.) Tribune (e); Garden City (Kan.) Telegram (e); Ottawa (Kan.) Herald (e); Salina (Kan.) Journal (e-S). John P. Harris, Hutchinson, Kans.

HARTE-HANKS NEWSPAPER GROUP—Abilene (Tex.) Reporter News (m-e-S); Big Springs (Tex.) Herald (e-S); Corpus Christi (Tex.) Caller (m), Times (e), Caller-Times (S); Denison (Tex.) Herald (e-S); Marshall (Tex.) News-Messenger (e-S); Paris (Tex.) News (e-S); San Angelo (Tex.) Standard-Times (m-S), Standard (e); Snyder (Tex.) News (e-S); Greenville (Tex.) Herald-Banner (e-S). Houston Harte, P. O. Box 311, San Angelo, Tex., Bernard Hanks Estate and Eva May Hanks, principal owners, P. O. Box 30, Abilene, Tex.

HEARST NEWSPAPERS—New York (N.Y.) Journal-American (e-S), Mirror (m-S); Los Angeles (Calif.) Examiner (m-S), Herald-Express (e); San Francisco (Calif.) Examiner (m-S), Call-Bulletin (e); Baltimore (Md.) News-Post (e), Sunday American (s); Boston (Mass.) Record (m), American (e), Sunday Advertiser (S); Detroit (Mich.) Times (e-S); Albany (N.Y.) Times-Union (m-S); Pittsburgh (Pa.) Sun-Telegraph (e-S); San Antonio (Tex.) Light (e-S); Seattle (Wash.) Post-Intelligencer (m-S); Milwaukee (Wis.) Sentinel (m-S). William R. Hearst, Jr., Editor-in-Chief; Harold G. Kern, Gen. Mgr., J. D. Goristowsky, Chmn. of the Board, Hearst Magazine Bldg., 57th St. & 8th Ave., New York, N.Y.

HITCHCOCK NEWSPAPERS—Rapid City (S.D.) Journal (e-S); Hibbing (Minn.) Tribune (e). R. W. Hitchcock, Rapid City, S.D.

HOILES NEWSPAPERS—See Freedom Newspapers.

HORVITZ NEWSPAPERS—Lorain (O.) Journal & Times-Herald (e); Mansfield (O.) News-Journal (e-S). I. Horvitz, Pres.; Sa. A. Horvitz, Pub.

HOUGHTELING-PEABODY NEWSPAPERS—Gilroy (Calif.) Dispatch (e); Los Gatos-Saratoga (Calif.) Times-Observer (e). The papers are published by separate corporations. Joseph C. Houghteling, 114 Royce St., Los Gatos, Calif., is president of each; Patrick H. Peabody is vice-president.

RAY KIMBALL NEWSPAPERS—Stuttgart (Ark.) Leader & Arkansawyer (e); DeQueen (Ark.) Citizen (e). Ray Kimball, Stuttgart, Ark.

KNIGHT NEWSPAPERS—Akron (O.) Beacon-Journal (e-S); Miami (Fla.) Herald (m-S); Chicago (Ill.) Daily News (e), Detroit (Mich.) Free Press (m-S); Charlotte (N.C.) Observer (m-S). John S. Knight, Pres., Akron, Ohio. Radford Mobley, Assistant to the President, c/o Chicago Daily News.

KOEHL NEWSPAPERS—Ashland (O.) Times-Gazette (e); Galion (O.) Inquirer (e). Fred Koehl, Vice-Pres., Ashland Times Gazette; Edward Koehl, Pres., Galion Inquirer.

LEE NEWSPAPERS—Kewanee (Ill.) Star-Courier (e), Davenport (Iowa) Democrat (m), Times (e), Democrat-Times (S); Mason City (Iowa) Globe-Gazette (e), Muscatine (Iowa) Journal (e), Ottumwa (Iowa) Courier (e), Hannibal (Mo.) Courier-Post (e), Lincoln (Neb.) Star (m), LaCrosse (Wis.) Tribune (e-S), Madison (Wis.) State Journal (m-S). Lee P. Loomis, Mason City, Iowa, Pres. of all except Hannibal and Kewanee papers, of which Philip D. Adler, Davenport, is Pres.

LESHER NEWSPAPERS—Merced (Calif.) Sun-Star (e); Madera (Calif.) News-Tribune (e). Dean S. Lesher, Pres., Merced, Calif.

LINDSAY-SCHAUB NEWSPAPERS INC.—Decatur (Ill.) D. Herald (m), Review (e), Herald & Review (S); Champaign-Urbana (Ill.) Courier (e-S). Lindsay-Schaub Newspapers also own East Shore Newspapers, Inc., publisher of the East St. Louis (Ill.) Journal (e-S), and Southern Illinois Publications, Inc., publisher of the Carbondale-Herrin-Murphysboro (Ill.) Southern Illinoisan (e-S). F. M. Lindsay, Pres., F. W. Schaub, Vice-Pres., Decatur, Ill.

LOEB NEWSPAPERS—Manchester (N.H.) Union Leader (d), News (S); Burlington (Vt.) News (e-S); St. Albans (Vt.) Messenger (e). Associated Newspapers, Inc., William Loeb, Pres. & Pub., P.O. Box 1644, Reno, Nev.

McCLATCHY NEWSPAPERS — Sacramento (Calif.) Bee (e); Fresno (Calif.) Bee (e-S) Modesto (Calif.) Bee (e). Mrs. Elanor McClatchy, Pres., Sacramento, Calif.

TRACY McCRAKEN NEWSPAPERS—Cheyenne (Wyo.) Wyoming Eagle (m), Wyoming State Tribune (e-S), published by Cheyenne Newspapers Inc., Tracy S. McCraken, Pub.; Laramie (Wyo.) Bulletin (m), Republican-Boomerang (e), published by Laramie Newspapers, Inc., R. R. Albaugh, Pub.; Rawlins (Wyo.) Times (m), published by Rawlins Newspapers, Inc., Ted O'Melia, Pub.; Rock Springs (Wyo.) Rocket (m), Sunday Miner (S), published by Rock Springs Newspapers, Inc., D. G. Richardson, Pub.; Worland (Wyo.) Northern Wyoming News (e), published by Big Horn Basin Newspapers, Inc., Hugh Knoefel, Pub. Tracy S. McCraken, Cheyenne, Wyo., is president of each corporation.

W. J. McGIFFIN NEWSPAPERS—Flagstaff (Ariz.) Daily Sun (e); Ft. Madison (Iowa) Daily Democrat (e); Brainerd (Minn.) Daily Dispatch (e). W. J. McGiffin, 8115 Seville Ave., South Gate, Calif.

FRANK W. MAYBORN NEWSPAPERS—Temple (Tex.) Telegram (m-S); Sherman (Tex.) Democrat (e-S). Frank W. Mayborn, Pres., Temple, Texas.

MEEKS NEWSPAPERS—Florence (Ala.) Times (e); Sheffield (Ala.) Tri-Cities Daily (e). J. L. Meeks, Jr., Pub. Owners: Louis E. Meeks, J. L. Meeks, Jr., Lois M. Gibson, Ruth M. Jackson and Elsie M. Blair. Tri-Cities Publishing Co. (a partnership), Florence, Ala.

WALTER K. MICKELSON and MONTE APPEL NEWSPAPERS—New Ulm (Minn.) Journal (e); Fairmont (Minn.) Sentinel (e). Walter K. Mickelson, New Ulm, Minn.

MORGAN MURPHY NEWSPAPERS—Superior (Wis.) Telegram (e); Lafayette (La.) Advertiser (e-S); Virginia (Minn.) Mesabi News (e); Ashland (Wis.) Press (e); Chippewa Falls (Wis.) Herald Telegram (e); Manitowoc-Two Rivers (Wis.) Herald Times (e), Two Rivers Reporter (e). Morgan Murphy, Pres., Superior, Wis.

NANCE - McBRIDE NEWSPAPERS — Anadarko (Okla.) News (e-S); Alva (Okla.) Review-Courier (e-S); Hobart (Okla.) Democrat-Chief (e-S). James C. Nance, Pres., Anadarko, Okla.

NEW MEXICO NEWSPAPERS, INC.—Farmington (N.M.) Times (e); Artesia (N.M.) Press (e); Gallup (N.M.) Independent (e); Lincoln O'Brien, Pres., P.O. Box 37, Farmington, New Mexico.

NEWHOUSE NEWSPAPERS—Long Island City (N.Y.) Star-Journal (e); Birmingham (Ala.) News (e-S); Huntsville (Ala.) Times (e-S); St. Louis (Mo.) Globe-Democrat (m-S); Jersey City (N.J.) Jersey Journal (e); Newark (N.J.) Star-Ledger (m-S), Jamaica (N.Y.) Long Island Press (e-S), Staten Island (N.Y.) Advance (e); Syracuse (N.Y.) Herald-Journal (e-S), Post Standard (m-S); Portland (Ore.) Oregonian (m-S); Harrisburg (Pa.) (financial int.) Patriot (m), News (e), Patriot-News (S). S. I. Newhouse, 1 Star Square, Long Island City, Queens 1, N.Y.

NIXON NEWSPAPERS, INC.—Wabash (Ind.) Plain Dealer and Times-Star (e); Michigan City (Ind.) News-Dispatch (e); Peru (Ind.) Tribune (e). Mrs. Eugenia H. Honeywell, Pres., Wabash, Ind.

OCHS ESTATE NEWSPAPERS—New York (N.Y.) Times (m-S); Chattanooga (Tenn.) Times (m-S). Arthur Hays Sulzberger, Pres.-Pub., New York 36, N. Y., and Chatanooga, Tenn.

H. C. OGDEN NEWSPAPERS—Wheeling (W. Va.) Intelligencer (m), News-Register (e-S); Elkins (W. Va.) Inter-Mountain (e); Fairmont (W.Va.) Times (m), West Virginian (e), Times-West Virginian (S); Martinsburg (W.Va.) Journal (e), Parkersburg (W.Va.) Sentinel (e), News (m-S); Point Pleasant (W.Va.) Register (e), Weirton (W.Va.) Times (e), Welch (W. Va.) News (e), Williamson (W.Va.) News (e). Austin V. Wood, Exec. Vice-Pres. and Gen. Mgr., Wheeling, W.Va.

OTTAWAY NEWSPAPERS—Endicott (N.Y.) Bulletin (e); Danbury (Conn.) News-Times (e) (under option); Oneonta (N.Y.) Star (m); Plattsburgh (N.Y.) Press-Republican (m), Stroudsburg (Pa.) Record (m). James H. Ottaway, Pres., Endicott, N.Y.

R. W. PAGE CORPORATION NEWSPAPERS—Columbus (Ga.) Ledger (e), Enquirer (m), Ledger-Enquirer (S); Bradenton (Fla.) Herald (e-S). A. H. Chapman, Pres., Columbus, Ga.

C. E. PALMER NEWSPAPERS—Texarkana (Ark.-Tex.) Gazette (m-S), News (e); Eldorado (Ark.) Times (e), News (m); Hope (Ark.) Star (half interest) (e), Hot Springs (Ark.) New Era (e), Sentinel-Record (m); Magnolia (Ark.) Banner-News (e), Jacksonville (Tex.) Texas Daily Progress (one-fourth interest) (e-S). C. E. Palmer, Pres., Texarkana, Ark.-Tex.

PEACE NEWSPAPERS—Greenville (S.C.) News (m-S), Piedmont (e); Asheville (N.C.) Citizen (m), Times (e), Citizen-Times (S). Roger C. Peace, Greenville, S.C.

PENINSULA NEWSPAPERS INCORPORATED—Palo Alto (Calif.) Times (e); Burlingame (Calif.) Advance-Star (e); Redwood City (Calif.) Tribune (e). George F. Morell, Pres.; Dallas E. Wood, Vice-Pres.; E. R. Lovett, Sec.-Treas.; Eugene C. Bishop, Vice-Pres., and Gen. Mgr., P. O. Box 481, Palo Alto, Calif.

THE PERKINS PRESS, INC.—Bellingham (Wash.) Herald (e-S); Olympia (Wash.) Olympian (e-S). Mrs. B. D. Scott, Pres.; E. S. Planta, Gen. Mgr., Perkins Bldg., Tacoma, Wash.

JOHN H. PERRY NEWSPAPERS—West Palm Beach (Fla.) Post (m), Times (e), Post-Times (S); Deland (Fla.) Sun-News (e-S), Jacksonville (Fla.)

GROUPS OF DAILY NEWSPAPERS UNDER COMMON OWNERSHIP—Continued

JOHN H. PERRY—NEWSPAPERS—Cont'd Journal (e), Leesburg (Fla.) Commercial (e-S), Melbourne (Fla.) Times (e); Ocala (Fla.) Star-Banner (e-S); Palm Beach (Fla.) Daily News (m-S); Panama City (Fla.) News (m), Herald (e), News-Herald (S); Pensacola (Fla.) Journal (m-S), News (e); Frankfort (Ky.) State Journal (e-S). John H. Perry, Jr., Pres. & Chmn. of Bd., c/o Post-Times, 328 Datura St., West Palm Beach, Fla.

RIDDER PUBLICATIONS, INC.—New York (N.Y.) Journal of Commerce (m); Long Beach (Calif.) Independent - Press - Telegram (m - e - S); Pasadena (Calif.) Star-News (e), Independent (m), Independent Star-News (S); San Jose (Calif.) Mercury (m), News (e), Mercury-News (S); Duluth (Minn.) Herald (e), News-Tribune (m-S); St. Paul (Minn.) Pioneer Press (m-S), Dispatch (e); Grand Forks (N.D.) Herald (m-e-S); Aberdeen (S.D.) American-News (e-S); Seattle (Wash.) Times (e-S) (minority interest). J. E. Ridder, Chmn. of Bd., c/o N.Y. Journal of Commerce, 80 Varick St., New York 13, N.Y.

ROWLEY NORTHEAST OHIO GROUP—Ashtabula (O.) Star-Beacon (e); Conneaut (O.) News-Herald (e); Geneva (O.) Free Press (e); Painesville (O.) Telegraph (e). D. C. Rowley, Pres., Ashtabula Printing Co., Ashtabula, O.

SCRIPPS-HOWARD NEWSPAPERS—New York World-Telegram & Sun (e); Birmingham (Ala.) Post-Herald (m); San Francisco (Calif.) News (e); Denver (Colo.) Rocky Mountain News (m-S); Washington (D.C.) Daily News (e), Evansville (Ind.) Press (e), Indianapolis (Ind.) Times (e-S), Covington (Ky.) Kentucky Post (e) (Ky. edit. of Cinc. Post), Albuquerque (N.M.) Tribune (e); Cincinnati (O.) Enquirer (m-S), Post (e); Cleveland (O.) Press (e); Columbus (O.) Citizen (e-S), Pittsburgh (Pa.) Press (e-S), Knoxville (Tenn.) News-Sentinel (e-S); Memphis (Tenn.) Press-Scimitar (e), Commercial Appeal (m-S), El Paso (Tex.) Herald-Post (e); Fort Worth (Tex.) Press (e); Houston (Tex.) Press (e). Charles E. Scripps, Chmn. of Bd.; Jack R. Howard, Pres. & Gen. Edit. Mgr.; Mark Ferree, Exec. Vice-Pres., and Gen. Bus. Mgr.; Roy W. Howard, Chmn. Exec. Com., 230 Park Ave., New York, N.Y.

JOHN P. SCRIPPS NEWSPAPERS—Redding (Calif.) Record-Searchlight (e); San Luis Obispo (Calif.) Telegram-Tribune (e); Tulare (Calif.) Advance-Register (e); Ventura (Calif.) Star-Free Press (e); Watsonville (Calif.) Register-Pajaronian (e); Bremerton (Wash.) Sun (e). John P. Scripps, Chmn. of Bd.; Harry Green, Gen. Bus. Mgr.; Roy D. Pinkerton, Ed. Dir., 308 Scripps Bldg., San Diego 1, Calif.

SCRIPPS LEAGUE—Caldwell (Idaho) News-Tribune (e); Coeur d'Alene (Idaho) Press (e); Nampa (Idaho) Free Press (e); Pocatello (Idaho) Idaho State Journal (e-S); Kalispell (Mont.) Daily Inter-Lake (e-S); The Dallas (Ore.) Chronicle (e-S); Logan (Utah) Herald Journal (e-S), Provo (Utah) Herald (e-S), Boseman (Mont.) Daily Chronicle (e) and Chronicle (S). The Scripps Newspapers, Inc., Edward W. Scripps, Pres., 222 Polhemus Ave., Atherton, Calif.; James G. Scripps, Treas., 131 Mercer, Seattle 9, Wash.

SEATON GROUP—Hastings (Neb.) Tribune (e) Coffeyville (Kan.) Journal (e-S); Manhattan (Kan.) Mercury-Chronicle (e-S); Winfield (Kan.) Daily Courier (e); Alliance (Neb.) Times-Herald (e); Deadwood (S.D.) Pioneer-Times (e-S); Lead (S.D.) Call (e-S); Sheridan (Wyo.) Press (e). Frederick A. Seaton, 908 W. 2nd St., Hastings, Neb.

B. F. SHAW NEWSPAPERS—Dixon (Ill.) Telegraph (e); Morris (Ill.) Herald (e); Woodstock (Ill.) Sentinel (e); Creston (Iowa) News-Advertiser (e); Newton (Iowa) News (e); Webster City (Iowa) Freeman-Journal (e). Mrs. Mabel S. Shaw, Pres.; A. V. Lund, Bus. Mgr., Dixon, Ill.

SHEARMAN NEWSPAPERS—Roswell (N.Mex.) Record (e); Lake Charles (La.) The American Press (e). Thomas B. Shearman, Pres., Roswell, N. Mex.

JAMES H. SKEWES & ASSOCIATES—Meridian (Miss.) Star (e-S); Walsenburg (Colo.) World-Independent (e); Corinth (Miss.) Corinthian (e-S); Laurel (Miss.) Daily Leader-Call (e); Brookfield (Mo.) Daily News-Bulletin (e), Las Cruces (N.M.) Daily Sun-News (e-S). James H. Skewes, Pres., Meridian, Miss.

SOUTHERN CALIFORNIA ASSOCIATED NEWSPAPERS—See Copley Press, Inc.

SOUTHERN NEWSPAPERS, INC.—See Carmage Walls Newspapers.

SOUTHERN OREGON NEWSPAPERS—Klamath Falls (Ore.) Herald & News (e); Roseburg (Ore.) News-Review (e). Frank Jenkins, Pres., Klamath Falls, Oregon.

SOUTHWESTERN DAILIES—Brownwood (Tex.) Bulletin (e-S), published by Brownwood Newspapers, Inc.; Miami (Okla.) News-Record (e-S), published by Miami Newspapers, Inc.; Del Rio (Tex.) News-Herald (e-S) published by Del Rio Newspapers, Inc.; Lamesa (Tex.) Reporter (e-S) published by Southwestern Dailies, Inc.; Waxahachie (Tex.) Light (e-S) published by Waxahachie Newspapers, Inc. C. C. Woodson, Brownwood, Tex., is the principal owner and officer in each corporation.

SOUTHWESTERN PUBLISHING CO.—Fort Smith (Ark.) Southwest American (m), Times Record (e), Southwest-Times Record (S); Rogers (Ark.) Daily News (e); Boulder City (Nev.) (asso. ownership) Journal (e. edit. of Las Vegas Review-Journal), Carson City (Nev.) (asso. ownership) Appeal (e), Ely (Nev.) (asso. ownership) Daily Times (e), Las Vegas (Nev.) (asso. ownership) Review Journal (m-e-S) Bartlesville (Okla.) Examiner-Enterprise (m-e-S), Blackwell (Okla.) Journal Tribune (e-S); Okmulgee (Okla.) Okmulgee Daily Times (m-S). Donald W. Reynolds, Pres., Southwestern House, Fort Smith, Ark. (also M & W Tower, Dallas, Tex.)

SPEIDEL NEWSPAPERS, INC.—Salinas (Calif.) Californian (e); Visalia (Calif.) Times-Delta (e); Fort Collins (Colo.) Coloradoan (e-S); Iowa City (Iowa) Press-Citizen (e) Reno (Nev.) Gazette (e), Nevada State Journal (m-S); Poughkeepsie (N. Y.) New Yorker (e-S); Chillicothe (O.) Gazette (e). (Each Speidel newspaper is now independently owned by its own employe-stockholders. Speidel Newspapers Inc., with principal offices in Colorado Springs, Colo., is the research and service organization for the group.)

STAUFFER PUBLICATIONS, INC.—Topeka (Kan.) State Journal (e), Capital (m-S); Santa Maria (Calif.) Santa Maria Times (e); Arkansas City (Kan.) Traveler (e), Kansas City (Kan.) Kansan (e-S); Pittsburgh (Kan.) Headlight (e), Sun (m-S); Independence (Mo.) Examiner (e); Maryville (Mo.) Forum (e); Nevada (Mo.) Daily Mail (e); Grand Island (Neb.) Independent (e); York (Neb.) Daily News-Times (e); Shawnee (Okla.) News Star (m-S); Newton (Kan.) Kansan (e). Oscar Stauffer, Pres., Topeka, Kansas.

R. B. TERRY AND D. A. RAWLEY, Publishers—High Point (N.C.) Enterprise (e-S); Burlington (N.C.) Times-News (e). Address Mrs. R. B. Terry.

THOMSON DAILIES—St. Petersburgh (Fla.) Independent (e). For other newspapers in this group, see Newspaper Groups of Canada (below).

W. K. ULERICH NEWSPAPERS—Clearfield (Pa.) Progress (e); Danville (Pa.) News (m). W. K. Ulerich, Clearfield, Pa., Pres. and majority stockholder in each corporation.

CARMAGE WALLS NEWSPAPERS — General Newspapers, Inc.: Sanford (Fla.) Herald (e); Cedartown (Ga.) Standard (e) Southern Newspapers, Inc.: Cleveland (Tenn.) Banner (e); Elizabethton (Tenn.) Star (e-S); Baytown (Tex.) Sun (e); Bristol (Tenn.-Va.) Herald-Courier (m-S). Carmage Walls, Pres., Box 8206, Chattanooga, Tenn.

PHILIP S. WELD NEWSPAPERS — Gloucester (Mass.) Times (e); Newburyport (Mass.) News (e). Essex County Newspapers, Inc., Philip S. Weld, Pres., Gloucester, Mass.

WESTCHESTER NEWSPAPERS—White Plains (N.Y.) Reporter Dispatch (e); Mamaroneck (N.Y.) Times (e); Mount Vernon (N.Y.) Argus (e); New Rochelle (N.Y.) Standard Star (e); Ossining (N.Y.) Citizen Register (e); Port Chester (N.Y.) Item (e); Tarrytown (N.Y.) News (e); Yonkers (N.Y.) Herald Statesman (e); Peekskill (N.Y.) Star (e) (affiliated). Westchester County Publishers Inc., Valentine E. Macy, Jr., Pres., William L. Fanning, Gen. Mgr., George W. Helm, Jr., Vice-Pres. & Asst. Gen. Mgr., Reporter Dispatch Bldg., White Plains, N.Y.

DUDLEY WHITE NEWSPAPERS—Sandusky (O.) Register-Star-News (e); Norwalk (O.) Reflector-Herald (e). Dudley A. White, Pres.-Pub., Sandusky Newspapers, Inc., Sandusky, O.

WHITTENBURG NEWSPAPERS — Globe-News Publishing Co., Lubbock, Tex., publishers of Lubbock (Tex.) Avalanche (m), Journal (e), Avalanche-Journal (S); Amarillo (Tex.) News (m), Globe-Times (e), and News-Globe (S). Panhandle Publishing Co., Borger, Tex., Publishers of Borger (Tex.) News-Herald (e-S). S. B. Whittenburg, Amarillo, and Roy R. Whittenburg, Borger.

WICK NEWSPAPERS—Bogalusa (La.) Daily News (e-S); New Iberia (La.) Daily Iberian (e); Roanoke Rapids (N.C.) Daily Herald (e-S); Niles (O.) Daily Times (e). James L. Wick, Chmn. of Bd., 1835 K. St., N.W., Wash., D.C.

H. R. WINSOR NEWSPAPERS—Canton (Ill.) Ledger (e); Boonville (Mo.) News (e). H. R. Winsor, Pub., Canton, Ill.

ELMER WRIGHT NEWSPAPERS — Sweetwater (Tex.) Reporter (e-S); Breckenridge (Tex.) American (e-S). Publishers Inc., Elmer Wright, Pres., Sweetwater, Texas.

NEWSPAPER GROUPS OF CANADA

DINGMAN NEWSPAPERS—Stratford (Ont.) Beacon-Herald, St. Thomas (Ont.) Times-Journal. C. M. Dingman, Pres.

FLEMING NEWSPAPERS—Owen Sound (Ont.) Sun-Times; Cornwall (Ont.) Daily Standard-Freeholder. Howard Fleming, Pres.

McCONNELL NEWSPAPERS—Montreal (Que.) Star, Montreal (Que.) Herald. John G. McConnell, Pres.

SIFTON NEWSPAPERS—Regina (Sask.) Leader-Post, D. B. Rogers, Editor, P. B. Keffer, Gen. Mgr.; Saskatoon (Sask.) Star-Phoenix, R. M. Cantlon, Pub. Clifford Sifton, Pres.

SOUTHAM NEWSPAPERS—Ottawa (Ont.) Citizen, Hamilton (Ont.) Spectator, Calgary (Alta.) Herald; Edmonton (Alta.) Journal, Vancouver (B.C.) Providence; Winnipeg (Man.) Tribune; Medicine Hat (Alta.) News. Southam Newspapers, Ltd., 321 Bloor St. E., Toronto; Philip S. Fisher, Pres., 1070 Bleury St., Montreal.

THOMSON NEWSPAPERS—Brampton (Ont.) Conservator; Chatham (Ont.) Daily News; Galt (Ont.) Reporter; Guelph (Ont.) Daily Mercury; Kirkland Lake (Ont.) Northern Daily News; Oakville (Ont.) Trafalgar Journal; Orillia (Ont.) Daily Packet & Times; Oshawa (Ont.) Daily Times-Gazette; Port Arthur (Ont.) News-Chronicle; Sarnia (Ont.) Observer; Sudbury (Ont.) Daily Star; Timmins (Ont.) Daily Press; Welland (Ont.) Evening Tribune; Woodstock (Ont.) Sentinel-Review; Quebec (Que.) Chronicle-Telegraph; Charlottetown (P.E.I.) Guardian; Moose Jaw (Sask.) Times-Herald; Prince Albert (Sask.) Daily Herald; Vancouver (British Columbia) Herald; Nanaimo (British Columbia) Free Press; St. Petersburg (Florida) Independent; Roy H. Thomson, Pres.; K. R. T. Thomson, Executive Vice-Pres.; S. L. McCabe, Gen. Mgr.; Harry Saul, Director of National Advertising; 44 King Street, West, Toronto, Ont. J. R. Hamilton, Mgr. Montreal National Advertising Office, 225 University Tower Bldg., Montreal, Que. The following papers of Scotland and England are published by this organization: The Scotsman; The Weekly Scotsman; The Evening Dispatch (all in Edinburgh, Scotland); and Canada Review (London, England, a weekly).

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I believe that clear thinking and clear statement, accuracy and fairness, are fundamental to good journalism.

I believe that a journalist should write only what he holds in his heart to be true.

I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.

I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.

I believe that advertising, news and editorial columns should alike serve the best interest of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.

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WALTER WILLIAMS.

The School of Journalism
University of Missouri.

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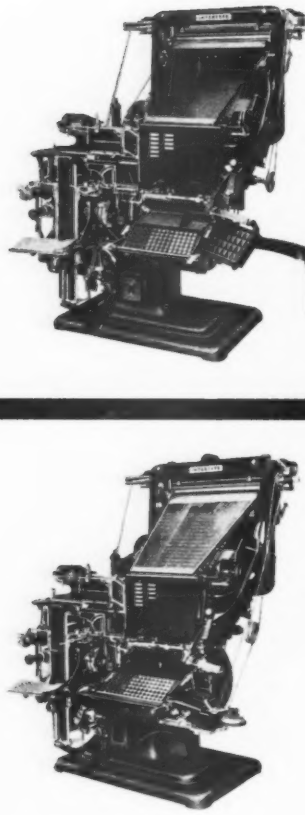
2. Rates and conditions published in the rate card will apply to all advertisers.
3. Definitions of retail and general advertising, as endorsed by the Newspaper Advertising Executives Association will determine whether retail or general rates apply.
4. Any possible action in connection with publicity which may be sent to the advertising department will be limited to submittal to the news department for use or rejection.
5. Newspaper advertising salesmen will be thoroughly instructed in the fundamentals of good advertising and the usefulness of newspapers as a medium to the end that competent service may be provided to every advertiser.
6. Salesmen will be instructed to advise advertisers in the manner that will produce maximum returns and to avoid overselling or other unsound methods.
7. Any mention of competing newspapers or other media will be truthful. Derogatory references to the personnel, policies or advertising value of other newspapers will be avoided to the end that fair competition may be promoted.
8. In order to assure maximum returns to advertisers every effort will be made to induce them to improve the quality of their copy and art work and to assure good typography and printing.
9. Adequate and accurate information regarding the market and the newspaper will be provided.
10. The objective in all respects will be the advancement and improvement of the newspaper as an advertising medium.

1

2

3



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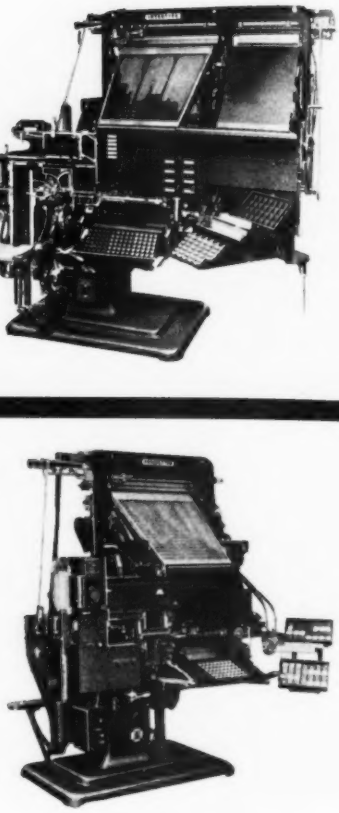

Intertype Offers Maximum Versatility and Flexibility in Line Composing Machines

1 **MODEL C**—A non-mixer machine for setting text and display matter. Available with one, two, three or four main and side magazines. *Economical* work horse of the composing room.

2 **MIXER MODELS F and G**—*cut costs* in complex ad and text production and set type up to 60 pt. in size. Matrices can be mixed from any two adjacent magazines on the Model F, or from two pair of main magazines and two pair of side magazines on both models, all at straight matter speed.

3 **HI-SPEED**—*for fast, dependable* production, either with automatic or manual operation. Available with not only one, but with two, three or four main magazines as desired. *Only* Intertype gives you such *flexibility* in magazine capacity in high speed machines.

4 **FOTOSETTER**—the photographic line composing machine that has established *a new era* in printing. A *mixer* machine that sets type *on film or paper* from 4 pt. to 54 pt. direct from the keyboard of one machine in one operation. The FOTOSETTER offers a *maximum of typography flexibility not achievable by any other means.*

VISILITE magazines, the *lightest* made by anyone, are standard equipment on all Intertype machines. They provide an *"at-a-glance" check on every matrix in every channel.* Another *exclusive* Intertype feature.

Whether you set type on slugs or film . . . *only* Intertype offers both

INTERTYPE CORPORATION

360 Furman Street, Brooklyn 1, New York

Chicago, San Francisco, Los Angeles, New Orleans, Boston
***In Canada:* Toronto Type Foundry Co. Ltd., Toronto, Montreal, Winnipeg, Vancouver, Halifax**

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Set in Baskerville and Futura families
Appearing in January 1957 printing trade journals. Printed in U.S.A.

KEEP AHEAD WITH INTERTYPE

MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS

KEY LETTERS

A—American Type Founders
AB—Allen Bradley
AC—Allis-Chalmers
Al—Alico Driers
AP—American Publisher Supply
As—Autoformer
B—Babcock
Ba—Bast
BB—Bonnett-Brown
B&G—B & G Caster
Be—Beard
Bch—Bucher
Br—Barker
BN—Brown & Narrow
BS—Barnhart Bros. and Spindler
Bu—Bullock
BST—Bunn String Tyer
C—Campbell
Cs—Crawford
Cal—Callender
Ct—Crabtree
CD—Cox Duplex
CE—Cline Electric
Cg—Challenge
CH—Cutler-Hammer
Cl—Clarke
Cm—Cemer
Co—Cottrell
Cot—Cox-o-Type
CP—Chandler & Price
Cr—Cranston
CrW—Crocker-Wheeler
Cl—Clutch
CW—Cline Westinghouse
Cy—Century
D—Duplex
De—Dexter
Dm—Drum
DT—Dek-A-Tube
Eb—Eby
Ed—Edwards
EE—Electric Eye
EK—Easy Kaster
Ec—Economy
El—Elrod
EM—Emerson
Eg—Engravaplate
ER—Even Ray
ETS—Electro-Typesetter
F—Foster
FM—Fairbanks-Morse
FOS—Form-O-Scorch
FS—Fairchild "Scan-A-Graver"
G—Gross
GE—General Electric
Go—Gordon
Gol—Golding
Gr—Gerrard
H—Hoe
Ha—Hammond
HB—Hess & Barker
He—Hereford
Hi—Heidelberg
Hm—Hamilton
HM—Home Made
Hv—Halversen
I—Intertype
IC—Industrial Control
Id—Ideal
If—Inframatic
In—Inland
Ir—Infra Red Ray
J—Jenny
Jn—Johnson
Jo—Jordan
K—Kohler
KC—Kansas City Matrix Co.
Ke—Kendall
Ki—Kimball
Kl—Kluge
Klg—Klischograph
Kli—Kline
Km—Kemp
Kn—Knoop
Ky—Kelly
L—Linotype (Mergenthaler Keyboard)
LA—Louis Allis
Lan—Lanston
Lap—Linotype (All Purpose Hand Set)
LE—Lake Erie
Le—Lee
Lg—Linograph
Li—Lightning
Lin—Lincoln
Lu—Ludlow
Lw—Ludwick
M—Monotype
Ma—Margach
MB—Meyer Both
MeF—MacFar
Me—Miehle
Mi—Miller
MM—Metal Master
MME—Mat Makers Equipment
Mo—Monomelt
MR—Miller & Richards
Mr—Monitor
MTO—Made to Order
Na—National
Ne—Nelson
No—Nolan
Nt—National Enterprises
Nu—Nusbaum
Nw—Northwestern
OS—Ostrander-Seymour
P—Potter
Pa—Pantone
Ph—Photon
Pri—Prince
Re—Reliance
S—Scott
Sa—Saxmayer
SD—Square Deal
Sd—Speed
SE—Stereotype Equipment Co.
SH—Shott-Hoffer
Sh—Shaw
She—Sheridan
Si—Simplex
SL—Speed Line
Sm—Smatco
SP—Signode Parker
Sp—Sprague Electric
Sr—Star
St—Stonemetz
StH—Sta-Hi
Str—Streamline
Sw—Shaw
Sx—Stereotex
Th—Thomson
To—Topp
Tr—Trumbull
Tt—Trent
TTS—Teletypesetter
U—Union Electric
US—United States
Un—Universal
Va—Vandercook
VK—Victor-Kidder
VT—Varityper
W—Wood
Wa—Wagner
Wal—Wallaster
Wald—Waldron
Wb—Webendorfer
WE—Western Electric
We—Wesel
WF—Wood Flong
Wg—Westinghouse
Wh—Whitlock
WNU—Western Newspaper Union
Wt—Wiretyer

PLANT DATA INCLUDES

Type page sizes.
Newsprint consumption—in tons.
Newsprint roll sizes.
Ink consumption—in pounds.
Number and type of press units.
Type of press controls.
Folder cut-off length.
Number of R. O. P. colors.
Number and make of composing machines.
Machines operated by Teletypesetter.
Number of TTS tape punchers.
Photo-composing machines.
Material makers—casters.
Feeders.
Type of engraving equipment.
Moulding equipment.
Scorching equipment.
Casting boxes.
Mail room equipment—stuffing and tying machines.

TYPE OF EQUIPMENT

Presses

"wus"—Web fed, unit type, standard plates
"wut"—Web fed, unit type, tubular plates
"wds"—Web fed, decker type, standard plates
"wdt"—Web fed, decker type, tubular plates
"wf"—Web fed, flat-bed
"sf"—Sheet fed, flat-bed
"sc"—Sheet fed, curved plates
"att"—Prints color by use of attachment

Molding Equipment

"r"—Roller
"dp"—Direct pressure

Stereotype Equipment

"hbp"—Hand box page
"hbdt"—Hand box double truck
"hbfc"—Hand box flat casting
"am"—Automatic
"j"—Junior
"sts"—Standard Autoshaver
"hds"—Heavy-duty Autoshaver
"sp"—Standard Pony
"hdp"—Heavy-duty Pony
"t"—Tubular
"§"—Has Vacuum back

Engraving Equipment

Pc—Photochemical
FSpe—Fairchild "Scan-A-Graver" photoelectric
En—Engravaplate

ALABAMA

ANNISTON STAR; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 910.9; Widths 32") (Black ink 40,850; Color 349) (Presses 3-D-wdt. Controls 1-GE-ac; Cut off 22¼"; ROP Colors 1) (Composing 1-I, 8-L, 1-Lu; TTS 4; Punchers 3; Casters 2-El; Feeders 10-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-hbp-t#, 1-G-hbfc)

DECATUR DAILY; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 484; Widths 34") (Black ink 19,500 Color 500) (Presses 4-D-wut; Controls 1-CH-ac, ROP Colors 1) (Composing 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma, 1-Sr) (Engrav. FSpe, En) (Stereo-Mould'g Duplex; Scorch'g 1-FOS; Casting 1-EK-hbfc, 1-G-§)

DOTHAN EAGLE; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 934; Widths 33") (Black ink 30,683; Color 2,650) (Presses 6-G-wus; Controls 1-CW-ac; Cut off 22¼"; ROP Colors 3) (Composing 2-I, 4-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 7-Ma, 1-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-W-hdp#) (Tyers 2-Gr)

FLORENCE TIMES; Type pg. 16½" × 21⅛"; Cols. 8 (Nwsprt. 908; Widths 32½", 16¼") (Black ink 41,536; Color 325) (Presses 1-G-wds; Controls 1-Wg-ac; Cut off 22¼"; ROP Colors 1) (Composing 1-I, 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 9-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 1-FOS, 1-RH; Casting 1-EK-hbfc, 1-W-sp) (Tyers 1-BST)

HUNTSVILLE TIMES; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. 950; Widths 31", 15½") (Black ink 34,153; Color 300) (Presses 6-G-wus; Controls 2-GE-ac; Cut off 22¼"; ROP Colors 3) (Composing 11-L, 2-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 11-L, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP, 1-Si, 1-StH; Casting 1-W-hdp#) (Tyers 1-Gr)

MOBILE PRESS-REGISTER; Type pg. 15¼" × 20¼"; Cols. 8 (Nwsprt. 10,500; Widths 60", 30", 15") (Black ink 340,000; Color 15,000) (Presses 8-G-wus; Controls 2-GE-dc; Cut off 21½"; ROP Colors 3) (Composing 7-I, 15-L, 2-Lu, Casters 3-El, 1-M; Feeders 28-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, Scorch'g 1-Al, 3-AP, 2-StH; Casting 2-W-hdp) (Tyers 1-Wt)

SELMA TIMES-JOURNAL; Type pg. 16 7/12" × 22¼"; Cols. 8 (Nwsprt. 300; Widths 34¼", 17") (Black ink 6,100) (Presses 3-S-wus; Controls 1-GE-ac, Cut off 23-9/16") (Composing o-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 2-FOS, 1-StH; Casting 1-EK, 1-G-sts, 1-W-jr)

TROY MESSENGER; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 57; Widths 35", 52¼", 70") (Presses 1-G-wf; Cut off 21¼") (Composing 3-L, 1-Lu) (Casting 1-G-hbp)

ALASKA

ANCHORAGE NEWS; Type pg. 16½" × 20¼"; Cols. 8 (Nwsprt. Widths 34") (Presses 1-H-wds; Controls 1-Wg-ac; Cut off 21½") (Composing 5-L; Casters 1-EL; Feeders 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-StH; Casting 1-Ha-hbfc, 1-H-hbp)

ANCHORAGE TIMES; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 840, Widths 34") (Black ink 3,400) (Presses 2-H-wus; Controls 1-CH-ac; Cut off 22¼") (Composing 5-L, 1-Lu; TTS 2; Punchers 3; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-Ha-hbfc, 1-H-hbp)

FAIRBANKS NEWS-MINER; Type pg. 17¼" × 20"; Cols. 9 (Nwsprt. 311; Widths 34½") (Black ink 7,000; Color 250) (Presses 4-G-wds; Cut off 21½"; ROP Colors 3) (Composing 4-L; Casters 1-El; Feeders 4-Ma) (Engrav. pc) (Stereo-Mould'g 1-S-r; Scorch'g 1-Al, 1-StH; Casting 1-G-hbp, 1-Ha-hbfc) (Tyers 1-Gr)

JUNEAU ALASKA EMPIRE; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 85; Widths 36", 52", 70") (Black ink 2,000) (Presses 1-D-wf; Controls 2-GE-ac; Cut off 22¼") (Composing 3-L; TTS 1; Punchers 1; Casters 1-El; Feeders 5-Ma) (Scorch'g 1-Ha; Casting 1-Ha-hbp-jr) (Stuffing 2-De)

KETCHIKAN NEWS; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 63; Widths 70) (Black ink 1,163) (Presses 1-D; Controls 1-CH-ac) (Composing 2-L; Feeders 2-Ke) (Engrav. FSpe) (Casting 1-EK-hbfc)

SITKA SENTINEL; Type pg. 10¼" × 16"; Cols. 5 (Nwsprt. 5) (Black ink 50) (Presses 1-Me-sf, 1-Mi) (Composing 2-L; Feeders 1-Ma) (Casting 1-Ha-hbfc)

ARIZONA

DOUGLAS DISPATCH; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 864; Widths 35", 52½", 70") (Black ink 2,640) (Presses 1-D-wf; Cut off 21½") (Composing 4-L, 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe) (Casting 1-G-hbfc, 1-Ha-hbfc)

FLAGSTAFF SUN; Type pg. 16½" × 21"; Cols. 8; (Nwsprt. 110; Widths 70", 54", 35") (Black ink 2,200) (Presses 1-D-wf) (Composing 4-I, 1-L, 1-Lu; TTS 1; Casters 1-El) (Casting 1-EK-hbfc)

MESA TRIBUNE; Type pg. 15⅝" × 21"; Cols. 8 (Nwsprt. 100; Widths 33", 16½") (Black ink 6,375) (Presses 1-G-wut; Controls 1-CW-ac; Cut off 21½"; ROP Colors 1) (Composing 4-I, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-No; Casting 1-EK-hbp, 1-G-t#)

PHOENIX REPUBLIC & GAZETTE; Type pg. 15 17/32" × 22"; Cols. 8 (Nwsprt. 18,188; Widths 62", 46½", 31", 15½") (Black ink 692,069; Color 4,240) (Presses 10-S-wus; Controls 2-CW-ac; Cut off 22¼"; ROP Colors 3) (Composing 23-I, 8-L, 2-Lu; Casters 1-El, 3-M; Feeders 37-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-HM, 2-StH; Casting 2-G-hdp#) (Tyers 2-SP, 2-Gr)

TEMPE NEWS; Type pg. 10¼" × 16¼"; Cols. 5 (Nwsprt. 50; Widths 35", 52½", 70") (Presses 1-CD-wf; Controls 1-GE-ac; Cut off 22¼") (Composing 3-L, 1-Lu; Casters 1-El; Feeders 3-Ma, 2-Sr) (Engrav. FSpe) (Casting 1-Ha-jr, 1-Ha-hds)

TUCSON ARIZONA STAR & CITIZEN; Type pg. 16½" × 21⅛"; Cols. 9 (Nwsprt. 4,822; Widths 68", 51", 34") (Black ink 156,900; Color 6,000) (Presses 6-G-wus; Controls 1-CW-ac; Cut off 22¼"; ROP Colors 3) (Composing 7-I, 14-L; Casters 2-El, 1-M; Feeders 25-Ma) (Engrav. FSpe) (Stereo-Mould'g 2-D-r; Scorch'g 2-StH; Casting 2-W-sp#)

YUMA SUN; Type pg. 16⅝" × 21½"; Cols. 8 (Nwsprt. 275, Widths 33", 16½") (Presses 10-D-wdt; Controls 2-CW-ac, ROP Colors 2) (Composing 7-I, 1-Lu; TTS 3; Punchers 2; Casters 1-Un) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-Ha, 1-StH; Casting 1-EK-hbfc, 1-G-sts, 1-G-t#)

ARKANSAS

BATESVILLE GUARD; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 20; Widths 35", 52½", 70") (Black ink 1,000) (Presses 1-G-wus; Controls 1-SD-ac) (Stereo-Mould'g 1-Ha; Scorch'g 1-Ha; Casting 1-EK-hbp)

BLYTHEVILLE COURIER-NEWS; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 300; Widths 34", 17") (Black ink 3½) (Presses 1-D-wdt; Controls 1-U-ac) (Composing 5-L, 1-Lu; TTS 1; Casters 1-El, Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-D-t#, 1-Ha-hbp)

CONWAY LOG CABIN DEMOCRAT; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 100; Widths 35", 52½", 72") (Black ink 1,000) (Presses 1-B, 1-D-wf, 1-Kl, 1-Me; Controls 1-CH, 2-GE, 1-Nw-ac; Cut off 22¼") (Composing 4-L; Casters 1-BN; Feeders 4-Ma) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

DE QUEEN CITIZEN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 30; Widths 35", 52½", 70") (Black ink 880) (Presses 1-G-wf; Controls 1-CH-ac; Cut off 22¼") (Composing 4-L; TTS 2; Punchers 1; Casters 1-El; Feeders 4-Ma) (Casting 1-EK-hbfc)

EL DORADO NEWS & TIMES; Type pg. 17⅝" × 22"; Cols. 9 (Nwsprt. 470; Widths 17¼", 34½") (Black ink 16,158; Color 340) (Presses 1-H-wds; Cut off 23 9/16"; ROP Colors 1) (Composing 7-L, 1-Lu; Casters 1-El; Feeders 9-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ir, 1-StH; Casting 1-Ha-hbfc, 1-H-hbp)

FAYETTEVILLE NORTHWEST ARKANSAS TIMES; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 330; Widths 34") (Black ink 15,120; Color 200) (Presses 1-H-wds; Controls 6-CH-ac; Cut off 22¼"; ROP Colors 1) (Composing 2-I, 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-Si, 1-StH; Casting 1-EK-hbfc, 1-H-hbp-sts)

FORT SMITH SOUTHWEST AMERICAN & TIMES-RECORD; Type pg. 15 3/16" × 21½"; Cols. 8 (Nwsprt. 2,100; Widths 30") (Black ink 50,400; Color 5,200) (Presses 12-D-wut; Controls 2-CH-ac; Cut off 22¼"; ROP Colors 3) (Composing 13-L, 1-Lu; TTS 5; Punchers 5; Casters 2-El, 1-M; Feeders 17-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-StH; Casting 1-StH-sts, 1-D-t, 2-H-hbfc) (Tyers 2-Gr)

HARRISON TIMES; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 40; Widths 35", 54", 70") (Black ink 300) (Presses 1-CD-wf; Cut off 21½") (Composing 1-I, 3-L, 1-Lu; TTS 2; Punchers 2; Casters 1-BN) (Engrav. FSpe) (Casting 1-Ha-hbp)

HOPE STAR; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 70; Widths 70", 52½", 35", 17½") (Black ink 2,400) (Presses 1-D-wf) (Composing 3-L; TTS 2; Casters 1-El; Feeders 3-Ke, 1-Ma) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

HOT SPRINGS SENTINEL RECORD & NEW ERA; Type pg. 17½" × 20½"; Cols. 9 (Nwsprt. 735, Widths 34½") (Black ink 28,400; Color 650) (Presses 3-G-wus-wds; Controls 7-GE-ac Cut off 21½"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 3; Punchers 4; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ir, 1-StH; Casting 1-EK-hbfc, 1-H-hbp-sts)

LITTLE ROCK ARKANSAS DEMOCRAT; Type pg. 15⅝" × 22"; Cols. 8 (Nwsprt. 6,500; Widths 62") (Black ink 223,500; Color 17,500) (Presses 7-G-wus, Color 1-G-wds; Controls 1-CW, 1-GE-ac; Cut off 22¼", Color 21½"; ROP Colors 3) (Composing 22-L, 1-M; Casters 1-El, 1-M; Feeders 1-L, 24-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 2-StH; Casting 1-G-hbp, 1-G-hbfc, 2-W-hdp#)

LITTLE ROCK ARKANSAS GAZETTE; Type pg. 15 13/18" × 22"; Cols. 8 (Nwsprt. 7,870; Widths 15⅝", 31", 46½", 62") (Black Ink 351,730; Color 10,164) (Presses 6-G-wus; Controls 1-CH-ac; Cut off 22¼"; ROP Colors 3) (Composing 22-L, 2-Lu; Casters 1-El, 3-M; Feeders 28-Ma) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-Ir (HM), 1-Sd, 2-StH; Casting 1-G-hbfc, 2-W-hdp#)

MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 255)

MAGNOLIA BANNER-NEWS; Type pg. 16¾" × 21"; Cols. 8 (Nwsprt. Widths 35", 52", 70") (Presses 1-D-wf; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Casting 1-EK-hbfc, 1-We-sts)

MENA STAR; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 36; Widths 35", 52½", 70") (Black ink 1,000) (Presses 1-G-wf; Cut off 22") (Composing 3-L; Casters 1-BN; Feeders 3-Ma) (Casting 1-G-hbfc)

PINE BLUFF COMMERCIAL; Type pg. 15 2/3" × 21½"; Cols. 7 (Nwsprt. Widths 32) (Presses 4-D-wut, 4-H-wus; Cut off 22¾") (Composing 8-L, 2-Lu; TTS 4; Punchers 3; Casters 1-El; Feeders 4-Ma, 4-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 1-StH; Casting 1-D-t#, 2-W-jr) (Tyers 1-Wt)

TEXARKANA GAZETTE & NEWS; Type pg. 17¼" × 21½"; Cols. 9 (Nwsprt. 1,740; Widths 34½", 17¼") (Black ink 480,000; Color 700) (Presses 1-D-wdt; Controls 1-CW-ac; ROP Colors 1) (Composing 10-Lap, 1-Lu; TTS 4; Punchers 4; Casters 12-Ma; Feeders 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r Scorch'g 1-Ha, 1-StH; Casting 1-EK-hbfc, 1-EK-t#) (Tyers 1-Bu)

CALIFORNIA

ALHAMBRA POST-ADVOCATE; Type pg. 15 9/16" × 21 9/16"; Cols. 8 (Nwsprt. 543; Widths 32", 48", 64") (Black ink 311,545; Color 200) (Presses 3-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 3-I, 7-Lap; TTS 3; Punchers 3; Casters 1-El; Feeders 3-I, 6-Lw, 1-Ma, 2-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Sh, 1-Sm, 1-StH; Casting 1-G-hbfc, 1-W-sp)

ANAHEIM BULLETIN; Type pg. 16¼" × 21"; Cols. 8 (Nwsprt. 440; Widths 33", 16") (Black ink 26,000; Color 100) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 8-Lg; TTS 3; Punchers 2; Feeders 2-Ke, 2-Lw, 2-Ma, 1-Sr, 1-To) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-StH; Casting 1-D-t#, 1-No-hbfc)

BAKERSFIELD CALIFORNIAN; Type pg. 15⅝" × 21⅝"; Cols. 8 (Nwsprt. 3,271; Widths 62½") (Black ink 140,000; Color 6,000) (Presses 4-G-wus; Controls 1-CE, 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 15-I, 2-Lu; Casters 1-El, 2-M; Feeders 1-Ke, 7-Lw, 10-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-W-jr#)

BERKELEY GAZETTE; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 2,000; Widths 64", 48", 32", 16") (Presses 3-G-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 4-I, 8-L, 2-Lu; Casters 1-El, 1-M; Feeders 4-Lw, 8-Ma, 4-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-H, 1-StH; Casting 1-G-hbp, 1-G-hbfc, 1-W-hdp) (Tyers 2-Gr)

BRAWLEY NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 69; Widths 35", 52½", 70") (Presses 1-D-wf; Cut off 22½") (Composing 4-L; Casters 1-El. Feeders 1-Lw, 2-Ma, 1-Sr) (Scorch'g 1-HM; Casting 1-D-hbfc)

BURLINGAME ADVANCE-STAR; Type pg. 15½" × 21⅝"; Cols. 8 (Nwsprt. 530; Widths 31", 15¼") (Black ink 20,866. Color 541) (Presses 1-D-wut; Controls 1-GE-ac; ROP Colors 2) (Composing 6-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH. Casting 1-D-t#)

CHICO ENTERPRISE-RECORD; Type pg. 15 11/16" × 21⅝"; Cols. 8 (Nwsprt. 500; Widths 32½", 16¼") (Black ink 15,162; Color 294) (Presses 1-G-wdt; Controls 1-CE-ac; ROP Colors 3) (Composing 4-I, 3-L, 1-Lu; TTS 1; Casters 1-El; Feeders 2-I, 4-Lw, 2-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha, 1-StH; Casting 1-G-t#, 1-Ha-hbfc)

CONCORD TRANSCRIPT; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 230; Widths 35", 52½", 70") (Black ink 7,000) (Presses 1-D-wf, 1-Kl; Cut off 22¾") (Composing 1-I, 3-L, 1-Lu; Casters 1-El. Feeders 4-Ma) (Engrav. FSpe) (Casting 1-EK-hbp)

CULVER CITY STAR-NEWS; Type pg. 16¼" × 21"; Cols. 8 (Nwsprt. 800; Widths 16", 32") (Black ink 28,000; Color 300) (Presses 1-G-wds; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 3-I, 4-Lw) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Sth, 1-MTO, 1-Sh, 1-Sm; Casting 1-G-hbfc)

EL CENTRO POST & PRESS; Type pg. 16¼" × 21⅛"; Cols. 8 (Nwsprt. 251; Widths 34") (Black ink 7,625; Color 100) (Presses 1-G-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 5-I, 1-Lu; Casters 1-El; Feeders 5-I) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-MTO; Casting 1-G-t, 1-Ha-hbfc) (Stuffing 1-Elliot)

ESCONDIDO TIMES-ADVOCATE; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 200; Widths 35", 52½", 70") (Black ink 6,000) (Presses 1-CP, 2-G-wf, 1-Kl, 1-Me, 1-Va; Controls 1-GE-ac) (Composing 5-I; Casters 1-El; Feeders 4-I, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha; Casting 1-EK-hbp)

FONTANA HERALD-NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. Widths 35", 52½", 70") (Presses 1-D-wf; Controls 1-Wg-ac; Cut off 22¾") (Composing 1-I, 3-L, 1-Lu; TTS 1; Casters 1-El. Feeders 1-I, 1-L, 2-Lw, 2-Sr) (Engrav. FSpe) (Scorch'g 1-Si; Casting 1-Sw-hbp)

FRESNO BEE; Type pg. 15¼" × 21¼"; Cols. 8 (Nwsprt. 10,019; Widths 61", 45¾", 15¼") (Black ink 328,601; Color 22,124) (Presses 9-S-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 18-I, 2-L, 2-Lu; Casters 2-El. Feeders 24-Lw) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 2-Ir, 2-StH; Casting 1-H-hbfc, 1-W-hdp#) (Tyers 1-In, 1-Gr)

FULLERTON NEWS-TRIBUNE; Type pg. 15⅝" × 21½"; Cols 8 (Nwsprt. 394; Widths 31½", 47¼", 63") (Black ink 8,227; Color 146) (Presses 4-H-wds; Controls 1-CW-ac; Cut off 22¾") ROP Colors 1) (Composing 7-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 8-Lw, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Si; Casting 1-G-hbfc, 1-H-hbp)

GARDEN GROVE NEWS; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 300; Widths 33½") (Presses 2-G-wds; Cut off 22¾") (Composing 6-I, 1-L; TTS 3; Punchers 2; Casters 1-El. Feeders 1-L, 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Casting 1-W-hdp#)

GILROY DISPATCH; Type pg. 15½" × 20½"; Cols. 8 (Nwsprt. 40; Widths 66", 49½", 33") (Black ink 1,500) (Presses 1-G-wf; Cut off 21½") (Composing 3-Lap; Casters 1-BN) (Casting 1-BS-hbp, 1-EK-hbfc)

GLENDALE NEWS-PRESS; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 888; Widths 32", 48", 64") (Black ink 39,450; Color 614) (Presses 4-G-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 14-L, 2-Lu; TTS 3; Punchers 1; Casters 1-El. Feeders 16-Lw, 1-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g, 1-Al, 1-Si, 1-Sm, 1-StH; Casting 1-W-hdp)

GRASS VALLEY NEVADA CITY UNION; Type pg. 11½" × 21"; Cols. 8 (Nwsprt. 84; Widths 52½", 70") (Black ink 2,760) (Presses 1-D-wf; Cut off 22¾") (Composing 5-L; TTS 1; Casters 1-El; Feeders 4-Ke, 1-Ma) (Casting 1-Ha-hbp)

HANFORD SENTINEL; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 235; Widths 33", 16½") (Black ink 7,533; Color 394) (Presses 5-G-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-L, 1-Lu; TTS 3; Punchers 4; Casters 1-El; Feeders 4-Jo, 1-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t, 1-EK-hbfc)

HAYWARD REVIEW; Type pg. 16¼" × 20½"; Cols. 8 (Nwsprt. 681; Widths 32") (Black ink 18,524; Color 136) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 21½") (Composing 10-I, 1-Lu; Casters 1-El) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha; 1-Si, 1-StH; Casting 1-G-hbp-hbdt-hbfc) (Tyers 3-Gr)

HOLLYWOOD CITIZEN-NEWS; Type pg. 15¼" × 21½"; Cols. 8 (Nwsprt. 6,500; Widths 62") (Presses 7-G-wus, 4-S-wus; Controls 1-CW, 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 12-I, 9-Lg, 2-Lu; TTS 1; Punchers 1; Casters 2-El, 1-M) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-Sh, 1-Al, 1-StH; Casting 1-W-sp-hdp#, 1-G-hbfc, 1-Sw-hbfc)

INGLEWOOD NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 1,100; Widths 32", 48", 64") (Black ink 42,000; Color 200) (Presses 4-G-wds; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 3-I, 4-L, 2-Lu; Casters 1-El; Feeders 3-I, 4-L, 3-Lw) (Stereo-Mould'g 1-H-r; Scorch'g 1-Si, 1-StH; Casting 1-H-hbfc, 1-W-sp)

LONG BEACH INDEPENDENT & PRESS-TELEGRAM; Type pg. 15 3/16" × 22¼"; Cols. 8 (Nwsprt. 1,600; Widths 60") (Black ink 500,000; Color 28,000) (Presses 10-G-wus; Controls 1-CW-ac; ROP Colors 3) (Composing 26-I, 3-Lu; Casters 3-El; Feeders 10-I, 19-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 3-StH; Casting 1-G-hbfc, 1-H-hbfc, 2-W-hdp) (Tyers 2-Cr)

LOS ANGELES EXAMINER; Type pg. 15¼" × 20½"; Cols. 8 (Nwsprt. Widths 60") (Presses 8-G-wds, 32-H-wds, 2-Kl-sf, 2-Me-sf; Controls 8-CW-ac; ROP Colors 3) (Composing 25-I, 31-L, 4-Lu; Casters 2-El, 2-M; Feeders 25-I, 31-L) (Engrav. pc) (Stereo-Mould'g 2-H-r, 1-LE-dp; Scorch'g 2-Al, 5-StH; Casting 2-H-hbfc, 3-W-am-hds) (Tyers 7-SP, 2-Eby)

LOS ANGELES TIMES AND MIRROR-NEWS; Type pg. 15 3/16" × 21⅝"; Cols. 8 (Nwsprt. 153,885; Widths 60") (Black ink 5,624,813; Color 318,550) (Presses 80-H-wus, 1-H (COLOR) wus; Controls 32-CW-ac, 46-CW-dc, 16-GE-dc; Cut off 22¾", Color 21½"; ROP Colors 3)(Composing 31-I, 43-L, 2-Lu, 2-M, 2-T; Casters 3-El, 2-M; Feeders 1-I, 24-Ke, 49-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 2-H-r, 1-LE-dp; Scorch'g 2-Al, 2-FOS, 10-StH; Casting 2-H-hbfc#, 6-W-am, 1-W-jr, 6-W-hds#) (Stuffing 2-She-5; Tyers 14-SP)

LOS GATOS TIMES-OBSERVER; Type pg. 15 9/16" × 21"; Cols. 8 (Nwsprt. 216; Widths 66", 52½", 33") (Presses 1-D-wf; Cut off 22¾") (Composing 2-I, 2-L, 1-Lu, 1-M; Casters 1-El; Feeders 1-Ma) (Casting 1-Ha-hbfc)

MADERA NEWS-TRIBUNE; Type pg. 15⅝" × 21"; Cols 8 (Nwsprt. 103; Widths 32¾", 49¼", 65½") (Black ink 3,150) (Presses 1-G-wf) (Composing 4-L, 1-Lu) (Engrav. FSpe) (Casting 1-EK-hbfc)

MARTINEZ CONTRA COSTA GAZETTE; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 260; Widths 33½") (Black ink 10,240) (Presses 4-D-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 5-L, 1-Lu; Casters 1-El; Feeders 4-C, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-HM; Casting 1-D-hbp, 1-D-t#, 1-Ha-hbp) (Tyers 1-Gr)

MODESTO BEE; Type pg. 15¼" × 21¼"; Cols. 8 (Nwsprt. 1,775; Widths 30", 45", 60") (Black ink 43,000; Color 500) (Presses 6-S-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-I, 5-L, 2-Lu; Casters 2-El; Feeders 6-I, 9-Lw, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-S-r; Scorch'g 1-HM, 2-StH; Casting 1-G-hbp, 1-W-hdp#)

MONTEREY PENINSULA HERALD; Type pg. 15 9/16" × 21½"; Cols. 8 (Nwsprt. 933; Widths 31¼", 15¾") (Black ink 51,600; Color 1,500) (Presses 6-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 8-L, 1-Lu; Casters 1-El; Feeders 2-I, 4-Lw, 4-Ma, 2-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-StH; Casting 1-EK-hbfc-t#)

MOUNTAIN VIEW REGISTER LEADER; Type pg. 15½" × 21½"; Cols 8 (Nwsprt. 200; Widths 62", 46½", 31") (Black ink 51,600; Color 600) (Presses 3-G-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 4-I, 1-L, 1-Lu; Casters 1-El; Feeders 7-L) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-Ha-hbfc, 4-H-hbp) (Tyers 1-Wt)

NAPA REGISTER; Type pg. 16¼" × 21 5/16"; Cols. 8 (Nwsprt. 442; Widths 32½") (Black ink 18,000; Color 310) (Presses 1-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 1-I, 5-L, 1-Lu; Casters 1-El) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-Sm; Casting 1-G-hds#, 1-Ha-hbfc, 1-Sw-hds)

OAKLAND TRIBUNE; Type pg. 15½" × 21¼"; Cols. 8 (Nwsprt. 31,700; Widths 61") (Black ink 700,000; Color 120,000) (Presses 24-H-wus, 2-H-wds, Color 1-H-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 34-L, 3-Lu; Casters 3-El; Feeders 1-Jo, 19-Ke, 26-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 2-Ir, 3-StH; Casting 1-H-hbp, 3-W-jr#, 2-W-hds#) (Stuffing 1-She-8; Tyers 2-SP)

OCEANSIDE BLADE-TRIBUNE; Type pg. 16⅝" × 21½"; Cols. 8 (Nwsprt. 150; Widths 33") (Black ink 7,500) (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) Composing 5-I, 1-Lu; TTS 2; Punchers 1; Casters 1-BN; Feeders 1-BN, 5-I, 1-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t, 1-EK-hbfc)

ONTARIO-UPLAND REPORT; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 900; Widths 32", 16") (Black ink 49,030; Color 4,085) (Presses 24-D-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 9-L, 1-Lu; TTS 3; Casters 1-El; Feeders 2-Ba, 4-Ke, 2-Lw, 3-Ma) (Stereo-Mould'g 1-D-r, Scorch'g 1-StH, Casting 1-D-t, 1-EK-hbp) (Tyers 1-Wt, 3-String tyers)

ORANGE NEWS; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 105; Widths 34", 17") (Black ink 400) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 2-L, 1-Lu; TTS 1; Punchers 1; Feeders 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-t, 1-EK-hbp)

OXNARD PRESS-COURIER; Type pg. 16¼" × 21⅛"; Cols 8 (Nwsprt. 354; Widths 33") (Presses 1-G-wds; Cut off 22¾"; ROP Colors 1) (Composing 4-L, 1-Lu; Casters 1-El; Feeders 4-L) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-H; Casting 1-EK-hbfc, 1-H-hbp)

PALM SPRINGS DESERT SUN; Type pg. 16" × 21½"; Cols 8 (Nwsprt. 165; Widths 32") (Presses 4-D-wdt; Controls 1-Wg-ac; Cut off 22¾"; ROP Colors 2) (Composing 1-I, 2-Lap; TTS 1) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha; Casting 1-D-hbp-t, 1-Ha-hbfc)

PALO ALTO TIMES; Type pg. 15 9/16" × 21 7/16"; Cols. 8 (Nwsprt. 1,489; Widths 62", 46½", 31", 15¾") (Black ink 53,646) (Presses 3-G-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 10-I, 1-Lu; Casters 1-El; Feeders 12-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-Ha; Casting 1-G-hbp, 1-Ha-hbp, 1-StH-hds) (Tyers 1-Sa)

PASADENA INDEPENDENT & STAR-NEWS; Type pg. 15 3/16" × 22"; Cols. 8 (Nwsprt. 6,860; Widths 60", 45", 30") (Black ink 235,090) (Presses 8-G-wus; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 18-I, 3-L; Casters 1-El, 2-M; Feeders 13-I, 5-Lw, 2-Ma, 1-To) (Stereo-Mould'g 1-G-r, 1-E-r; Scorch'g 1-Al, 1-Sm; Casting 1-G-hbfc, 1-W-hdp#)

PASO ROBLES PRESS; Type pg. 16⅝" × 20½"; Cols. 8 (Nwsprt. 60; Widths 70", 52½", 35") (Presses 1-G-wf; Cut off 22¾") (Composing 2-I, 1-L, 1-Lu; Casters 1-El; Feeders 2-I, 1-Ke, 1-Sr) (Engrav. FSpe) (Casting 1-G-hbfc)

PETALUMA ARGUS-COURIER; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 158; Widths 66", 33", 47½") (Black ink 7,444) (Presses 1-CP, 1-G-wf; Controls 1-AB-ac; Cut off 22¾") (Composing 6-I, 1-Lu; Casters 1-El; Feeders 3-Ke, 3-Ma, 1-Sr) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

PITTSBURG POST-DISPATCH; Type pg. 16¼" × 21½"; Cols. 8 (Nwsprt. 254; Widths 35", 52½", 70") (Black ink 4,400) (Presses 1-G-wf; Controls 1-CW-ac; Cut off 21½") (Composing 5-I, 1-Lu; Casters 1-El; Feeders 5-I, 1-Ma) (Engrav. FSpe) (Casting 1-EK-hbfc)

POMONA PROGRESS-BULLETIN; Type pg. 15⅝" × 21⅝"; Cols. 8 (Nwsprt. 1,674; Widths 32", 16") (Black ink 58,000; Color 2,600) (Presses 10-D-wdt; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-I, 6-L, 2-Lu; Casters 1-El; Feeders 12-I, 3-Jo) (Stereo-Mould'g 1-G-r; Scorch'g 1-HM, 1-StH; Casting 1-EK-hbfc, 1-G-t#)

REDDING RECORD SEARCHLIGHT; Type pg. 15¾" × 20½"; Cols. 8 (Nwsprt. 406; Widths 16", 32", 48") (Black ink 15,000; Color 250) (Presses 1-G-wds; Cut off 21⅝"; ROP Colors 1) (Composing 5-L, 1-Lu; Casters 1-El; Feeders 4-Ke, 1-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Si, 1-StH; Casting 1-EK-hbp, 1-SL-hbfc)

REDLANDS FACTS; Type pg. 15.659" × 22"; Cols. 8 (Nwsprt. 175; Widths 62", 46½", 31") (Presses 2-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 4-L, 1-Lu; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-Ha, 1-StH; Casting 1-EK-hbp, 1-W-sp#)

REDWOOD CITY TRIBUNE; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. 897; Widths 15½", 31") (Black ink 32,246; Color 1,345) (Presses 4-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-I, 5-L, 1-Lu; Casters 1-El; Feeders 10-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Si, 1-StH; Casting 1-G-t#, 1-H-hbfc) (Tyers 2-Gr)

RICHMOND INDEPENDENT; Type pg. 15⅝" × 22¼"; Cols. 8 (Nwsprt. 2,141; Widths 64", 48", 32") (Black ink 95,000; Color 1,950) (Presses 5-G-wus; Controls 1-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 3-I, 10-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 15-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-FOS, 2-StH; Casting 1-EK-hbfc, 1-W-hdp#)

RIVERSIDE PRESS & ENTERPRISE; Type pg. 15¼" × 21⅝"; Cols. 8 (Nwsprt. 2,995; Widths 60") (Black ink 131,629; Color 2,093.5) (Presses 6-S-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-I, 12-L, 2-Lu; TTS 5; Punchers 4; Casters 2-El) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-H-hbfc, 1-W-sp) (Tyers 1-Cr)

ROSEVILLE PRESS-TRIBUNE; Type pg. 12⅝" × 21"; Cols. 8 (Nwsprt. 120; Widths 35", 17") (Black ink 1,200) (Presses 2-CP-sf, 1-D-wf, 1-Ky-sf; Cut off 22¾") (Composing 1-I, 2-L; Casters 1-El; Feeders 3-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-McF-dp; Casting 1-Ha-hbp)

SACRAMENTO BEE; Type pg. 15 3/16" × 21 15/16"; Cols. 8 (Nwsprt. 14,882; Widths 60", 45", 30") (Black ink 453,604; Color 12,750) (Presses 14-S-wus; Controls 4-GE-ac, 7-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 23-I; Casters 2-El; Feeders 18-I, 6-Lw, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-LE-dr, 1-S-r; Scorch'g 1-ER, 1-Si, 3-StH; Casting 2-W-hdp#) (Tyers 2-SP)

SACRAMENTO UNION; Type pg. 15" × 21¼"; Cols. 8 (Nwsprt. 2,574; Widths 15½", 31") (Black ink 76,000; Color 3,000) (Presses 6-G-wus) (Composing 9-I, 1-Lu) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-EK-hbfc, 1-G-hbdt#)

SALINAS CALIFORNIAN; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 737.2; Widths 15½", 31") (Black ink 19,500; Color 560) (Presses 8-G-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-I, 2-L; Casters 1-El; Feeders 3-Ma, 7-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t, 1-G-hbp, 1-G-hbfc) (Tyers 3-Gr)

SAN BERNARDINO SUN & TELEGRAM; Type pg. 15 7/32" × 21 13/32"; Cols. 8 (Nwsprt. 5,320; Widths 60") (Black ink 200,9.6; Color 5,800) (Presses 4-G-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 14-I, 2-Lu; TTS 5; Punchers 8; Casters 2-M; Feeders 11-Lw, 6-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 1-ER, 1-HM, 1-Si, 2-StH; Casting 1-EK-hbfc, 1-G-hbfc, 2-W-hdp#)

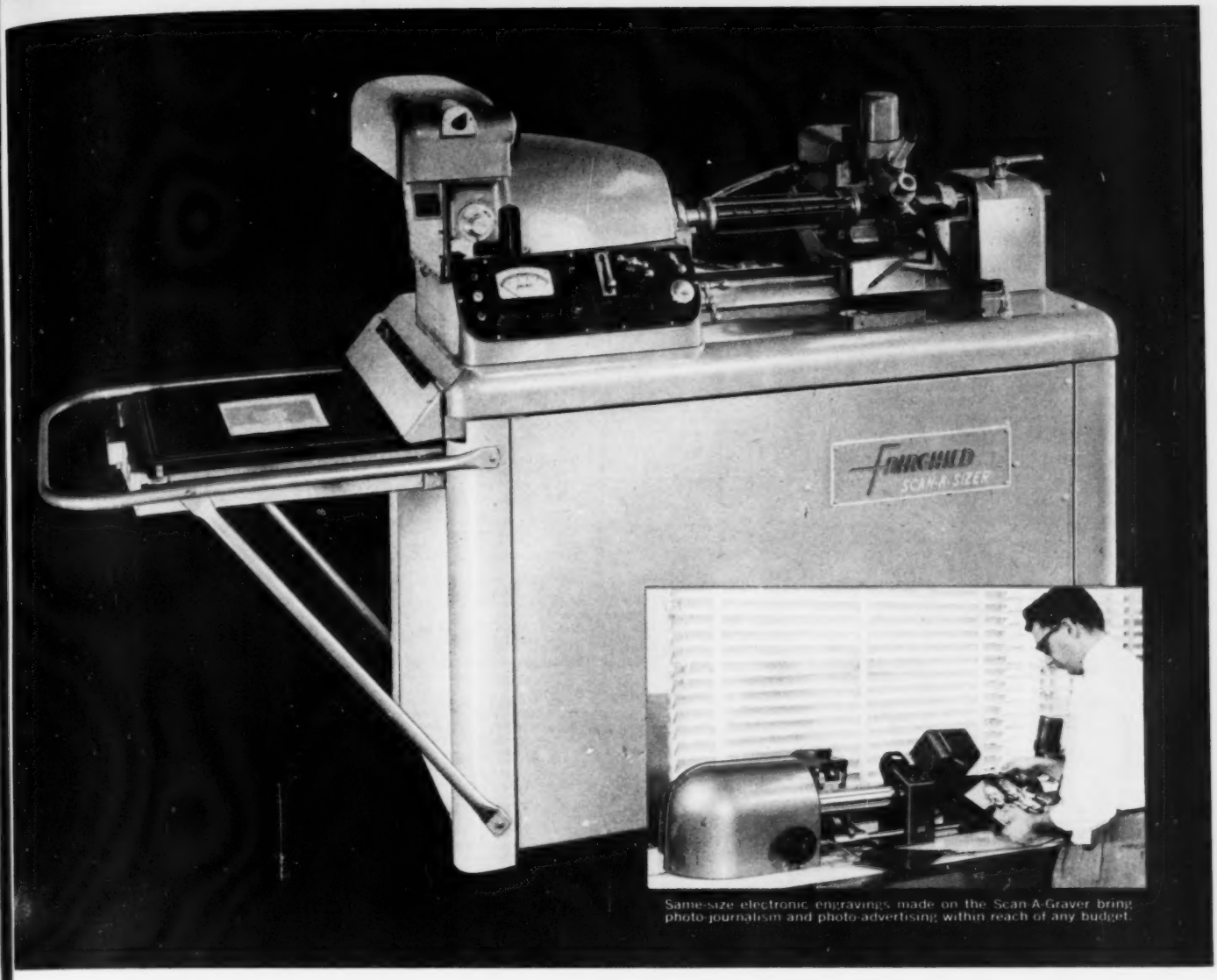
SAN DIEGO UNION & TRIBUNE; Type pg. 15 9/16" × 22"; Cols. 8 (Nwsprt. widths 63") (Black ink 1,010,000; Color 29,376) (Presses 12-G-wus, 5-H-wus; Controls 3-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 14-I, 12-L, 3-Lu; TTS 10; Punchers 10; Photo-composers 2-I; Casters 2-El, 1-M; Feeders 10-I, 17-Lw, 1-Ma, 4-Sr) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 2-Au, 1-Sm; Casting 1-G-hbfc, 3-W-hdp#) (Tyers 2-Wal)

SAN FERNANDO VALLEY TIMES; Type pg. 15 9/16" × 21¼"; Cols. 8 (Nwsprt. 2,862; Widths 62", 46½", 31") (Black ink 45,035; Color 1,365) (Presses 7-H-wus; Controls 1-CH-dc; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 8-L, 1-Lu; TTS 2; Casters 1-El; Feeders 17-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-Ir, 1-Sm; Casting 1-StH-hbfc, 1-W-hdp#)

SAN FRANCISCO CALL-BULLETIN; Type pg. 15 3/16" × 20½"; Cols. 8 (Nwsprt. 9,000; Widths 60", 45", 30") (Presses 5-G-wds, 12-H-wus; Controls 1-CW-dc, 1-CH-dc; Cut off 21½"; ROP Colors 3) (Composing 10-I, 22-L, 2-Lu; Casters 3-El; Feeders 14-C, 16-I, 1-Lw, 3-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-H-r; Scorch'g 2-H, 3-StH; Casting 1-EK-hbfc, 1-Ha-hbfc, 1-H-hbdt, 1-StH-hbfc, 2-W-jr#, 1-W-sta#, 1-W-hds#) (Tyers 2-SP)

SAN FRANCISCO EXAMINER; Type pg. 15 3/16" × 20⅛"; Cols. 8 (Nwsprt. widths 60", 60⅝") (Black ink 1,906,378; Color 98,648) (Presses 12-H-wds, 21-S-wus; Controls 1-CH-ac, 1-CW-dc, 3-CH-dc, 1-Mr-dc; Cut off 21½"; ROP Colors 3) (Composing 28-I, 36-L, 3-Lu; Casters 1-El, 5-M; Feeders 13-I, 43-Lw, 18-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-LE-dp; Scorch'g 1-Al, 6-Au, 1-HM, 3-H Casting 1-H-hbp, 3-W-am-jr-sts, 2-hds) (Stuffing 3-She-24; Tyers 5-SP)

(Continued on Page 258)



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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 256)

SAN FRANCISCO NEWS; Type pg. 15¼" × 23"; Cols. 8 (Nwsprt. widths 60", 45", 30") (Presses 12-G-wus Controls 3-CH-dc; Cut off 23-9/16"; ROP Colors 3) (Composing 4-I, 25-L, 2-Lu; TTS 8; Casters 2-El, 2-M Feeders 35-Ma) (Engrav. pc.) (Stereo-Mould'g 1-D-r, 1-G-r, Scorch'g 1-HM, 2-Ir, 3-StH. Casting 1-G-hdbt, 1-G-hbfc, 2-W-jr, 1-W-hds) (Tyers 4-Gr)

SAN FRANCISCO WALL STREET JOURNAL; Type pg. 16.416" × 21.562"; Cols. 6 (Nwsprt. 1,900; Widths 33", 16½") (Black ink 50,000) (Presses 6-D-wdt; Controls 1-CW-ac; Cut off 22¾") (Composing 12-I, 1-Lu; Casters 1-El; Feeders 13-I, 1-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha; Casting 1-EK-am-t#)

SAN JOSE MERCURY & NEWS; Type pg. 15¼" × 22¼"; Cols. 8 (Nwsprt. 9,017; Widths 60", 45", 30") (Black ink 314,291; Color 13,499) (Presses 8-G-wus; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 26-L, 2-Lu; Casters 2-El, 1-M; Feeders 6-Lw, 25-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-MTO, 2-Sm, 2-StH; Casting 1-G-hbfc, 1-H-hbp, 1-W-hdp#) (Tyers 1-SP)

SAN LEANDRO NEWS; Type pg. 15½" × 20"; Cols. 8 (Nwsprt. 660; Widths 15½", 31", 62") (Black ink 19,842; Color 265) (Presses 3-G-wds; Controls 1-CW-ac; Cut off 21½"; ROP Colors 2) (Composing 1-I, 6-L, 2-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 2-C, 4-I, 3-Ma, 1-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-Ir, 1-StH; Casting 1-H-hbp, 1-W-sp#)

SAN LUIS OBISPO TELEGRAM-TRIBUNE; Type pg. 15⅛" × 20½"; Cols. 8 (Nwsprt. 345; Widths 16", 32") (Black ink 12,065; Color 304) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 21½"; ROP Colors 2) (Composing 3-I, 2-L, 1-Lu; Casters 1-El; Feeders 2-I, 2-Lw, 1-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-MTO, 1-Si, 1-StH; Casting 1-H-hbp, 1-Sw-hbfc) (Tyers 1-Gr)

SAN MATEO TIMES; Type pg. 15 13/16" × 21½"; Cols. 6 (Nwsprt. 1,912; Widths 32") (Black ink 39,133; Color 2,743) (Presses 6-G-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 12-L, 2-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 2-Ke, 1-Lw, 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-HM, 1-StH; Casting 1-EK-hbfc, 1-G-hbp)

SAN PEDRO NEWS-PILOT; Type pg. 16 3/16" × 20"; Cols. 8 (Nwsprt. 410; Widths 33", 48", 64") (Black ink 16,000; Color 350) (Presses 2½-G-wds; Controls 1-GE-ac; Cut off 21½"; ROP Colors 3) (Composing 2-I, 4-L, 1-Lu; TTS 1; Casters 1-M; Feeders 8-Lw) (Stereo-Mould'g 1-G-r; Scorch'g 2-Si, 1-StH; Casting 1-W-sp)

SAN RAFAEL INDEPENDENT-JOURNAL; Type pg. 15 5/16" × 21½"; Cols. 8 (Nwsprt. 1,128; Widths 32") (Black ink 42,000; Color 1,500) (Presses 6-G-wus; Controls 1-Re-ac, 1-Re-dc; Cut off 22¾"; ROP Colors 2) (Composing 9-L, 1-Lu; Casters 1-El; Feeders 10-Lw) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-Ha, 1-StH; Casting 1-G-#, 2-Ha-hbfc)

SANTA ANA REGISTER; Type pg. 15 11/32" × 22"; Cols. 8 (Nwsprt. 4,000; Widths 63") (Black ink 98,000; Color 1,049) (Presses 5-S-wus; Controls 1-CW-dc; Cut off 22¾"; ROP Colors 3) (Composing 12-I, 1-L, 2-Lu; TTS 5; Punchers 4; Casters 2-El; Feeders 12-I, 4-Lw, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-Sm, 1-StH; Casting 1-G-hbfc, 1-W-hdp#)

SANTA BARBARA NEWS-PRESS; Type pg. 15 13/18" × 21½"; Cols. 8 (Nwsprt. 1,800; Widths 32", 48", 64") (Black ink 52,000; Color 2,000) (Presses 5-G-wus; Controls 2-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 7-I, 8-L, 1-Lu; TTS 3; Punchers 2; Casters 2-El; Feeders 7-I, 11-Lw) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Sh, 2-StH; Casting 1-G-hbp-hbfc-hdp#) (Tyers 1-Gr)

SANTA CRUZ SENTINEL-NEWS; Type pg. 15⅛" × 21"; Cols. 8 (Nwsprt. 541; Widths 31⅛", 15⅛") (Black ink 16,026; Color 289) (Presses 1-CP, 5-D-wut, 2-Kl, 1-Me; Controls 1-CH-ac; Cut off 22¾") (Composing 8-L, 1-Lu; Casters 1-El; Feeders 1-Ke, 7-Ma, 2-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-t#, 1-EK-hbfc)

SANTA MARIA TIMES; Type pg. 15⅛" × 21 5/16"; Cols. 8 (Nwsprt. 143.8; Widths 32", 16") (Black ink 5,000; Color 50) (Presses 2-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 4-L, 1-Lu; Casters 1-El; Feeders 2-Jo, 4-Lw) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-A-hbp, 1-G-t)

SANTA MONICA OUTLOOK; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 1,420; Widths 62") (Black ink 54,000; Color 530) (Presses 5-G-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 7-L, 1-Lu; TTS 3; Punchers 4; Casters 1-El; Feeders 45-I, 5-Lw, 26-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sh, 1-StH; Casting 1-W-sp#) (Tyers 1-Sa)

SANTA PAULA CHRONICLE; Type pg. 16⅝" × 19 9/16"; Cols. 8 (Nwsprt. 62; Widths 70", 52½", 35") (Black ink 960) (Presses 1-G-wf) (Composing 3-L, 1-Lu; Casters 1-El) (Scorch'g 1-Si; Casting 1-Ha-hbp)

SANTA ROSA PRESS DEMOCRAT; Type pg. 15 9/16" × 22"; Cols. 8 (Nwsprt. 1,815; Widths 61") (Black ink 49,788; Color 2,080) (Presses 4-S-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-I, 12-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-MTO, 2-StH; Casting 1-EK-hbfc, 1-W-sp) (Tyers 1-Gr)

STOCKTON RECORD; Type pg. 16¼" × 21 13/16"; Cols. 8 (Nwsprt. 467; Widths 65½", 49½", 32¾") (Black ink 167,009) (Presses 7-G-wus; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 20-I, 2-Lu; Casters 3-El, 1-M; Feeders 4-I, 2-Jo, 19-Lw, 1-Sr) (Stereo-Mould'g 1-H-r, 1-S-r; Scorch'g 3-StH; Casting 2-Mi#, 2-G-am) (Tyers 4-Gr)

SUNNYVALE STANDARD; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. 126½; Widths 62", 46½", 31", 15½) (Black ink 18,000; Color 1,000) (Presses 3-G-wds; Controls 1-CE-ac, 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 4-I, 1-L, 1-Lu; Casters 1-El; Feeders 7-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 2-StH; Casting 1-Ha-hbfc, 1-H-hbp) (Tyers 1-Wt)

TAFT MIDWAY DRILLER; Type pg. 16.58" × 21"; Cols. 8 (Presses 2-CP, 1-D-wf, 1-Me) (Composing 3-L; Casters 1-Un; Feeders 4-Ma) (Casting 1-EK-hbp)

TULARE ADVANCE-REGISTER; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 120; Widths 32⅛", 49⅛", 65½") (Black ink 4,875) (Presses 1-CD-wt; Cut off 21½") (Composing 1-I, 4-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-MTO; Casting 1-G-hbp) (Tyers 1-Gr)

TURLOCK JOURNAL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 180; Widths 33½") (Presses 1-G-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 3-I, 1-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-StH; Casting 1-EK-hbfc)

UKIAH DAILY JOURNAL; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 80; Widths 35", 52½", 70") (Black ink 1,800) (Presses 1-D-wf; Controls 1-CW-ac) (Composing 2-I, 2-L; TTS 1; Punchers 1; Feeders 3-I, 1-Ke) (Engrav. FSpe) (Casting 1-EK-hbp)

VALLEJO TIMES-HERALD & NEWS-CHRONICLE; Type pg. 15⅛" × 21½"; Cols. 8 (Nwsprt. 2,500; Widths 29", 32", 48", 64") (Presses 4-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 12-L, 2-Lu; Casters 3-El; Feeders 2-I, 9-Ke, 1-Lw, 2-Ma, 4-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-Sh, 1-StH; Casting 1-Ha-hbfc, 1-W-hdp#)

VENTURA STAR-FREE PRESS; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 1,023; Widths 32", 48", 64") (Black ink 22,475; Color 6,170) (Presses 3-H-wus-ac; Controls 1-CW-ac; Cut off 22¾") (Composing 2-I, 4-L, 1-Lu; Casters 1-El; Feeders 6-Ma) (Engrav. pc) (Stereo-Mould'g 1-S-r; Scorch'g 1-HM, 1-StH; Casting 1-H-hbp)

VISALIA TIMES-DELTA; Type pg. 15⅝" × 21-9/16"; Cols. 8 (Nwsprt. 300; Widths 32") (Black ink 11,095 Color 700) (Presses 1-D-wut; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-I, 6-L, 1-Lu Casters 1-El; Feeders 3-Lw, 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-hbp-t, 1-EK-hbfc)

WATSONVILLE REGISTER-PAJORONIAN; Type pg. 15⅞" × 20⅛"; Cols. 8 (Nwsprt. 225) (Presses 1-G-wus; Controls 1-GE-ac; Cut off 21⅛"; ROP Colors 1) (Composing 4-I, 1-Lu; Casters 1-El) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sm, 1-StH; Casting 1-G-hbp, 1-G-hbfc, 1-G-sts)

WEST COVINA SAN GABRIEL VALLEY TRIBUNE; Type pg. 15¼" × 21½"; Cols. 8 (Nwsprt. 1,800; Widths 60") (Black ink 36,000; Color 2,500) (Presses 7-H-wus; Controls 2-CE-dc; Cut off 22¾"; ROP Colors 3) (Composing 3-I, 6-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 2-StH; Casting 1-W-sp) (Tyers 1-Wt)

WHITTIER NEWS; Type pg. 16½" × 21 7/16"; Cols. 8 (Nwsprt. 931; Widths 32¼") (Black ink 28,570; Color 330) (Presses 6-G-wdt; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-L, 1-Lu; Casters 1-El; Feeders 5-Lw, 1-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-t#, 1-H-hbfc) (Tyers 1-Gr)

WOODLAND DEMOCRAT; Type pg. 17½" × 22½"; Cols. 8 (Nwsprt. 140.6; Widths 35") (Black ink 5,448) (Presses 1-D-wf, 1-Me-sf; Controls 1-SD-ac) (Composing 4-L; Feeders 1-Ke, 2-Lw, 1-Ma) (Engrav. FSpe) (Casting 1-EK-hbp) (Tyers 1-Gr)

YREKA SISKIYOU NEWS; Type pg. 16¾" × 20"; Cols. 8 (Nwsprt. 65; Widths 52½", 70") (Black ink 1,600) (Presses 1-G-wf; Controls 1-CH-ac; Cut off 21½") (Composing 1-I, 2-L, 1-Lu)

COLORADO

ALAMOSA SAN LUIS VALLEY COURIER; Type pg. 15⅛" × 20"; Cols. 8 (Nwsprt. 67.5; Widths 66", 49½", 33") (Black ink 1,760) (Presses 1-G-wf; Controls 1-CH-ac; Cut off 21½") (Composing 1-I, 3-L; TTS 2; Punchers 2; Casters 1-Un; Feeders 5-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbp)

CANON CITY RECORD; Type pg. 16⅝" × 20"; Cols. 8 (Nwsprt. 69; Widths 35", 52½", 70") (Black ink 1,980) (Presses 1-G-wf; Controls 1-Wg-ac; Cut off 22¾") (Composing 3-L; TTS 1; Casters 1-El) (Scorch'g 1-HM; Casting 1-Ha-hbp)

COLORADO SPRINGS FREE PRESS; Type pg. 15.74" × 20½"; Cols. 8 (Nwsprt. 599; Widths 65", 48¾", 32½", 16¼") (Black ink 23,769) (Presses 1-G-wds; Controls 1-Sp-ac; Cut off 21½"; ROP Colors 1) (Composing 3-I, 6-Lap, 1-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-hbp, 1-StH-hbp) (Tyers 1-Gr)

COLORADO SPRINGS GAZETTE-TELEGRAPH; Type pg. 17½" × 21½"; Cols. 9 (Nwsprt. 2,600; Widths 17", 34", 51", 68") (Presses 7-D-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-I, 6-L, 1-Lu; TTS 4; Punchers 4; Casters 2-El; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-If, 1-StH; Casting 1-EK-hbp, 1-No, 1-W-sp) (Tyers 1-Cr)

DENVER POST; Type pg. 15⅝" × 22⅝"; Cols. 8 (Nwsprt. 42,400; Widths 63", 47¼", 31½") (Black ink 1,385,153; Color 315,009) (Presses 30-G-wus, Color 10-G-roto; Controls 5-CW-ac, 1-GE-dc; Cut off 23-9/16", Color 21½"; ROP Colors 3) (Composing 16-I, 24-L, 5-M; Feeders 45-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 1-Al, 1-ER, 1-If, 3-Si, 4-StH; Casting 1-C-hbfc, 1-Sw-hbfc#, 2-W-am, 1-W-jr, 2-W-hds#) (Stuffing 2-She-10; Tyers 4-SP, 1-Wa)

DENVER ROCKY MOUNTAIN NEWS; Type pg. 10¼" × 14½"; Cols. 5 (Nwsprt. 16,572; Widths 60", 45", 30") (Black ink 459,510; Color 33,077) (Presses 14-H-wus; Controls 4-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 10-I, 19-L, 2-Lu; Casters 3-El, 2-M; Feeders 36-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 2-Sd, 2-StH; Casting 2-W-sp#) (Tyers 2-SP)

DURANGO HERALD-NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 87; Widths 35", 52½", 70") (Black ink 3,000) (Presses 1-D-wf; Cut off 22¾") (Composing 3-L; TTS 1; Punchers 1; Casters 1-El; Feeders 4-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbfc)

FORT COLLINS COLORADOAN; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 300; Widths 34") (Black ink 3,600; Color 100) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-HM; Casting 1-D-t#, 1-G-hbfc)

FORT MORGAN TIMES; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 46; Widths 35", 52½", 70") (Black ink 1,760) (Presses 1-D-wf; Controls 1-GE-ac) (Composing 4-L; TTS 1; Casters 1-Un; Feeders 2-Ma) (Scorch'g 1-Ha; Casting 1-EK-hbp)

GRAND JUNCTION SENTINEL; Type pg. 17⅝" × 21¼"; Cols. 9 (Nwsprt. 750; Widths 35") (Black ink 23,850; Color 500) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-I, 9-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 10-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-D-t, 1-G-hbfc) (Tyers 1-Gr)

GREELEY TRIBUNE; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 486; Widths 17", 34") (Black ink 16,800; Color 130) (Presses 1-H-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 3-Ma, 6-Mo) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-H-hbp, 1-W-sp#) (Tyers 1-BST)

LA JUNTA TRIBUNE-DEMOCRAT; Type pg. 15⅝" × 21"; Cols. 8 (Nwsprt. 52.2; Widths 68", 49½", 33") (Presses 1-G-wf; Cut off 22½") (Composing 4-I, 2-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Casting 1-Ha-hbfc)

LAMAR NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 90; Widths 35", 52¼", 70") (Presses 1-G-wf) (Composing 3-L, 1-Lu; Casters 1-El; Feeders 3-Ma) (Stereo-Mould'g 1-Ha-r; Casting 1-Ha-hbp)

LOVELAND REPORTER-HERALD; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 62; Widths 35", 56¼", 70") (Presses 1-D-wf; Controls 1-Wg-ac) (Composing 1-I, 2-L) (Casting 1-EK-hbp)

PUEBLO CHIEFTAIN & STAR-JOURNAL; Type pg. 15 2/3" × 21 15/16"; Cols. 8 (Nwsprt. widths 62", 46", 31") (Black ink 78,000; Color 26,000) (Presses 3-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 4-I, 8-L, 1-Lu; TTS 1; Casters 2-El) (Stereo-Mould'g 4-H-r; Scorch'g 1-Al, 1-StH; Casting 1-H-hbfc, 1-W-hdp#) (Tyers 1-Wt)

ROCKY FORD GAZETTE; Type pg. 15⅝" × 21"; Cols. 8 (Nwsprt. 32.3; Widths 33", 49½", 66") (Presses 1-G-wus; Cut off 22¾") (Composing 3-I, 2-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Casting 1-Ha-hbp)

SALIDA MOUNTAIN MAIL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 24; Widths 35", 52½", 70") (Black ink 120) (Presses 1-D-wf) (Composing 3-L) (Casting 1-Ha-hbfc)

TRINIDAD CHRONICLE-NEWS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 95; Widths 35", 52½", 70") (Black ink 3,500) (Presses 1-CD-wf; Controls 1-AC-ac) (Composing 1-I, 3-L; TTS 1) (Stereo-Mould'g 1-No-r; Casting 1-EK-hbfc, 1-Ha-hbfc)

CONNECTICUT

ANSONIA SENTINEL; Type pg. 15 13/16" × 21"; Cols. 8) (Presses 5-H-wds; Controls 1-CH-ac) (Composing 9-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-H-hbfc, 1-H-am)

BRIDGEPORT HERALD; Type pg. 16⅛" × 20¾"; Cols. 8 (Nwsprt. 2,150; Widths 64", 48", 32", 30", 28") (Black ink 40,000; Color 25,000) (Presses 6-D-wus; Controls 2-CH-ac, 2-GE-ac, 1-Wg-ac; Cut off 21½"; ROP Colors 1) (Composing 9I, 4-L, 2-Lu; Casters 2-El) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-LE-dp; Scorch'g 2-StH; Casting 1-H-hbp-hbfc, 1-W-hdp) (Tyers 2-Wt)

BRIDGEPORT POST-TELEGRAM; Type pg. 16 31/32" × 20½"; Cols. 9 (Nwsprt. 9,800; Widths 68", 51", 34") (Black ink 362,000) (Presses 12-G-wus; Controls 1-CW-ac, 1-CH-ac; Cut off 21½") (Composing 4-I, 18-L, 3-Lu; Casters 4-M; Feeders 29-Ma) (Engrav. 1-pc) (Stereo-Mould'g 2-Gr; Scorch'g 2-StH; Casting 2-Ghbfc, 3-Whdp#)

BRISTOL PRESS; Type pg. 15 11/16" × 21¼"; Cols. 8 (Nwsprt. 550; Widths 16", 32") (Black ink 20,000) (Presses 1-G-wds; Controls 1-CW-ac; Cut off 22¾") (Composing 9-L, 1-Lu; Casters 1-El; Feeders 11-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-Ha-hbfc, 1-H-hbp)

DANBURY NEWS-TIMES; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 767; Widths 31¼", 15⅝") (Black ink 26,850) (Presses 4-H-wds; Controls 1-CH-ac; Cut off 22¾") (Composing 10-L, 2-Lu) (Engrav. FSpe) (Stereo-Mould'g 1-Hr; Scorch'g 1-Sd; Casting 1-H-hbp, 1-H-hbfc)

GREENWICH TIME; Type pg. 15⅛" × 21½"; Cols. 8 (Nwsprt. 359; Widths 64", 48", 32") (Black ink 13,300; Color 100) (Presses 2-H-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-I; TTS 2; Punchers 1; Casters 1-El; Feeders 7-I, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd, 1-StH; Casting 1-G-hbp, 1-Ha-hbfc)

HARTFORD COURANT; Type pg. 15 5/16" × 21¾"; Cols. 8 (Nwsprt. 11,500; Widths 60", 45", 30", 15") (Black ink 300,000) (Presses 5-H-wus, 5-W-wus; Controls 1-CE-ac, 1-GE-ac; Cut off 22¾") (Composing 10-I, 15-L; TTS 8; Punchers 9; Casters 1-El, 3-M; Feeders 2-I, 27-Ma, 1-Sr) (Stereo-Mould'g 2-Hr; Scorch'g 2-Al, 1-AP, 2-FOS; Casting 3-Ghbfc, 2-Whdp#) (Tyers 9-Gr)

HARTFORD TIMES; Type pg. 15¼" × 22½"; Cols. 8 (Nwsprt. 12,000; Widths 61", 45¾", 30½") (Black ink 382,557) (Presses 14-H-wus; Controls 1-CH-ac) (Composing 1-I, 33-L, 1-Lap, 2-Lu; Casters 2-M; Feeders 39-Ma) (Stereo-Mould'g 2-G-r; Scorch'g 1-Ir, 3-StH; Casting 1-W-hbdt#, 2-W-jr#) (Tyers 5-Wt)

MERIDEN RECORD & JOURNAL; Type pg. 17⅝" × 21½"; Cols. 9 (Nwsprt. 1,280; Widths 17¼", 34¼") (Black ink 46,850) (Presses 5-H-wds; Controls 10-GE-ac; Cut off 22¾") (Composing 10-I, 1-Lu; TTS 5; Punchers 4; Casters 1-El; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-FOS, 1-HM; Casting 1-G-hbfc, 1-W-sp#) (Tyers 1-Sa)

MIDDLETOWN PRESS; Type pg. 17½" × 21½"; Cols. 9 (Nwsprt. 681; Widths 17¼", 34½") (Presses 10-D-wdt; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-I, 5-L; Casters 1-El, 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 2-D-t#) (Stuffing 1-Cs; Tyers 2-BST)

NAUGATUCK NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 100; Widths 35", 52½", 70") (Black ink 4,500) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22½") (Composing 5-I, 1-Lu; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Scorch'g 1-FOS; Casting 1-Ahbfc, 1-Hhbp)

NEW BRITAIN HERALD; Type pg. 15.659" × 20.5"; Cols. 8 (Nwsprt. 1,700; Widths 31¾", 47¼", 63") (Black ink 75,000) (Presses 6-H-wus; Controls 2-CE-ac; Cut off 21½") (Composing 16-I, 2-Lu; Casters 2-El; Feeders 10-I, 3-Ma, 7-Sr) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 2-StH; Casting 2-W-sp) (Tyers 2-BST)

NEW HAVEN REGISTER; Type pg. 16 5/16" × 21½"; Cols. 8 (Nwsprt. 12,709; Widths 33", 49½", 66") (Black ink 418,240) (Presses 12-H-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 27-L, 2-Lu; TTS 4; Punchers 4; Casters 2-El) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 2-AP, 3-StH; Casting 1-H-hbp, 1-H-hbfc, 2-W-jr, 1-W-sts, 1-W-hds#)

NEW LONDON DAY; Type pg. 16 1/3" × 21 2/3"; Cols. 8 (Nwsprt. 1,400; Widths 33¼", 49½", 66½") (Black ink 40,000) (Presses 5-H-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 13-I, 1-L, 2-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 17-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-W-sp)

NORWICH BULLETIN-RECORD; Type pg. 16.226" × 21½"; Cols. 8 (Nwsprt. 1,200; Widths 33", 28", 16") (Black ink 65,360) (Presses 8-G-wut; Controls 1-Ce-ac, 2-GE-ac; Cut off 22¾") (Composing 12-L, 2-Lu; Casters 1-El; Feeders 15-Ma) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 2-AP; Casting 1-G-hbp, 1-G-hbfc, 1-G-t#, 1-Ha-hbfc)

(Continued on Page 260)

Only LINOTYPE Gives You All These Money-Making Features

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   unmatched for accuracy, speed
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   stops improper magazine shifting
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   increases casting range 50%
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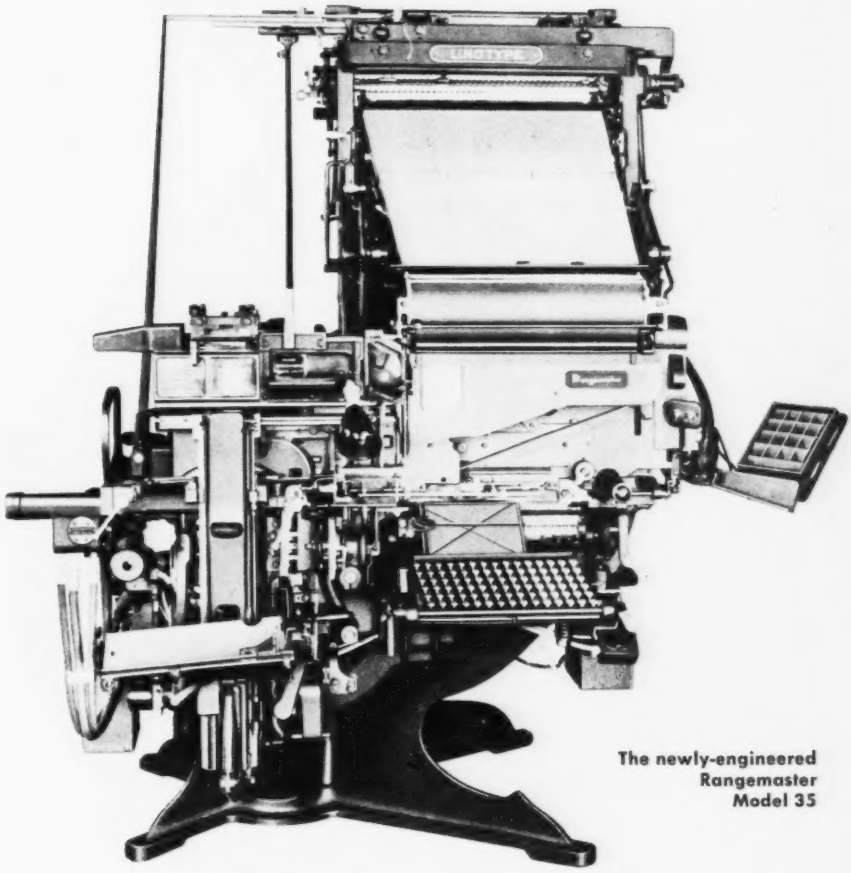
   for positive, uniform matrix release
9. **MICRO-THERM POT**
   for solid slugs, clean faces
10. **MOVABLE ASSEMBLER (Mixer) FRONT**
    eliminates transpositions
11. **POT PUMP SAFETIES**
    prevent casting of loose lines
12. **DOWNSTROKE KNIFE WIPER**
    more efficient, automatic wiping
13. **RIGID CHANNEL ENTRANCE**
    prevents matrix damage
14. **LOW-COST LINERS**
    for fastest measure changes
15. **ADJUSTABLE POT PUMP SPRING**
    assures solid slugs
16. **UNIVERSAL KNIFE BLOCK**
    unmatched accuracy of slug trim
17. **EM, EN, THIN SPACE RELEASE**
    faster assembly of special work
18. **TWO-SPEED ASSEMBLER**
    sets big or little type smoothly
19. **AUTO EJECTOR**
    avoids mold, liner damage
20. **FINGER-TIP SHIFT**
    easiest shift for mixing
21. **THERMO-BLO COOLER**
    no over-heating of molds
22. **RIGID DISTRIBUTOR BOXES**
    prevent matrix damage



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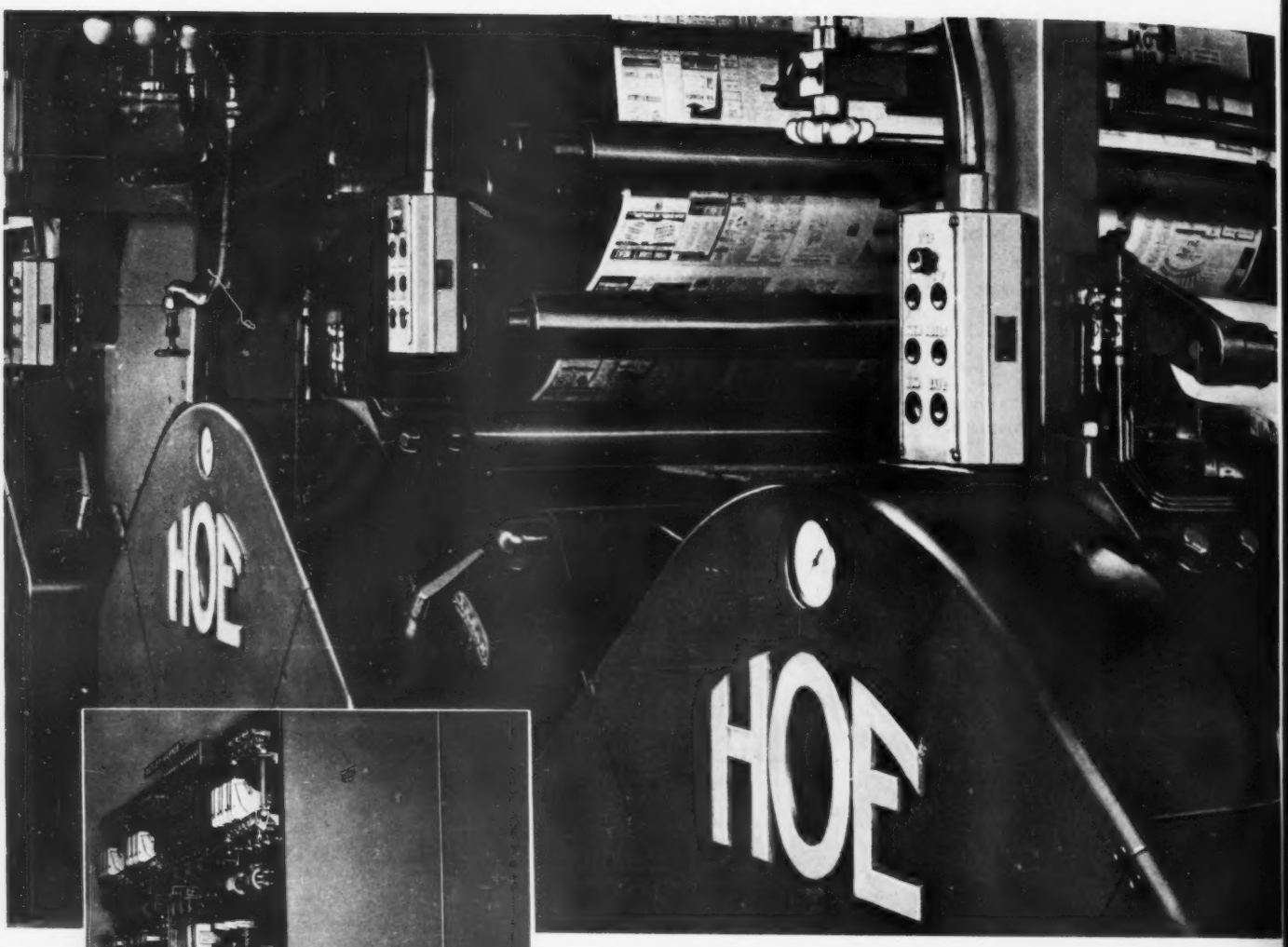
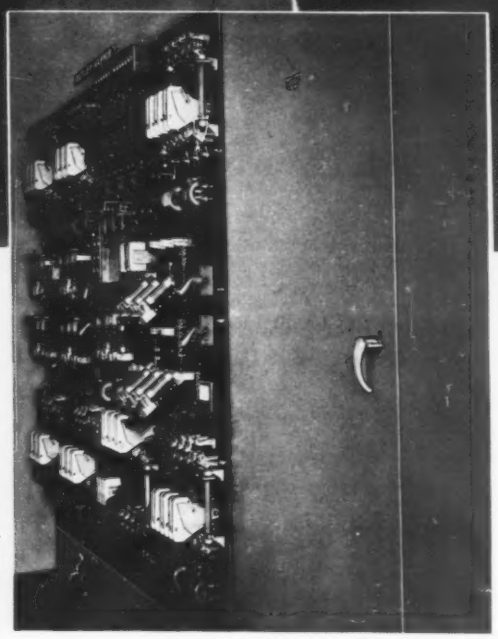
Newark Star-Ledger





Newark, N. J., Star-Ledger installs new 6 unit one folder Hoe Press equipped with Cutler-Hammer Unit Drive. View of press shown above. Cutler-Hammer Control for C-H unit drive shown at side.

CUTLER-HAMMER WEB BREAK DETECTORS

Stop press quickly if web breaks. Web can be rethreaded without latching detectors. Easy to mount.

CUTLER-HAMMER WEB SEVERING DEVICE

A Cutler-Hammer "original" that has resulted in greater total savings than any other single accessory. It instantly slashes broken web close to impression and guards against destructive wrap-arounds and costly delays—resets automatically.

Keep it Simple—Keep it **STURDY**

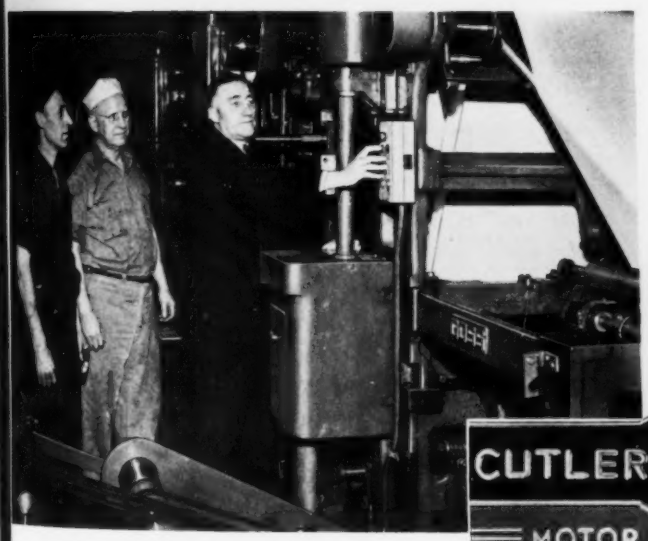
turns to the Keep-it-Simple C-H unit press drive

"All roads may lead to Rome"—but experienced travelers pick the SMOOTH road. The Star-Ledger chooses for its *newest* press addition the Cutler-Hammer Unit Drive system.

In fact, during 1954, '55 and '56, at least twenty-six metropolitan newspaper publishers (list on request) selected Cutler-Hammer Unit Drives for new or additional press installations.

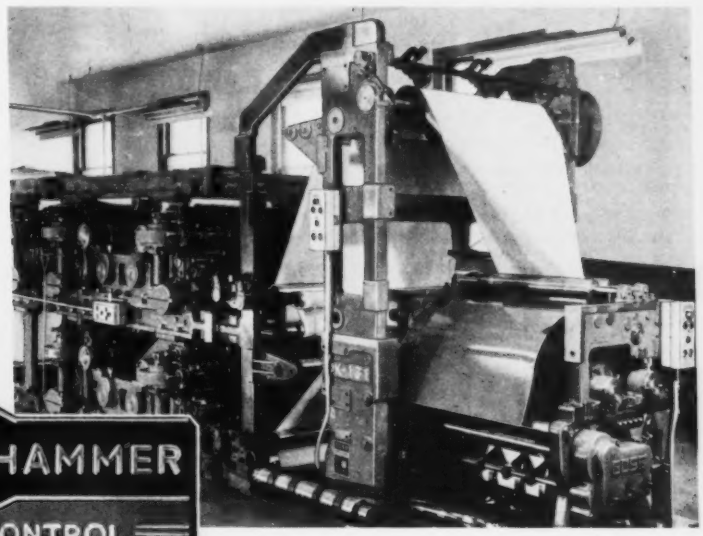
Check into this selection of the "SMOOTH Road". It's the unit press drive *any* plant electrician can manage.

CUTLER-HAMMER, Inc., 1460 St. Paul Ave., Milwaukee 1, Wis.



Marshfield, Wis., News Herald has Cutler-Hammer Drive on Goss Dek-A-Tube Press.

CUTLER·HAMMER
MOTOR CONTROL
C-H



Ludington, Mich., Daily News installs Goss Dek-A-Tube Press with Cutler-Hammer 2-Motor Press Drive. This is similar in type to many Magazine Color & Roto Printing Installations C-H equipped.

Keep it **CUTLER-HAMMER**

MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 258)

STAMFORD ADVOCATE; Type pg. 15 9/16" × 21½"; Cols. 8 (Nwsprt. 1,600; Widths 32", 48", 64") (Black ink 48,000) (Presses 4-S-wus; Controls 2-GE-ac; Cut off 22¾") (Composing 14-L, 2-Lu; TTS 3; Punchers 2; Casters 2-El; Feeders 13-Lw, 3-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd, 1-StH; Casting 1-H-hbfc, 1-W-sp#) (Tyers 2-Gr)

TORRINGTON REGISTER; Type pg. 16 5/16" × 21¼"; Cols. 8 (Nwsprt. 400; Widths 17", 33½") (Black ink 10,000) (Presses 5-H-wus; Controls 1-Sp-ac; Cut off 22¾") (Composing 3-I, 6-L, 1-Lu; TTS 5; Punchers 5; Casters 1-El; Feeders 11-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-H-hbfc, 1-W-hbp)

WATERBURY REPUBLICAN & AMERICAN; Type pg. 16¼" × 22¼"; Cols. 8 (Nwsprt. 5,500; Widths 66", 49½", 33") (Black ink 178,500) (Presses 5-H-wus; Controls 1-CH-ac; Cut off 23 9/16") (Composing 23-L, 2-Lu; TTS 5; Punchers 4; Casters 2-M; Feeders 27-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-FOS, 2-StH; Casting 1-H-hbfc, 1-W-sp, 1-W-hdp#)

WILLIMANTIC CHRONICLE; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 150; Widths 33½", 16¾") (Black ink 4,337) (Presses 1-G-wdt; Controls 1-CH-ac; Cut off 22¾") (Composing 2-I, 3-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-FOS, 1-H; Casting 1-G-t#, 3-H-hbfc)

WINSTED CITIZEN; Type pg. 17" × 22"; Cols. 8 (Nwsprt. 120; Widths 33½", 50¼", 67") (Black ink 2,000) (Presses 1-G-wf; Controls 1-Wg-ac; Cut off 21½") (Composing 4-I, 1-L, 1-Lu; Casters 1-El; Feeders 5-Ma) (Tyers 1-BST)

DELAWARE

WILMINGTON NEWS & JOURNAL EVERY EVENING; Type pg. 15" × 21"; Cols. 8 (Nwsprt. 8,900; Widths 60", 45", 30", 15") (Black ink 250,000; Color 1,715) (Presses 8-G-wus; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 30-L, 2-Lu; Casters 1-El, 3-M; Feeders 36-Ma) (Engrav. FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 2-Al, 2-Si, 1-Sd, 3-StH; Casting 1-G-hbfc, 1-Ha-hbfc, 2-W-hdp#)

DISTRICT OF COLUMBIA

WASHINGTON DAILY NEWS; Type pg. 11 1/6" × 14½"; Cols. 5 (Nwsprt. 11,382; Widths 60") (Black ink 365,000; Color 2,400) (Presses 11-H-wus; Controls 1-GE-ac, 2-CH-dc; Cut off 23 9/16"; ROP Colors 1) (Composing 19-I, 2-Lu; Casters 3-M; Feeders 24-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 3-StH; Casting 2-W-hdp#) (Tyers 4-Gr)

WASHINGTON STAR; Type pg. 15⅝" × 22¼"; Cols. 8 (Nwsprt. 47,149; Widths 62", 46½", 30⅝") (Black ink 1,307,435) (Presses 24-S-wus; Controls 5-CH-dc; Cut off 23 9/16") (Composing 49-L, 3-Lu; Casters 7-M; Feeders 59-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 3-StH, 2-Al, 1-FOS, 2-Sd; Casting 1-G-hbfc, 1-H-hbfc, 4-W-jr, 2-W-hds) (Stuffing 2-She-10; Tyers 3-SP)

FLORIDA

BRADENTON HERALD; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 511; Widths 66", 33", 16¾") (Black ink 19,821; Color 147) (Presses 1-D-wus; Controls 1-CW-ac; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-H-hbp) (Tyers 1-Wt)

CLEARWATER SUN; Type pg. 15 15/16" × 20¼"; Cols. 8 (Nwsprt. 650; Widths 32", 16") (Presses 1-H-wds; Controls 1-GE-ac; Cut off 21½") (Composing 6-I, 1-Lu; TTS 1; Casters 1-El; Feeders 4-I, 3-Ma, 1-Sr) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-H-hbp, 1-H-hbfc)

DAYTONA BEACH NEWS & JOURNAL; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 2,000; Widths 32", 16") (Presses 3½-W-wus; Controls 2-CH-ac; Cut off 23-9/16"; ROP Colors 3) (Composing 8-I, 3-L, 1-Lu; TTS 1; Casters 2-El; Feeders 1-I, 12-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-LE-dp; Scorch'g 1-Al, 1-AP, 1-StH; Casting 1-G-hbp, 1-W-sp) (Tyers 2-Gr)

DELAND SUN NEWS; Type pg. 16¼" × 20½"; Cols. 8 (Nwsprt. 136; Widths 21") (Presses 1-G-wdt; Controls 1-GE-ac) (Composing 5-L, 1-Lu; TTS 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 2-Sd, 1-Si; Casting 1-G-sts-sp, 1-Ha-hbfc)

FORT LAUDERDALE NEWS; Type pg. 15⅝" × 22"; Cols. 8 (Nwsprt. 3,639; Widths 31") (Black ink 145,700; Color 2,248) (Presses 10-G-wut; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 4-I, 14-L, 1-Lu; Casters 1-El; Feeders 1-HM, 4-I, 13-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-G-hbfc, 1-G-t#) (Tyers 1-Gr)

FORT MYERS NEWS-PRESS; Type pg. 15⅝" × 22 7/16"; Cols. 8 (Nwsprt. 548; Widths 32", 16") (Black ink 17,000; Color 1,200) (Presses 1-G-wds; Controls 1-CW-ac; Cut off 22 9/16"; ROP Colors 3) (Composing 4-I, 4-L, 1-Lu; TTS 1; Casters 1-El; Feeders 3-I, 4-Lw, 1-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-StH; Casting 1-H-hbp-hbfc) (Tyers 1-Gr)

FORT PIERCE NEWS-TRIBUNE; Type pg. 16 7/12" × 22"; Cols. 8 (Nwsprt. 221; Widths 34", 17") (Black ink 6,000; Color 350) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 23-9/16"; ROP Colors 1) (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Si; Casting 1-G-hbp)

GAINESVILLE SUN; Type pg. 16½" × 22"; Cols. 8 (Nwsprt. widths 17", 34") (Presses 1-G-wds; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 1-I, 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-Hm-hbp)

JACKSONVILLE FLORIDA TIMES-UNION; Type pg. 15" × 22 5/16"; Cols. 8 (Nwsprt. 16,986; Widths 60", 45", 43¼", 30") (Black ink 602,200; Color 43,600) (Presses 12-H-wus, Color 3-H-wus; Controls 5-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 10-I, 17-L, 3-Lu; TTS 13; Punchers 16; Casters 4-El, 1-M; Feeders 9-I, 14-Ma, 8-MM, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-LE-dp; Scorch'g 2-StH, 2-Al, 1-AP, 2-Si, 1-Sd; Casting 1-G-hbfc, 1-W-jr#, 1-W-hds) (Tyers 2-Wt)

JACKSONVILLE JOURNAL; Type pg. 15⅝" × 23"; Cols. 8 (Presses 6-S-wus; Controls 2-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 14-I, 2-L; TTS 3; Casters 2-El, 1-M) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-AP, 1-StH; Casting 1-G-hbfc, 1-W-hdp#)

KEY WEST CITIZEN; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 215; Widths 32", 16") (Presses 4-D-wdt, 3-G-wds, 1-Ky-sf, 1-Kl-sf, 1-Me; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-Jo, 6-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-H-r; Scorch'g 1-AP, 1-FOS, 2-StH; Casting 1-D-hbp-t, 1-W-sp#, 1-No-hbfc, 2-StH#)

LAKELAND LEDGER; Type pg. 16 21" × 22½"; Cols. 8 (Nwsprt. 800; Widths 48¼", 32½") (Black ink 3,287; Color 100) (Presses 4-G-wus; Controls 1-CE-dc; ROP Colors 1) (Composing 10-L, 1-Lu; TTS 1; Casters 1-El, 1-M; Feeders 11-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-FOS, 1-StH; Casting 1-W-sp#)

LAKE WALES HIGHLANDER; Type pg. 16" × 20½"; Cols. 8 (Nwsprt. 40; Widths 52¾", 70") (Presses 1-D-wf) (Composing 2-L; TTS 1; Feeders 2-Ma) (Engrav. pc) (Casting 1-EK-hbp)

LEESBURG COMMERCIAL; Type pg. 16" × 22"; Cols. 8 (Nwsprt. 60; Widths 70", 52¾", 35") (Black ink 2,500) (Presses 1-G-wf; Cut off 22¾") (Composing 1-I, 3-Lap, 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

MIAMI HERALD; Type pg. 15 9/16" × 23"; Cols. 8 (Nwsprt. 49,815; Widths 31", 46½", 62") (Black ink 1,800,000; Color 63,235) (Presses 20-G-wus, 12-H-wus; Controls 1-CH-ac, 1-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 14-I, 14-L, 3-Lu; TTS 14; Punchers 29; Photo-composers 2-I; Casters 3-El, 2-M; Feeders 31-Ma, 5-Sr) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-LE-dp; Scorch'g 2-Al, 4-Sm, 4-StH; Casting 2-G-hbfc, 1-H-hbfc, 1-am-W, 3-W-jr, 2-W-hds#) (Stuffing 2-She-5; Tyers 2-SP, 6-Wt)

MIAMI BEACH SUN; Type pg. 10¾" × 16"; Cols. 5 (Nwsprt. 540; Widths 33", 49½") (Black ink 32,200; Color 30) (Presses 4-G-wus; Controls 1-CH-dc; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-Lw, 8-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-W-jr, 1-W-sp)

OCALA STAR-BANNER; Type pg. 19½" × 20"; Cols. 8 (Nwsprt. 300; Widths 33½", 16¾") (Black ink 600) (Presses 4-G-wus; Controls 1-GE-ac; Cut off 21½") (Composing 6-L; TTS 2; Punchers 1; Casters 1-El) (Scorch'g 1-StH; Casting 1-G-hbp)

ORLANDO SENTINEL STAR; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 7,000; Widths 32", 48", 64") (Black ink 180,000; Color 6,800) (Presses 12-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 27-L, 2-Lu; Casters 1-El, 2-M; Feeders 32-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-Al, 2-StH; Casting 1-StH-hbp#, 1-StH-hbfc#, 2-W-hdp#)

PALATKA NEWS; Type pg. 16" × 20¼"; Cols. 8 (Nwsprt. 75; Widths 34½", 17¼") (Black ink 3,000) (Presses 1-G-wds; Controls 3-AC-ac) (Composing 4-L; Casters 1-El; Feeders 3-Jo, 1-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-HM; Casting 1-We-am, 1-EK-hbp, 1-Ha-hds, 1-No-am)

PALM BEACH NEWS; Type pg. 14½" × 20¼"; Cols. 7 (Nwsprt. 24.5) (Black ink 600) (Presses 1-Ky-sf, 2-Me-sf; Controls 1-CE-ac) (Composing 4-I, 1-M; Feeders 4-Ma) (Casting 2-A-hbp)

PENSACOLA NEWS & JOURNAL; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. 4,000; Widths 62", 46½", 31") (Black ink 75,000; Color 2,500) (Presses 3-G-wus; Controls 2-Wg-ac; Cut off 22¾") (Composing 3-I, 11-L, 2-Lu; TTS 2; Casters 3-El; Feeders 1-Lw, 14-Ma, 2-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Sh, 1-StH; Casting 1-G-hbfc, 1-W-hdp#) (Tyers 2-Wt)

ST. PETERSBURG TIMES; Type pg. 15½" × 21¼"; Cols. 8 (Nwsprt. 9,605; Widths 59") (Black ink 399,000; Color 12,000) (Presses 8-G-wus; Controls 3-CW-dc; Cut off 22¾"; ROP Colors 3) (Composing 14-I, 4-L, 2-Lu; TTS 7; Punchers 9; Photo-composers 2-I; Casters 2-El, 1-M; Feeders 22-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 2-MTO, 2-StH; Casting 1-EK-hbfc, 1-W-sp, 1-W-hdp#) (Tyers 2-Gr)

SARASOTA NEWS; Type pg. 16⅝" × 21½"; Cols. 8 (Nwsprt. 395; Widths 33½", 16¾") (Black ink 21,000) (Presses 5-H-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-I, 2-Lu; TTS 3; Punchers 4; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP; Casting 1-A-hbfc, 1-G-hbp)

TALLAHASSEE DEMOCRAT; Type pg. 15¼" × 22¾"; Cols. 8 (Nwsprt. 789; Widths 64", 48", 32") (Black ink 27,438) (Presses 1-G-wds; Controls 1-CH-ac; Cut off 23 9/16") (Composing 7-L, 2-Lu; TTS 3; Casters 2-El; Feeders 10-Ma, 1-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha; Casting 1-G-hbfc, 1-StH-#, 1-W-sp) (Tyers 1-Gr)

TAMPA TIMES; Type pg. 15 9/16" × 21 13/16"; Cols. 8 (Nwsprt. 2,226; Widths 62", 46½", 31") (Black ink 9,500; Color 2,000) (Presses 6-D-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 10-L, 2-Lu; Casters 2-M; Feeders 20-Ma) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 2-FOS, 1-StH; Casting 1-G-hbfc, 1-W-sp, 1-W-hdp)

TAMPA TRIBUNE; Type pg. 15 13/16" × 21¼"; Cols. 8 (Nwsprt. 14,425; Widths 64", 48", 32") (Black ink 586,000; Color 36,000) (Presses 10-G-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 25-L, 2-Lu; Casters 4-M; Feeders 25-Ma, 6-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 2-FOS, 2-MTO, 1-Si, 2-StH; Casting 1-G-hbfc, 1-W-jr, 1-W-sts, 1-W-hds, 1-W-hdp#) (Tyers 2-SP)

WEST PALM BEACH POST & TIMES; Type pg. 15 9/16" × 22¼"; Cols. 8 (Nwsprt. 3,442; Widths 62") (Black ink 121,710) (Presses 4-S-wus; Controls 1-CH-ac; Cut off 23 9/16") (Composing 7-I, 8-L; TTS 4; Punchers 4; Casters 1-El, 2-M; Feeders 19-Ma, 1-Sr) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-AP, 1-FOS, 1-StH; Casting 1-G-hbfc, 1-W-sp#) (Tyers 2-Gr)

WINTER HAVEN NEWS-CHIEF; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 155; Widths 34") (Black ink 4,300) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 3-I, 2-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-D-hbp-hbfc-t)

GEORGIA

ALBANY HERALD; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 1,192; Widths 33¾", 16¾") (Black ink 4,810; Color 225) (Presses 6-D-wut, 1-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 8-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 10-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t#, 1-G-hbp) (Tyers 1-Gr)

ATLANTA JOURNAL & CONSTITUTION; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 61,147; Widths 64", 48", 32") (Black ink 2,047,270; Color 84,271) (Presses 32-G-wus; Controls 6-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-I, 36-L, 2-Lu; TTS 6; Punchers 8; Casters 3-El, 6-M; Feeders 52-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dr; Scorch'g 2-AP, 1-Si, 3-StH; Casting 2-W-hds, 1-W-am#, 3-W-jr#, 1-W-sts#, 1-G-hbfc#, 1-H-hbfc) (Stuffing 1-She; Tyers 5-SP)

AUGUSTA HERALD & CHRONICLE; Type pg. 15 13/16" × 21 2/3"; Cols 8 (Nwsprt. 4,662; Widths 32", 48", 64") (Black ink 150,000; Color 600) (Presses 6-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 19-L, 2-Lu; TTS 3; Casters 2-El, 1-M; Feeders 3-Ma, 16-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 2-FOS, 1-Sd, 1-StH; Casting 1-Ha-hbfc, 2-H-hbfc, 1-W-hdp#) (Tyers 3-Gr)

BRUNSWICK NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 200; Widths 17", 34") (Black ink 4,000) (Presses 4-D-wut; Controls 1-CH-ac) (Composing 4-L, 1-Lu; TTS 1; Casters 1-El) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS; Casting 1-D-t, 1-EK-hbfc)

COLUMBUS ENQUIRER & LEDGER; Type pg. 15" × 21¼"; Cols. 8 (Nwsprt. 3,800; Widths 60,45", 30,15") (Black ink 190,000; Color 5,800) (Presses 4-S-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 9-L, 2-Lu; TTS 7; Punchers 4; Photo-composers 2-I; Casters 3-El, 1-M; Feeders 7-Ma, 11-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-ER, 1-FOS, 2-StH; Casting 2-W-hdp) (Tyers 2-Gr)

CORDELE DISPATCH; Type pg. 15⅝" × 21"; Cols. 8 (Nwsprt. 120; Widths 35", 52¾", 70") (Presses 1-D-wf) (Composing 4-L, 1-Lu; Casters 1-El) (Scorch'g 1-Ha; Casting 1-Ha-hbp, 1-H-hbp, 1-No-hbp)

DUBLIN COURIER-HERALD; Type pg. 16" & 21½"; Cols. 8 (Nwsprt. 129; Widths 17", 34") (Black ink 2,946) (Presses 3-S-wds; Controls 1-Wg-ac; Cut off 22¾") (Composing 3-L, 1-Lu; Casters 1-El; Feeders 1-L, 3-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbp, 1-G-hbp)

GAINESVILLE TIMES; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt 200; Widths 35", 52¾", 70") (Black ink 6,000) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 4-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

GRIFFIN NEWS; Type pg. 16.25" × 21.5"; Cols. 8 (Nwsprt. 201; Widths 16¾", 35") (Black ink 4,000) (Presses 1-H-wus; Controls 1-CH-ac) (Composing 4-L, 2-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 7-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-Ha-hbp, 1-H-hbp)

MACON TELEGRAPH and NEWS; Type pg. 15 13/16" × 21¼"; Cols. 8 (Nwsprt. 3,278; Widths 64", 48", 32") (Black ink 20,500; Color 1,250) (Presses 5-H-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 14-L, 2-Lu; TTS 3; Casters 2-El, 1-M; Feeders 5-Ma, 14-Sr) (Stereo-Mould'g 2-G-r; Scorch'g 1-FOS, 1-Si, 1-Sd, 2-StH, Casting 1-G-hbfc, 2-W-hdp#) (Tyers 1-Wt)

MARIETTA JOURNAL; Type pg. 16¼" × 21½"; Cols. 8 (Nwsprt 332; Widths 33", 17¼") (Black ink 13,000) (Presses 6-D-wut; Controls 1-GE-dc; Cut off 22¾") (Composing 1-I, 3-L, 1-Lu; Casters 1-El; Feeders 2-I, 2-Ke) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha; Casting 1-G-t#, 1-Ha-hbfc)

MOULTRIE OBSERVER; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 224; Widths 16", 32") (Black ink 3,000; Color 100) (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-L, 1-Lu; TTS 1; Casters 1-El; Feeders 3-Ma, 3-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-FOS; Casting 1-D-t, 1-Ha-hbp, 1-We-hdp)

ROME NEWS TRIBUNE; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 498; Widths 17", 34") (Black ink 21,170) (Presses 1-G-wds; Controls 1-CH-ac; Cut off 21½") (Composing 7-L, 1-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS; Casting 1-Ha-hbp)

TIFTON GAZETTE; Type pg. 16" × 22¼"; Cols 8 (Nwsprt. 146; Widths 17", 34") (Black ink 4,141; Color 90) (Presses 1-H-wus; Cut off 23 9/16") (Composing 3-L, 1-Lu. Casters 1-El. Feeders 3-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Casting 1-Ha-hbp)

WAYCROSS JOURNAL-HERALD; Type pg. 16⅝" × 21¼"; Cols. 8 (Nwsprt. 254; Widths 16½", 33", 49½", 66") (Black ink 8,100) (Presses 3-G-wds; Controls 1-Wg-ac) (Composing 6-I, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 4-I, 3-Ma, 1-Sr) (Engrav. En) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-Ha-hbfc, 1-W-sp#)

WEST POINT VALLEY TIMES-NEWS; Type pg. 16¼" × 22"; Cols 8 (Nwsprt Widths 68", 51", 34") (Presses 1-H-wus; Controls 1-Sp-ac) (Composing 4-L, 1-Lu; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H; Scorch'g 1-AP; Casting 1-H-hbp, 1-H-sts)

HAWAII

HILO TRIBUNE-HERALD; Type pg. 15⅝" × 21⅛"; Cols. 8 (Nwsprt. 320; Widths 15½", 31", 46½", 62") (Black ink 11,000; Color 450) (Presses 1-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 1-Ir, 1-StH; Casting 1-G-hbfc, 1-H-sts, 1-W-hdp#)

HONOLULU ADVERTISER; Type pg. 15 10/16" × 20⅝"; Cols. 8 (Nwsprt. 4,132; Widths 62") (Black ink 160,593; Color 20,906) (Presses 10-A-wus, 1-D-wus, Color 1-D-wdt, Controls 1-CH-ac, Cut off 21½"; ROP Colors 3) (Composing 19-L, 2-M; TTS 4; Punchers 5; Casters 1-M) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-H-r; Scorch'g 1-StH; Casting 2-W-jr-sts#, 1-D-hbp-sts-t#) (Tyers 2-Gr)

HONOLULU STAR-BULLETIN; Type pg. 15 9/16" × 21¼"; Cols. 8 (Nwsprt. 7,542; Widths 60", 45", 30") (Black ink 287,614; Color 56,581) (Presses 7-H-wus, Color 1-H-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 17-L, 2-Lu, 1-M; Casters 3-El; Feeders 23-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-LE-dp; Scorch'g 2-StH; Casting 1-W-hdp#) (Tyers 1-SP)

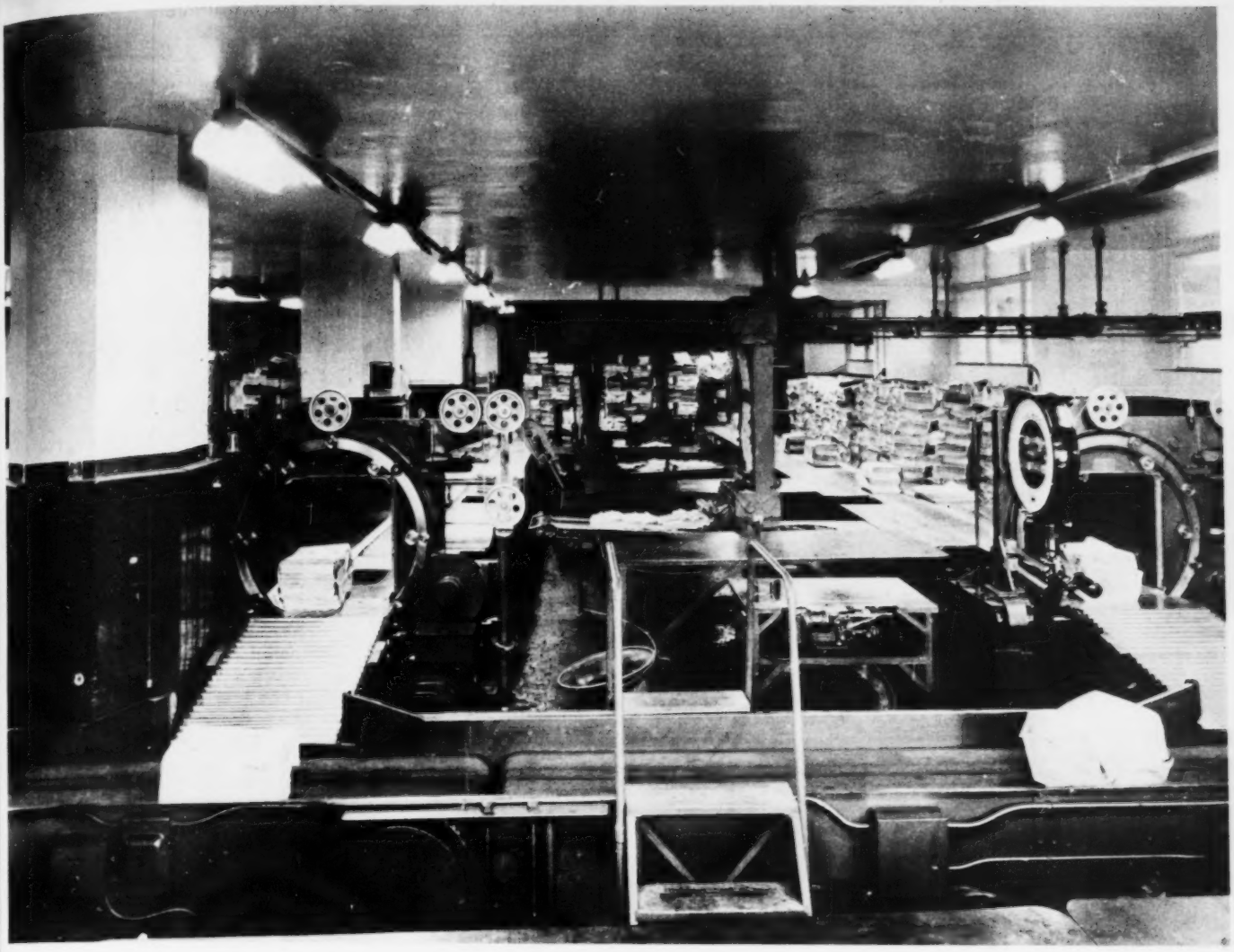
IDAHO

BLACKFOOT BULLETIN; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 50; Widths 66", 49½", 33") (Black ink 820) (Presses 1-CD-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 2-I, 1-L, 1-Lu; Feeders 2-I, 1-L, 1-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

BOISE STATESMAN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 2,400; Widths 15¾") (Presses 3-G-wus; Controls 1-Wg-ac; Cut off 22¾") (Composing 13-I, 2-Lu, 1-M; Casters 1-El; Feeders 16-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 1-FOS, 1-StH; Casting 1-W-sp)

CALDWELL NEWS-TRIBUNE; Type pg. 15.733" × 21"; Cols. 8 (Nwsprt. 86; Widths 33", 49½", 66") (Black ink 5,000) (Presses 1-B-sf, 1-Cp-sf, 1-G-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L; Casters 1-El; Feeders 3-Ke, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-No; Casting 1-Ha-hbp)

(Continued on Page 264)



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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 262)

KELLOGG NEWS; Type pg. 16⅝" × 20¼"; Cols. 8 (Nwsprt. 80; Widths 35", 52½") (Black ink 300) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22½") (Composing 3-I, 1-Lu; Casters 1-El; Feeders 3-I, 1-Sr) (Casting 1-EK)

IDAHO FALLS POST-REGISTER; Type pg. 15⅛" × 21½"; Cols. 8 (Nwsprt. 722; Widths 32") (Black ink 24,836) (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 6-I, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-dp; Scorch'g 1-StH; Casting 1-D-t#, 1-Ha-hbp) (Tyers 1-Gr)

MOSCOW IDAHONIAN; Type pg. 16¾" × 21"; Cols. 8 (Nwsprt. 225,000; Widths 70", 52½", 35") (Presses 1-G-wf; Controls 1-CW-ac) (Composing 1-I, 4-L; TTS 1; Casters 1-El; Feeders 5-L) (Scorch'g 1-Ha; Casting 1-Ha-hbp, 1-Ha-hbfc, 1-Ha-hds)

NAMPA IDAHO FREE PRESS; Type pg. 15⅛" × 21"; Cols 8 (Nwsprt. 188.4; Widths 33", 49½", 66") (Black ink 6,970) (Presses 1-G-wf; Controls 1-CW-ac)(Composing 5-L, 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Si; Casting 1-EK-hbp)

POCATELLO IDAHO STATE JOURNAL; Type pg. 15⅝" × 21⅛"; Cols. 8 (Nwsprt. 542; Widths 16", 32") (Black ink 19,000; Color 500) (Presses 6-D-wdt; Controls 1-GE-ac; ROP Colors 1) (Composing 1-I, 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-I, 5-L, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-hbp#, 1-EK-hbfc) (Tyers 1-Gr)

TWIN FALLS TIMES-NEWS; Type pg. 16¼" × 21⅛"; Cols. 8 (Nwsprt. 750; Widths 33") (Black ink 31,000; Color 600) (Presses 6-G-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-L, 1-Lu; Casters 1-El; Feeders 7-Ke, 1-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-hbp-t#)

WALLACE NORTH IDAHO PRESS; Type pg. 15¾" × 21"; Cols. 8 (Presses 1-G-wf; Cut off 23-9/16") (Composing 3-Lap) (Casting 1-G-am)

ILLINOIS

ALTON TELEGRAPH; Type pg. 17½" × 22⅜"; Cols. 9 (Nwsprt. 1,712; Widths 70", 52½", 35") (Black ink 617,234) (Presses 5-H-wus, Controls 1-CH-ac) (Composing 2-I, 10-L, 2-Lu; TTS 2, Punchers 1, Casters 2-El) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-AP, 1-Au; Casting 1-EK-hbfc, 1-G-hbfc, 1-W-sp) (Tyers 3-Gr)

AURORA BEACON-NEWS; Type pg. 15 21/32" × 22"; Cols 8 (Nwsprt. 2,200; Widths 62½") (Black ink 72,000; Color 750) (Presses 1-G-wus; Controls 3-CW-ac, Cut off 22¾"; ROP Colors 1) (Composing 7-I, 7-L, 2-Lu, 2-M; TTS 1; Casters 1-El; Feeders 3-I, 14-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 2-StH; Casting 1-G-hbp, 1-W-sp) (Tyers 2-Wt)

BEARDSTOWN ILLINOIAN-STAR; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 47.5; Widths 58¾", 70") (Black ink 550) (Presses 1-D-wf) (Composing 1-I, 2-L) (Casting 1-EK-hbp)

BELLEVILLE ADVOCATE; Type pg. 17½" × 21¾"; Cols. 9 (Nwsprt. 511; Widths 35", 17½") (Black ink 17,000) (Presses 3-H-wus; Controls 1-GE-ac, 1-Sp-ac; Cut off 22¾") (Composing 7-L; Casters 1-El; Feeders 3-Lw, 3-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-H-hbp, 1-H-hbfc)

BELLEVILLE NEWS-DEMOCRAT; Type pg. 17 11/16" × 21½"; Cols. 9 (Nwsprt. 425 Widths 35", 17½") (Presses 1-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-I, 7-L, 2-Lu, 2-M; TTS 1; Casters 1-El; Feeders 3-I, 14-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 2-StH; Casting 1-G-hbp, 1-W-sp) (Tyers 2-Wt)

BELVIDERE REPUBLICAN; Type pg 16½" × 21"; Cols. 8 (nwsprt. 90; Widths 70", 52½", 35") (Black ink 4,410) (Presses 1-CP, 1-G-wus, 1-Me; Cut off 22¾") (Composing 4-L, 1-Lu, TTS 2, Punchers 2; Casters 1-El; Feeders 4-L) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

BENTON NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. Widths 35", 52½", 70") (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L; Casters 1-BN; Feeders 4-Ma) (Engrav. FSpe) (Casting 1-EK-hbp)

BLOOMINGTON PANTAGRAPH; Type pg. 15 11/16" × 21½"; Cols. 8 (Nwsprt. 2,137; Widths 62", 46½", 31") (Black ink 80,240; Color 500) (Presses 4-G-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 2-Lu; TTS 3; Punchers 5; Casters 1-El, 2-M; Feeders 18-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-G-hbfc, 1-W-sp, 1-W-hdp#)(Stuffing 1-She-4; Tyers 2-Gr)

CAIRO CITIZEN; Type pg. 15⅜" × 21¼"; Cols. 8 (Nwsprt. 248; Widths 32", 16") (Black ink 7,700) (Presses 1-D-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 6-L, 1-Lu; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd; Casting 1-G-hbp-t#)

CARBONDALE-HERRIN-MURPHYSBORO SOUTHERN ILLINOISAN; Type pg. 15⅜" × 20¾"; Cols. 8 (Nwsprt. 740; Widths 31¼", 15¾") (Black ink 29,200) (Presses 3-G-wds; Controls 1-CW-ac; Cut off 21½") (Composing 3-I, 7-L; TTS 5; Punchers 4; Casters 1-El; Feeders 11-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 1-StH; Casting 1-EK-hbfc, 1-W-sp) (Tyers 1-Gr)

CARMI TIMES; Type pg. 16½" × 21"; Cols. 8 (Nwsprt 172; Widths 70") (Black ink 6,900) (Presses 1-D-wf; Controls 1-CW-ac) (Composing 6-L, 1-Lu; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-Ha; Scorch'g 1-Ha; Casting 1-Ha-hbfc)

CASEY REPORTER; Type pg. 10¼" × 16½"; Cols. 5 (Nwsprt. 10) (Black ink 230) (Presses 1-Ky-sf, 1-Kl, 1-Me-sf; Controls 1-CW-ac) (Composing 2-L) (Casting 1-EK-hbfc)

CENTRALIA SENTINEL; Type pg. 16¼" × 21¼"; Cols. 8 (Nwsprt. 379; Widths 34", 17") (Black ink 10,800; Color 100) (Presses 6-D-wus, wut; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-EK-hbp, 1-EK-hbfc, 1-G-hbp, 1-G-t#, 1-Km-hbp) (Tyers 1-Wt)

CHAMPAIGN-URBANA COURIER; Type pg. 15⅝" × 20¾"; Cols. 8 (Nwsprt. 1,720; Widths 31¼", 15¾") (Black ink 62,400) (Presses 4-G-wds; Controls 1-CW-ac; Cut off 21½") (Composing 4-I, 5-L, 1-Lu; TTS 5; Punchers 4; Casters 1-El; Feeders 11-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 1-StH; Casting 1-EK-hbfc, 1-W-sp) (Tyers 1-Gr)

CHARLESTON COURIER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 114; Widths 35", 52½", 70") (Black ink 4,500) (Presses 1-D-wf; Cut off 22½") (Composing 3-L; Feeders 2-Ke, 1-Ma) (Engrav. FSpe) (Casting 1-EK-hdp)

CHICAGO AMERICAN; Type pg. 15¼" × 20½"; Cols. 8 (Nwsprt. 48,510; Widths 60") (Black ink 1,736,864; Color 168,150) (Presses 16-G-wds, 46-H-wds, 6-S-wus; Cut off 21½"; ROP Colors 1) (Composing 24-I, 30-L, 4-Lu, 1-M; Casters 2-El, 2-M) (Engrav. pc) (Stereo-Mould'g 2-H-r, 2-LE-dp; Scorch'g 2-Al, 2-AP, 5-StH; Casting 1-H-hbdt 5-W-am, 1-W-jr, 4-W-sts, 2-W-hds)

CHICAGO NEWS; Type pg. 14⅛" × 22 11/16"; Cols. 8 (Nwsprt 60,000; Widths 60", 45", 30") (Black ink 2,250,000; Color 30,000) (Presses 12-G-wus, 60-H-wus; Controls 2-CH-ac, 16-CH-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 10-I, 51-L, 2-Lu, 1-M, 1-T; Casters 3-M; Feeders 68-Ma) (Engrav. pc) Stereo-Mould'g 2-G-r, 1-H-r; Scorch'g 2-Ir, 4-StH, 4-Tt; Casting 2-G-hbfc, 2-H-hbdt, 6-W-am, 6-W-hds) (Tyers 14-SP)

CHICAGO SUN TIMES; Type pg. 11⅛" × 14 9/16"; Cols. 6 (Nwsprt. 50,000; Widths 60½", 45", 30") (Black ink 2,000,000; Color 100,000) (Presses 38-G-wus; Controls 3-CW-ac, 6-CW-dc; Cut off 23 9/16"; ROP Colors 1) (Composing 46-L, 4-Lu; TTS 3; Punchers 3; Casters 2-El, 4-M; Feeders 4-Jo, 52-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 2-Al, 1-Ha, 4-StH; Casting 1-Ha-hbfc, 4-Wood-am, 1-W-sts, 2-W-hds) (Stuffing 3-She-5; Tyers 3-SP, 1-Wal)

CHICAGO TRIBUNE; Type pg. 15 3/16" × 22 25/32"; Cols. 8 (Nwsprt. 207,600; Widths 60", 45", 30", 15") (Black ink 6,500,000; Color 3,675,000) (Presses 126-G-wus, Color 16-G-comic, 30-G-roto; Controls 30-CW-ac; Cut off 23 9/16", Color 21 1/16", 21½"; ROP Colors 3) (Composing 26-I, 83-L, 4-Lu; TTS 8; Punchers 8; Casters 3-El, 5-M, 1-L; Feeders 122-Ma) (Engrav. pc) (Stereo-Mould'g 7-G-r, 2-LE-dp, 1-OS-dp, Scorch'g 3-Al, 12-StH; Casting 2-G-hbp, 2-G-hbdt, 4-G-hbfc, 10-W-am, 10-W-hds, 2-W-hdp#) (Stuffing 2-She; 14-Hv; Tyers 18-SP, 10-Gr)

CHICAGO WALL STREET JOURNAL; Type pg. 16 5/16" × 21¼"; Cols. 6 (Nwsprt. 4,789) (Black ink 112,030) (Presses 4-G-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 1-I, 24-L, 1-Lu; ETS 10; Casters 1-El; Feeders 27-Ma) (Stereo-Mould'g 2-G-r; Scorch'g 1-AP, 2-StH; Casting 1-G-hbp, 2-W-sp#)

CLINTON JOURNAL-PUBLIC; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 29; Widths 35", 52½", 70") (Presses 1-G-wf; Cut off 22¾") (Composing 3-L; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-HM)

DANVILLE COMMERCIAL-NEWS; Type pg. 15½" × 21¼"; Cols. 8 (Nwsprt. 2,000; Widths 62", 46½", 31") (Black ink 79,480) (Presses 4-G-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 14-L, 1-Lu; TTS 2; Casters 1-El, 1-M; Feeders 4-Ke, 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-S-r, Scorch'g 1-FOS, 1-StH Casting 1-OS-hbfc, 1-W-sp) (Tyers 3-Gr)

DECATUR HERALD & REVIEW; Type pg. 15⅝" × 20¾"; Cols. 8 (Nwsprt. 4,500; Widths 62½", 31¼", 46¾") (Black ink 165,500) (Presses 4-G-wds; Controls 1-CW-ac; Cut off 21½") (Composing 6-I, 4-L, 1-Lu; TTS 4; Punchers 4; Casters 1-El, 1-M; Feeders 13-Ma) (Engrav. pc, En) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 1-HM, 1-StH; Casting 1-EK-hbfc, 1-W-hdp#) (Tyers 2-Gr)

DE KALB CHRONICLE; Type pg. 17 2/3" × 21½"; Cols. 9 (Nwsprt. 359; Widths 17½", 35", 52½", 72") (Black ink 900) (Presses 2-S-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 4-I, 3-L; Casters 1-El; Feeders 8-Mo) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-Ha, 1-StH; Casting 1-G-hbp, 1-W-sp#)

DIXON TELEGRAPH; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 310; Widths 33", 16½") (Black ink 12,000; Color 1,500) (Presses 6-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-I, 2-Lg, 1-Lu; Casters 1-El; Feeders 5-I, 2-Ma) (Engrav. pc) (Stereo-Mould'g 1-LE-dp; Scorch'g 1-Al, 1-AP, 1-StH; Casting 1-D-t#, 1-EK-hbp, hbfc)

DU QUOIN CALL; Type pg. 16½" × 21⅜"; Cols. 8 (Nwsprt. 125; Widths 34") (Black ink 4,200; Color 100) (Presses 1-G-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 3-I; TTS 1; Punchers 1; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-EK-hbp, 1-G-t) (Tyers 1-BST)

EAST ST. LOUIS JOURNAL; Type pg. 15⅝" × 22"; Cols. 8 (Nwsprt. 1,785; Widths 62½", 31¼", 46¾") (Black ink 72,300) (Presses 4-S-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 6-I, 4-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 2-HM, 1-StH; Casting 1-EK-hbfc, 1-W-hdp#) (Tyers 2-Wt, 1-BST)

ELGIN COURIER-NEWS; Type pg. 15¾" × 21¼"; Cols. 8 (Nwsprt. 1,161; Widths 62½", 46¾", 31¼") (Black ink 45,653) (Presses 6-G-wus; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-I, 5-L; Casters 1-El; Feeders 4-I, 12-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, Scorch'g 1-Al, 1-AP, 1-FOS, 2-StH; Casting 1-G-hbfc, 2-W-hdp#) (Tyers 2-Wt)

FLORA NEWS-RECORD; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 45; Widths 35", 52½", 70") (Black ink 1,500) (Presses 1-G-wus; Controls 1-Wa-ac) (Composing 2-I, 1-L; Feeders 2-Ma) (Casting 1-EK-hbfc)

FREEPORT JOURNAL-STANDARD; Type pg. 17½" × 21¼"; Cols. 9 (Nwsprt. 680; Widths 35") (Black ink 26,400) (Presses 9-D-wdt, 1-Go-sf, 1-Kl-sf; Controls 2-GE-ac; Cut off 22¾") (Composing 10-L, 2-Lu; TTS Punchers 1; Casters 2-El; Feeders 14-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-No, 1-StH; Casting 1-G-t#, 1-Ha-hpb) (Tyers 3-Gr)

GALESBURG REGISTER-MAIL; Type pg. 17 13/16" × 21 7/16"; Cols. 9 (Nwsprt. 1,270; Widths 71", 53¼", 35½", 17¾") (Black ink 38,800; Color 500) (Presses 8-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 11-L, 2-Lu; TTS 4; Punchers 2; Casters 1-El; Feeders 13-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 1-StH, 1-FOS, 1-HM; Casting 1-G#)

HARRISBURG REGISTER; Type pg. 16½" × 21⅛"; Cols. 8 (Nwsprt. 190; Widths 17", 34") (Black ink 8,000) (Presses 4-G-wdt; Controls 1-CE-ac; Cut off 23-9/16"; ROP Colors 1) (Composing 5-L, 1-Lu; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe, pc) (Stereo-Mould'g 1-G-r; Casting 1-D-t#, 1-EK-hbp)

HOOPESTON CHRONICLE-HERALD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. Widths 35", 53¾", 72") (Presses 1-G-wus, 1-G-wf; Controls 1-CH-ac; Cut off 22¾")(Composing 4-L, 1-Lu; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-dp; Casting 1-Ha-hbp)

JACKSONVILLE JOURNAL & COURIER; Type pg. 17⅝" × 21½"; Cols. 9 (Nwsprt. 580; Widths 35") (Black ink 23,000) (Presses 1-D-wdt; Cut off 22¾"; Controls 1-GE-ac) (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-t#, 1-EK-hbp) (Tyers 1-Gr)

KEWANEE STAR-COURIER; Type pg. 15 7/12" × 21"; Cols. 8 (Nwsprt. 425; Widths 32", 16") (Black ink 18,000; Color 100) (Presses 4-D-wdt; Controls 1-Sp-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-L, 1-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Sd; Casting 1-D-t, 1-G-hbfc) (Tyers 1-Gr)

LASALLE NEWS TRIBUNE; Type pg. 17⅛" × 21¾"; Cols. 9 (Nwsprt. 598; Widths 17", 34") (Black ink 16,753; Color 400) (Presses 6-G-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 6-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-G-t#) (Tyers 1-Gr)

LINCOLN COURIER; Type pg. 15⅛" × 21½"; Cols. 8 (Nwsprt. 187; Widths 32", 16") (Black ink 7,700; Color 50) (Presses 1-A-sf, 2-CP-sf, 4-D-wut, 1-Kl-sf; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 4-Ke, 2-Ma, 1-MM) (Engrav. FSpe) (Stereo-Mould'g 2-D-r; Scorch'g 1-AP; Casting 1-D-t#, 1-Ha-hbp) (Tyers 1-Gr)

LITCHFIELD NEWS-HERALD; Type pg. 17" × 20"; Cols. 8 (Nwsprt. 100; Widths 70") (Presses 1-G-wf; Controls 1-CH-ac; Cut off 21½") (Composing 1-I, 2-L, 1-Lu; Casters 1-BN; Feeders 1-BN, 3-Ma) (Engrav. pc) (Casting 1-EK)

MARION REPUBLICAN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 125; Widths 35", 52", 70") (Presses 1-G-wf; ROP Colors 1) (Composing 1-I, 3-L; Casters 1-El; Feeders 5-Lw) (Casting 1-EK-hbfc)

MATTOON JOURNAL-GAZETTE; Type pg. 15.562" × 21"; Cols. 8 (Nwsprt. 351; Widths 32½") (Black ink 6,000; Color 100) (Presses 4-D-wut; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 1-Lu; Casters 1-El; Feeders 1-Ke) (Engrav. FSpe) (Stereo-Mould'g 2-D-r; Scorch'g 2-AP; Casting 1-D-sts, 1-EK-hbp, 1-EK-hbfc)

MONMOUTH REVIEW ATLAS, Type pg. 16 5/16" × 20¼"; Cols. 8 (Nwsprt. 170; Widths 17", 34") (Black ink 7,000) (Presses 1-G-wds; Controls 1-CW-ac; Cut off 21½") (Composing 8-L; TTS 4; Punchers 1; Casters 1-BN; Feeders 6-Ma) (Engrav. En) (Stereo-Mould'g 1-H-r; Scorch'g 1-Tt; Casting 1-G-hbfc, 1-We-hbp, 1-W-sp)

MT. CARMEL REPUBLICAN-REGISTER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 90; Widths 52¾", 70", 35") (Presses 2-CP, 1-D-wf, 1-Kl; Cut off 22½") (Composing 3-L, 1-Lu; TTS 1; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Casting 1-EK-hbp)

OLNEY MAIL; Type pg. 16¼" × 20"; Cols. 8 (Nwsprt. 110; Widths 70", 52¾", 35") (Presses 1-G-wf) (Composing 3-I, 1-Lu; Feeders 1-I) (Engrav. FSpe) (Scorch'g 1-Ha: Casting 1-Ha-hbfc)

OTTAWA REPUBLICAN-TIMES; Type pg. 15 2/3" × 21½"; Cols. 8 (Nwsprt. 590; Widths 32") (Black ink 16,400; Color 125) (Presses 6-D-wut; Controls 1-CE-ac; ROP Colors 2) (Composing 8-L, 2-Lu; Casters 1-M; Feeders 10-Ma, 1-Str) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-t, 1-Ha-hbp)

PEKIN TIMES; Type pg. 17" × 21 1/3"; Cols. 9 (Nwsprt. 800; Widths 34½", 17¼") (Black ink 27,000; Color 500) (Presses 6-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-I, 1-Lu; TTS 3; Punchers 4; Casters 1-El; Feeders 5-I, 3-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Ha, 1-Ir; Casting 1-D-t#, 1-Ha-hbp)

PEORIA JOURNAL-STAR; Type pg. 15⅛" × 21⅛"; Cols. 8 (Nwsprt. 9,600; Widths 64", 48", 31¼") (Black ink 300,000; Color 10,000) (Presses 8-G; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 22-I, 3-Lu, 1-T; Casters 3-El, 1-M; Feeders 3-Ma, 27-Mo) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-Al, 1-Ha, 4-StH; Casting 1-Ha-hbfc, 1-W-sp#, 1-G-#) (Tyers 2-SP, 2-Gr)

PONTIAC LEADER; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 84; Widths 35", 52½", 70") (Black ink 1,983) (Presses 1-G-wf; Controls 1-Wg-ac) (Composing 4-L; Casters 1-El) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

ROBINSON NEWS; Type pg. 16⅛" × 21"; Cols. 8 (Nwsprt. 150) (Black ink 6,000) (Presses 2-CP, 1-Co-sf, 1-D-wf; Controls 1-CW-ac; Cut off 22½") (Composing 1-I, 3-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 1-I, 3-Ke) (Engrav. FSpe) (Casting 1-EK-hbfc)

ROCKFORD STAR & REGISTER-REPUBLIC; Type pg. 16¾" × 21 11/16"; Cols. 9 (Nwsprt. 6,553; Widths 66½", 49½", 33¼") (Black ink 176,519; Color 3,868) (Presses 6-S-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 16-I, 2-L, 2-Lu; TTS 8; Punchers 5; Casters 2-El, 1-Mo; Feeders 23-Mo) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 2-Si, 2-StH; Casting 1-Ha-hbfc, 2-W-hdp#)

ROCK ISLAND ARGUS; Type pg. 15⅛" × 20⅜"; Cols. 8 (Nwsprt. 1,685; Widths 64") (Black ink 55,770) (Presses 4-D-wus, 5-H-wus; Controls 1-CE-ac, 1-GE-ac; Cut off 21½", 22¾"; ROP Colors 3) (Composing 6-I, 7-L, 2-Lu; TTS 5; Punchers 5; Casters 2-El; Feeders 5-I, 6-In, 6-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Si, 1-StH; Casting 1-G-hbfc, 1-W-sp, 1-Mo-sts) (Tyers 3-Wt)

SAVANNA TIMES-JOURNAL; Type pg. 15¼" × 20½"; Cols. 8 (Nwsprt. 50; Widths 33", 49½", 66") (Black ink 500) (Presses 2-CP, 1-D-wf) (Composing 2-L, 1-Lu; Feeders 2-Ma) (Stereo-Mould'g 1-Ha; Scorch'g 1-Ha)

SHELBYVILLE UNION; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 120; Widths 35", 52½", 72") (Black ink 2,000) (Presses 1-G-wf; Controls 1-CW-ac; Cut off 22¾") (Composing 1-I, 3-L; Casters 1-Un; Feeders 4-Ma) (Engrav. FSpe) (Casting 1-EK-hbfc)

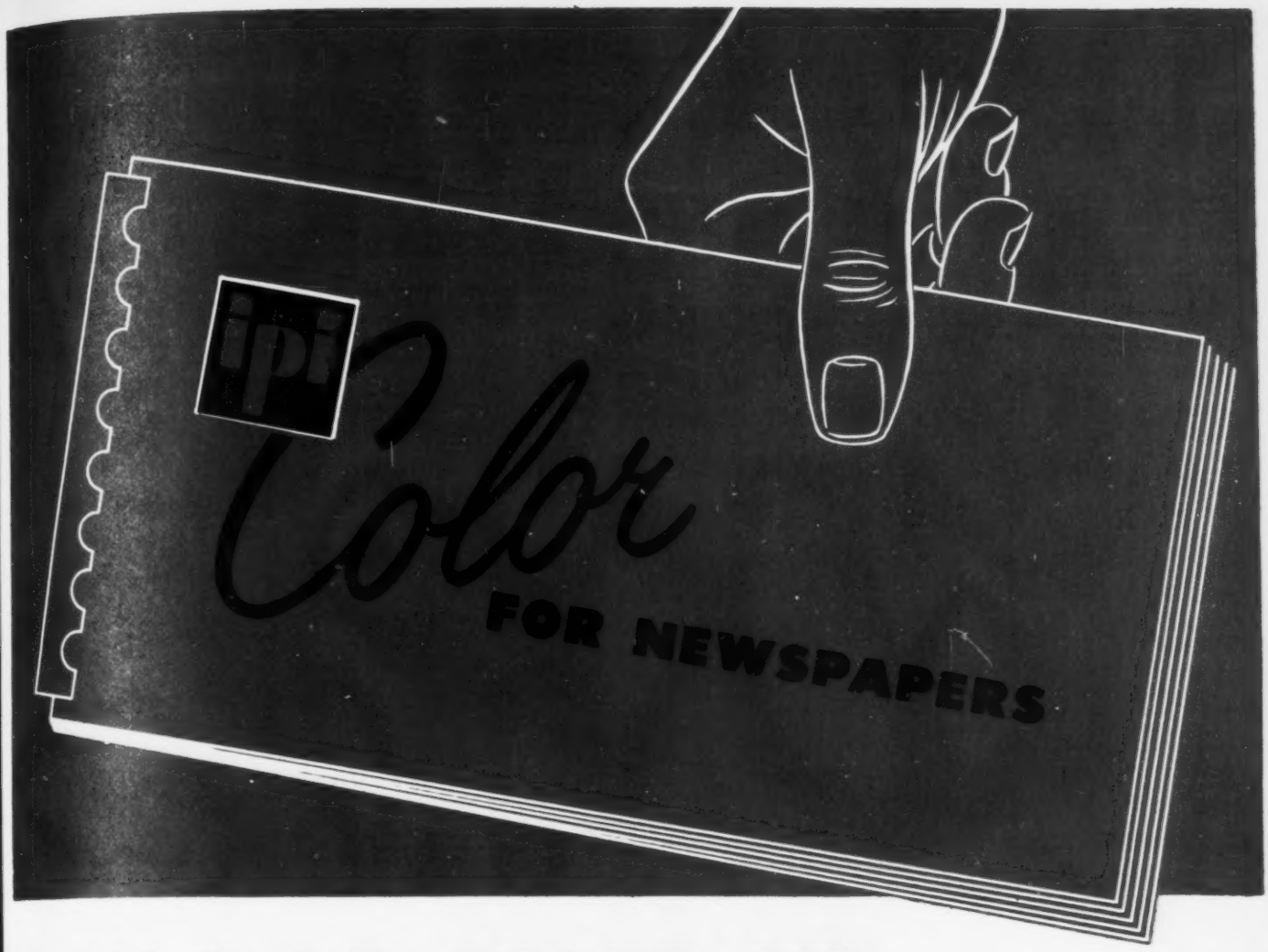
SPRINGFIELD ILLINOIS STATE JOURNAL & STATE REGISTER; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. widths 63½", 47¾", 31¼") (Black ink 162,000; Color 6,000) (Presses 6-G-wus; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-I, 9-L, 2-Lu; Casters 1-El, 1-M; Feeders 7-I, 10-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP, 1-StH; Casting 1-G-hbfc, 2-G-sp#) (Tyers 1-Wt)

STERLING GAZETTE; Type pg. 16 9/16" × 21½"; Cols. 8; (Nwsprt. 576; Widths 34", 17") (Black ink 16,000; Color 300) (Presses 6-D-wut; Controls 2-CE-ac; Cut off 22¾") (Composing 10-L; TTS 1; Punchers 1; Casters 1-El; Feeders 9-Ke, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-t, 1-Ha-hbfc) (Tyers 1-Gr)

STREATOR TIMES PRESS; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 440; Widths 21½", 43") (Presses 1-P-wus; Controls 1-AC-ac; Cut off 21½") (Composing 8-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 8-Mo, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-Ha; Casting 1-Ha-hbfc, 1-H-hbp) (Tyers 1-Wt)

TAYLORVILLE BREEZE COURIER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 195; Widths 17", 34") (Black ink 5,400; Color 40) (Presses 1-H-wut, 1-Ky-sf, 1-Me-sf; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-No, 1-Sm; Casting 1-G-sts, 1-G-t, 1-No-hbfc) (Tyers 1-Gr)

(Continued on Page 296)



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RELY ON IPI FOR LEADERSHIP IN INK RESEARCH

MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 264)

WAUKEGAN NEWS-SUN; Type pg. 15⅝" × 22¾"; Cols. 8 (Nwsprt. 1,788; Widths 62½", 46⅝", 31¼") (Presses 5-G; Controls 2-CE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 9-I, 6-L, 2-Lu; TTS 5; Punchers 5; Casters 2-El) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-HM, 2-StH; Casting 1-W-sp)

WEST FRANKFORT AMERICAN; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 123; Widths 35", 52½", 70") (Black ink 3,000) (Presses 1-D-wf) (Composing 4-I; Casters 1-El; Feeders 1-I, 3-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

INDIANA

ANDERSON BULLETIN & HERALD; Type pg. 16¾" × 22¼"; Cols. 9 (Nwsprt. 2,100; Widths 66", 49¼", 33") (Black ink 91,170) (Presses 3-D-wus; Controls 1-CH-ac; Cut off 23 9/16") (Composing 16-L, 2-Lu; TTS 3; Casters 1-El, 2-M; Feeders 21-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-H-r, Scorch'g 2-FOS, 1-Ir; Casting 2-EK-hbfc, 2-W-hdp#)

ATTICA LEDGER-TRIBUNE; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 30; Widths 35", 52½") (Black ink 1,000) (Presses 1-A-sf, 3-CP-sf, 1-D-wf, 1-Wh-sf; Controls 2-CW-ac) (Composing 4-L; Casters 1-BN) (Engrav. FSpe) (Casting 1-Ha-hbfc)

BEDFORD TIMES-MAIL; Type pg. 16 5/16" × 21"; Cols. 8 (Nwsprt. 335; Widths 33", 16½") (Black ink 15,925; Color 200) (Presses 4-G-wut; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 6-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 9-Ma, 1-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-G-t, 1-Ha-hbp)

BICKNELL NEWS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 35) (Presses 1-D-wf) (Composing 2-L) (Casting 1-EK-hbfc)

BLOOMINGTON HERALD-TELEPHONE; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 530; Widths 33") (Black ink 12,600; Color 108) (Presses 6-G; ROP Colors 1) (Composing 9-I; TTS 2; Punchers 1; Casters 1-El; Feeders 9-I) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-t)

BLUFFTON NEWS-BANNER; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 90; Widths 70", 52½") (Black ink 3,088) (Presses 1-G-wf) (Composing 4-L, 1-Lu; Casters 1-El; Feeders 4-Ma, 2-Sr) (Scorch'g 1-Ha; Casting 1-EK-hbfc) (Tyers 1-BST)

COLUMBIA CITY COMMERCIAL MAIL & POST; Type pg. 16⅝" × 20¼"; Cols. 8 (Nwsprt. 65; Widths 70", 52½") (Black ink 1,200) (Presses 1-G-wf; Cut off 21½") (Composing 1-L, 2-Lap, 1-Lu; TTS 2; Punchers 1; Casters 1-Un; Feeders 1-Lw, 3-Ma, 1-Str) (Casting 1-Ha-hbfc)

COLUMBUS REPUBLICAN; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 405; Widths 33¾") (Black ink 12,255; Color 125) (Presses 1-G-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-I, 1-Lu; TTS 1; Casters 1-El; Feeders 9-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP; Casting 1-G-t#, 1-H-hbfc) (Tyers 1-BST)

CONNERSVILLE NEWS-EXAMINER; Type pg. 16 3/16" × 21½"; Cols. 8 (Nwsprt. 164; Widths 22") (Black ink 4,050; Color 100) (Presses 1-G-wds; Cut off 22¾"; ROP Colors 1) (Stereo-Mould'g 1-G-r; Scorch'g 3-AP; Casting 1-Ha-hbp)

CRAWFORDSVILLE JOURNAL-REVIEW; Type pg. 17" × 22"; Cols. 8 (Nwsprt. 360; Widths 17", 34") (Black Ink 10,000) (Presses 1-Go-sf, 1-H-wds, 1-Wh-sf; Controls 1-GE-ac; Cut off 23 9/16") (Composing 6-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-R; Scorch'g 1-FOS; Casting 1-Ha-hbfc, 1-H-hbp) (Tyers 1-BST)

DECATUR DEMOCRAT; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 86; Widths 35", 52½", 70") (Black ink 3,000) (Presses 1-G-wf; Controls 1-GE-ac) (Composing 4-L; Casters 1-El) (Casting 1-EK-hbp)

ELKHART TRUTH; Type pg. 15⅞" × 21⅛"; Cols. 8 (Nwsprt. 1,048; Widths 31") (Black ink 32,629; Color 250) (Presses 5-G-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 10-L, 1-Lu; Casters 1-El, 1-M, Feeders 13-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-Ha, 1-StH; Casting 1-G-hbfc, 1-W-hdp#)

ELWOOD CALL-LEADER; Type pg. 15" × 20"; Cols. 8 (Nwsprt. 100; Widths 35") (Presses 1-G-wf) (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

EVANSVILLE COURIER & PRESS; Type pg. 15⅛" × 23"; Cols. 8 (Nwsprt. 9,561; Widths 60", 45", 30") (Black ink 342,690; Color 10,918) (Presses 8-G-wus; Controls 2-CE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 19-I, 4-L, 2-M; TTS 4; Punchers 4; Photo-composers 1-I; Casters 1-El, 2-M) (Engrav. pc) (Scorch'g 1-Al, 1-AP, 1-FOS, 2-StH; Casting 1-G-hbfc, 1-H-hbfc, 1-W-sp, 1-W-hdp#)

FORT WAYNE NEWS-SENTINEL & JOURNAL-GAZETTE; Type pg. 16 5/16" × 22½"; Cols. 8 (Nwsprt. 14,100; Widths 66", 49½", 33 15/16") (Black ink 450,000; Color 9,500) (Presses 6-G-wus; Controls 2-GE-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 22-I, 1-L, 2-Lu; TTS 6; Punchers 6; Casters 4-El; Feeders 29-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, Scorch'g 3-FOS, 2-StH; Casting 1-G-hbp, 2-W-hdp) (Tyers 5-Gr)

FRANKFORT TIMES; Type pg. 16¼" × 21 9/16"; Cols. 8 (Nwsprt. 195; Widths 33") (Black ink 10,000; Color 20) (Presses 4-D-wut; Controls 1-Sp-ac; Cut off 22¾") (Composing 4-L; TTS 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-EK-hbp, 1-EK-hbfc, 1-G-hbp, 1-G-t#)

FRANKLIN STAR; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 105; Widths 70", 52½", 35") (Black ink 3,200) (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 4-Ma, 2-Sr) (Scorch'g 1-AP; Casting 1-No-hbp)

GARY POST-TRIBUNE; Type pg. 17" × 22½"; Cols. 9 (Nwsprt. 4,675; Widths 70;) (Black ink 160,000) (Presses 6-S-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 16-I, 2-Lu; Casters 2-El, 1-M; Feeders 21-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 2-G-hbfc, 2-W-hdp#) (Tyers 2-Gr)

GOSHEN NEWS; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 270; Widths 34") (Black ink 7,000; Color 100) (Presses 4-G-wut; Controls 1-CH-dc; Cut off 22¾"; ROP Colors 3) (Composing 6-L; Feeders 1-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-EK-hbfc, 1-G-hbp)

GREENCASTLE BANNER; Type pg. 15⅞" × 21"; Cols. 8 (Nwsprt. widths 35", 52½", 70") (Presses 3-CP, 1-D, 1-Wh; Controls 1-CE-ac) (Composing 1-I, 2-L, 1-Lu; Casters 1-El, 1-Mo)

GREENFIELD REPORTER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 85; Widths 35", 52½", 70") (Presses 1-CP, 1-D-wf, 1-Kl-sf, 1-Me-sf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L; TTS 1; Casters 1-El; Feeders 3-L, 2-Sr) (Casting 1-Ha-hbp)

GREENSBURG NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 130; Widths 35", 52½", 70") (Black ink 650) (Presses 2-CP, 1-Me; Controls 1-CE-ac) (Composing 5-Lg, 1-Lu; Casters 1-El; Feeders 7-Ma) (Scorch'g 1-Ha; Casting 1-EK-hbp)

HAMMOND TIMES; Type pg. 16" × 22"; Cols. 8 (Nwsprt. 4,800) (Black ink 115,000; Color 1,500) (Presses 8-G-wus; Controls 1-GE-dc; Cut off 23 9/16"; ROP Colors 1) (Composing 9-I, 7-L, 2-Lu; Casters 1-El, 3-M; Feeders 20-Ma) (Engrav. pc) (Stereo-Mould'g 1-S-r; Scorch'g 2-StH, 1-AP, 1-FOS, 1-HM; Casting 2-W-sp#, 1-G-hbp, 1-OS-hds)

HARTFORD CITY NEWS-TIMES; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 75¼"; Widths 70", 52½") (Black ink 2,782) (Presses 1-D-wf, 1-G-wf; Controls 2-Wg-ac; Cut off 22½", 22¾") (Composing 4-L, 1-Lu; Feeders 5-Ma) (Casting 1-EK-hbp)

HUNTINGTON HERALD-PRESS; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 270 2/3; Widths 17", 34", 51", 68") (Black ink 7,978) (Presses 2-D-wus; Controls 1-CE-ac; Cut off 22¾") (Composing 6-L, 1-Lu; Casters 1-El; Feeders 1-Lw, 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-G-hbp)

INDIANAPOLIS STAR & NEWS; Type pg. 15¼" × 22¾"; Cols. 8 (Nwsprt. 45,270; Widths 61", 45¾", 30½", 15¼") (Black ink 1,900,000; Color 35,000) (Presses 12-G-wus, 12-W-wus; Controls 5-CW-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 24-I, 19-L, 3-Lu; Casters 4-El, 7-Ma, 4-M; Feeders 15-I, 24-Lw, 4-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-LE-dp; Scorch'g 2-Al, 3-FOS, 3-StH; Casting 1-G-hbfc, 2-H-hbfc, 2-W-am, 1-W-jr, 2-W-hds#) (Stuffing 1-She-8; Tyers 3-SP)

JASPER HERALD; Type pg. 10¼" × 16"; Cols. 5 (Nwsprt. 92; Widths 35", 52½", 70") (Presses 1-CP-sf, 1-D-wf, 1-Kl-sf) (Composing 4-L, 1-Lu; Casters 1-Un; Feeders 5-Ma) (Engrav. pc) (Casting 1-Ha-hbfc)

KENDALLVILLE NEWS-SUN; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 75; Widths 53¾", 70") (Black ink 3,000) (Presses 1-G-wf; Controls 1-WE-ac) (Feeders 2-I) (Casting 1-US-hbfc)

KOKOMO TRIBUNE; Type pg. 15 9/16" × 22⅝"; Cols. 8 (Nwsprt. 1,075; Widths 63", 47¼", 31½") (Presses 4-H-wus; Controls 1-CH-ac) (Composing 11-L; TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-StH; Casting 1-D-hbp, 1-W-sp) (Tyers 1-Gr)

LAFAYETTE JOURNAL & COURIER; Type pg. 15 9/16" × 21¾"; Cols. 8 (Nwsprt. 2,669; Widths 62", 46½", 31") (Black ink 93,731; Color 518) (Presses 4-G-wus; Controls 1-CE-ac; Cut off 22¾". ROP Colors 1) (Composing 11-I, 1-Lu; Punchers 3; Casters 1-El; Feeders 11-I, 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-AP, 2-StH; Casting 1-G-hbfc, 1-W-hdp#) (Tyers 2-Gr)

LA PORTE HERALD-ARGUS; Type pg. 15⅞" × 22"; Cols. 8 (Nwsprt. 444; Widths 16¾", 32½") (Black ink 15,700) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 23 9/16") (Composing 8-L; Casters 1-M; Feeders 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-hbfc, 1-H-hbp) (Tyers 1-BST)

LEBANON REPORTER; Type pg. 16¾" × 21"; Cols. 9 (Nwsprt. 121, Widths 35", 52½", 70") (Black ink 212,319) (Presses 1-G-wf; Controls 1-CW-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

LOGANSPORT PHAROS-TRIBUNE & PRESS; Type pg. 15 11/16" × 21¾"; Cols. 8 (Nwsprt. 870; Widths 32", 16") (Black ink 26,460) (Presses 5-G-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; TTS 2; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-Ha-hbfc, 1-W-sp#) (Tyers 1-BST)

MARION LEADER-TRIBUNE & CHRONICLE; Type pg. 16⅝" × 21 11/16"; Cols. 8 (Nwsprt. 1,250; Widths 33½", 50¼", 67") (Black ink 4,000) (Presses 4-S-wus; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; TTS 4; Punchers 4; Casters 1-El) (Engrav. 2-FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-StH-sp#)

MARTINSVILLE REPORTER; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 85, Widths 35", 52½", 70") (Presses 1-D-wf; Cut off 22½") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 5-Ma, 1-Sr) (Scorch'g 1-Ha; Casting 1-Hm-hbfc)

MICHIGAN CITY NEWS-DISPATCH; Type pg. 16⅝" × 21¼"; Cols. 8 (Nwsprt. 600; Widths 33", 16½") (Black ink 17,500; Color 200) (Presses 1-G-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 2-L; TTS 1) (Engrav. pc) (Stereo-Mould'g 1-S-r; Scorch'g 1-StH; Casting 1-W-sp)

MT. VERNON DEMOCRAT; Type pg. 17½" × 22½"; Cols. 8 (Nwsprt. 75; Widths 35", 52½") (Black ink 2,250) (Presses 2-CP-sf, 1-D-sf) (Composing 2-L, 1-Lu; Casters 1-El) (Casting 1-Ha-hbfc)

MUNCIE PRESS & STAR; Type pg. 15 9/16" × 22 11/16"; Cols. 8 (Nwsprt. 3,100; Widths 61", 45¾", 30½") (Black ink 96,000) (Presses 3-H-wus; Controls 1-CE-ac; Cut off 23 9/16") (Composing 16-L, 2-Lu; Casters 2-El, 1-M; Feeders 21-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-W-sp)

NEW CASTLE COURIER-TIMES; Type pg. 15⅝" × 21⅛"; Cols. 8 (Nwsprt. 415; Widths 15¾", 31½") (Black ink 17,773; Color 51) (Presses 3-G-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El, 1-M; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-Sd; Casting 1-EK-hbfc, 1-W-sp#)

NOBLESVILLE LEDGER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 117½; Widths 35", 52½", 70") (Black ink 3,031) (Presses 1-G-wf, 1-Mi-sf, 2-Wb-sf, 1-Hi-sf) (Composing 4-L, 1-M; Casters 1-M) (Casting 1-Ha-hbfc)

PLYMOUTH PILOT-NEWS; Type pg. 16 7/18" × 21⅝"; Cols. 8 (Nwsprt. 170; Widths 33½", 16¾") (Black ink 5,460; Color 25) (Presses 4-G-wuf; Controls 1-Re-dc; Cut off 22¾"; ROP Colors 2) (Composing 4-I, 1-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 2-I, 3-Ke, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS; Casting 1-G-hbp-t, 1-We-hdp)

RENSSELAER REPUBLICAN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 60; Widths 35", 70", 52¾") (Black ink 2,500) (Presses 1-D-wf) (Composing 4-L, 1-Lu; TTS 1; Casters 1-El; Feeders 1-Ke, 4-Ma) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

RICHMOND PALLADIUM-ITEM; Type pg. 16⅝" × 21¼"; Cols. 8 (Nwsprt. 1,485; Widths 68", 51", 34", 17") (Black ink 49,683) (Presses 5-D-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 10-L, 2-Lu; TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 15-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH, 1-WF; Casting 2-EK-hbfc, 1-W-hdp#)

ROCHESTER NEWS-SENTINEL; Type pg. 16¾" × 20½"; Cols. 8 (Nwsprt. 81½"; Widths 35", 52½", 70") (Presses 1-D-wf; Cut off 21½") (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) Casting 1-G-hbp, 1-G-hbfc)

RUSHVILLE REPUBLICAN & TELEGRAM; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 114; Widths 35", 52½", 70") (Black ink 6,000) (Presses 1-G-wf; Cut off 22¾") (Composing 4-L, 1-Lu, 1-M; TTS 2; Punchers 2; Casters 1-El, 1-M; Feeders 5-Ma, 1-Sr) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

SEYMOUR TRIBUNE; Type pg. 16⅝" × 22 5/16"; Cols. 8 (Nwsprt. 182; Widths 33", 16¾") (Black ink 10,000; Color 50) (Presses 4-G-wds; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 1-I, 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 2-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha; Casting 1-G-hbp, 2-Ha-hbfc)

SHELBYVILLE NEWS; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 267; Widths 16¾", 33¾") (Black ink 8,085; Color 83) (Presses 4-G-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha; Casting 1-EK-hbp, 1-G-t#) (Tyers 1-BST)

SOUTH BEND TRIBUNE; Type pg. 14¾" × 22½"; Cols. 8 (Nwsprt. 12,970; Widths 59", 44¼", 29½", 15") (Black ink 440,000; Color 53,000) (Presses 14-G-wus; Controls 4-CW-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 19-I, 3-M; TTS 8; Punchers 8; Photo-composers 2-I; Casters 2-M; Feeders 24-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-dr; Scorch'g 1-Al, 4-Ha, 4-StH; Casting 1-G-hbp#, 2-G-hbfc, 2-W-hdp#) (Stuffing 1-She-3; Tyers 1-SP, 1-Wt)

SPENCER WORLD; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 15) (Presses 1-Me-sf) (Composing 1-I) (Casting 1-EK-hbfc)

SULLIVAN TIMES; Type pg. 16" × 20"; Cols. 8 (Nwsprt. 56; Widths 35", 52½", 70") (Black ink 150) (Presses 1-G-wf, 1-Kl) (Composing 3-I, 1-Lu)

TERRA HAUTE STAR & TRIBUNE; Type pg. 15 15/16" × 22¾"; Cols. 8 (Nwsprt. 4,085; Widths 64", 48", 32", 16") (Black ink 150,000) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 23 9/16") (Composing 16-L, 2-Lu; Casters 2-El, 1-M; Feeders 9-Ke, 10-Ma, 2-Sr) (Stereo-Mould'g 1-G-r, 1-H-r, Scorch'g 1-Al, 1-Si, 1-StH; Casting 1-H-hbp, 2-H-hbfc, 1-W-hdp#) (Tyers 3-Gr)

VALPARAISO VIDETTE-MESSENGER; Type pg. 15¼" × 22¾"; Cols. 8 (Nwsprt. 205; Widths 32¾", 16¾") (Black ink 6,750) (Presses 1-S-wds; Controls 1-Wg-ac) (Composing 5-L; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-Ha, 1-Si; Casting 1-Ha-hbfc, 1-H-hbp)

VINCENNES SUN COMMERCIAL; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 520; Widths 34", 17") (Black ink 6,000) (Presses 1-H-wds, Controls 1-GE-ac; Cut off 22¾") (Composing 5-L, 1-Lu TTS 6; Casters 1-El; Feeders 7-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS; Casting 1-W-hdp#)

WABASH PLAIN DEALER & TIMES STAR; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 221; Widths 16½", 33") (Black ink 7,200) (Presses 4-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 4-L; Feeders 2-Ke, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-Ha; Casting 1-G-t#, 1-Ha-hbp)

WARSAW TIMES-UNION; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 400; Widths 34", 17") (Black ink 10,000; Color 25) (Presses 1-D-wdt; Controls 1-CE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Ha; Casting 1-D-am, 1-D-t#, 2-EK-hbp) (Tyers 1-Gr)

WASHINGTON HERALD; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 100; Widths 22") (Black ink 4,800) (Presses 1-G-wds; Controls 1-Tr-ac) (Composing 4-L; Feeders 3-L, 1-Ma) (Engrav. En) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha; Casting 1-G-hbp, 1-Ha-am)

WASHINGTON TIMES; Type pg. 16⅝" × 20½"; Cols. 8 (Nwsprt. 100; Widths 70", 52½", 35") (Black ink 5,150) (Presses 1-D-wf; Controls 1-Wg-ac; Cut off 22½") (Composing 3-L; Casters 1-BN; Feeders 3-Lw) (Engrav. FSpe) (Casting 1-EK-hbfc)

IOWA

AMES TRIBUNE; Type pg. 16¾" × 21½"; Cols. 8 (Nwsprt. 179; Widths 33", 16½") (Black ink 6,461) (Presses 3-G-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 1-L, 1-Lu; TTS 1; Casters 1-El; Feeders 1-I, 5-Ma, 1-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-G-hbp, 1-H-hbfc)

ATLANTIC NEWS-TELEGRAPH; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 150; Widths 70") (Black ink 2,400) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Punchers 1) (Casting 1-EK-hbfc)

BOONE NEWS-REPUBLICAN; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 150; Widths 34", 17¾") (Black ink 6,000) (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 5-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-G-hbp-t#, 1-Ha-hbfc)

BURLINGTON HAWK-EYE GAZETTE; Type pg. 17 1/16" × 21½"; Cols. 9 (Nwsprt. 877; Widths 34") (Black ink 17,728) (Presses 1-D; Controls 1-GE-ac) (Composing 7-I, 2-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH, 1-AP, 1-If; Casting 1-D-t#, 1-EK-hbfc)

CARROLL TIMES HERALD; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 143; Widths 17", 34") (Black ink 5,000) (Presses 4-D-wdt; Controls 1-Sp-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-t#, 1-Ha-hbfc)

(Continued on Page 280)

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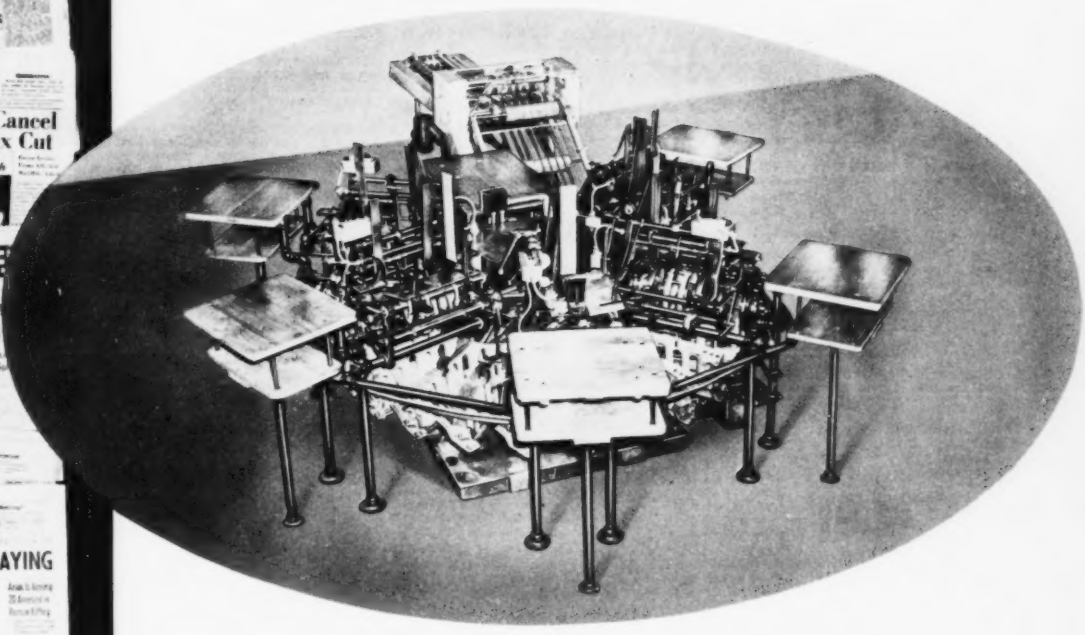

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 266)

CEDAR RAPIDS GAZETTE; Type pg. 15⅛" × 21⅝"; Cols. 8 (Nwsprt. 4,903; Widths 63¾", 47¾", 31¼") (Black ink 175,000; Color 3,700) (Presses 6-G-wus; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 12-I, 5-L, 2-Lu; Casters 2-El; Feeders 11-L, 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-Al, 1-FOS, 1-StH; Casting 1-StH-hbp#, 1-W-sp, 1-W-hdp#)

CENTERVILLE IOWEGIAN & CITIZEN; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 120; Widths 32") (Black ink 4,000) (Presses 1-CP, 1-D, 1-Ki, 1-Le, 1-Wb; Controls 1-CH-ac) (Composing 1-I, 3-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D; Scorch'g 1-D; Casting 1-D-sts-t)

CHARLES CITY PRESS; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 120; Widths 34½", 17½") (Presses 1-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 1-I, 3-L, 1-Lu) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 2-G-hbp-hbfc, D-t)

CHEROKEE TIMES & CHIEF; Type pg. 16¼" × 20½"; Cols. 8 (Nwsprt. 100; Widths 35", 52½", 70") (Black ink 300) (Presses 1-CD-wf; Cut off 22¾") (Composing 4-I, 2-L, 1-Lu; Casters 1-BN) (Engrav. FSpe)

CLINTON HERALD; Type pg. 17⅛" × 22 7/16"; Cols. 9 (Nwsprt. 1,080; Widths 68", 51", 34") (Black ink 41,160) (Presses 3-G-wus; Controls 1-CE-ac; Cut off 23 9/16") (Composing 10-L, 2-Lu; Casters 1-El; Feeders 13-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 1-FOS, 1-StH; Casting 1-G-hbp, 1-G-hbfc) (Tyers 1-Gr)

COUNCIL BLUFFS NONPAREIL; Type pg. 15⅝" × 22¼"; Cols. 8 (Nwsprt. 1,119; Widths 16", 32") (Black ink 33,149) (Presses 1-G-wds; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 12-I, 2-Lu; TTS 2; Casters 2-El; Feeders 14-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Casting 1-H-hbp) (Tyers 1-Wt)

CRESTON NEWS ADVERTISER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 131; Widths 35", 52½", 70") (Black ink 5,490) (Presses 1-D-wf; Controls 1-Wg-ac; Cut off 22½") (Composing 1-I, 3-L; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Casting 1-EK-hbp)

DAVENPORT DEMOCRAT & TIMES; Type pg. 15 1/16" × 20½"; Cols. 8 (Nwsprt. 4,500; Widths 30", 45", 60") (Black ink 130,500; Color 12,500) (Presses 6-S-wus; Controls 1-GE-ac; Cut off 21½"; ROP Colors 3) (Composing 2-I, 14-L, 3-Lu; TTS 7; Punchers 8; Casters 2-El; Feeders 19-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-S-r; Scorch'g 1-ER, 2-StH; Casting 2-W-sp#) (Tyers 1-SP)

DUBUQUE TELEGRAPH-HERALD; Type pg. 16¼" × 22½"; Cols. 8 (Nwsprt. 2,335; Widths 64", 47⅛", 31⅛") (Black ink 72,000) (Presses 4-D-wus; Controls 1-CE-ac; Cut off 22¾") (Composing 13-L, 2-Lu; TTS 4; Punchers 5; Casters 2-El) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-Cm, 1-ER, 1-StH; Casting 1-G-hbfc, 2-W-sp#) (Tyers 3-Wt)

ESTHERVILLE NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 70; Widths 17½", 35", 52½", 70") (Presses 1-D-wf; Cut off 22¾") (Composing 2-I, 1-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 2-I, 3-Ma) (Engrav. FSpe) (Casting 1-No-hbfc)

FAIRFIELD LEDGER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 109; Widths 70", 52½", 35") (Black ink 3,000) (Presses 1-D-wf; Cut off 22¾") (Composing 4-I; 1-Lu; TTS 1; Casters 1-E) (Casting 1-G-hbp, 1-Ha-hbp) 1-Ha-hbp)

FORT DODGE MESSENGER & CHRONICLE; Type pg. 15 2/3" × 21½"; Cols. 8 (Nwsprt. 1,040; Widths 32") (Black ink 30,000; Color 150) (Presses 6-G-wus, sc; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 11-L; Casters 1-El, 1-M; Feeders 11-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-G-hbp, 1-W-sp#)

FORT MADISON DEMOCRAT; Type pg. 16 1/3" × 21½"; Cols. 8 (Nwsprt. 160; Widths 45", 22½") (Black ink 3,000) (Presses 1-P-wds; Controls 1-AB-ac; Cut off 22½") (Composing 5-L, 1-Lu; Casters 1-El; Feeders 5-In, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r, Scorch'g 1-FOS, Casting 1-Ha-hbfc, 1-H-hbp)

IOWA CITY IOWAN; Type pg. 16" × 20½"; Cols. 8 (Nwsprt. 72; Widths 34") (Black ink 2,700) (Presses 1-D-sf; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 5-Ma, 1-Sr) (Scorch'g 1-Ha; Casting 1-EK-hbp)

KEOKUK GATE CITY; Type pg. 17⅛" × 21 3/16"; Cols. 9 (Nwsprt. 314; Widths 35", 17½") (Black ink 11,250; Color 112) (Presses 1-D-wut; Controls 1-Pa-ac; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 4-L, 1-Lu; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-D-t#, 1-H-hbp) (Tyers 1-Gr)

MARSHALLTOWN TIMES-REPUBLICAN; Type pg. 16⅛" × 21¼"; Cols. 8 (Nwsprt. 511.7; Widths 33") (Black ink 15,028) (Presses 1-H-wds; Controls 1-Wg-ac; Cut off 22¾") (Composing 9-I, 2-Lu; Casters 1-El, Feeders 12-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 1-H; Casting 1-H-hbp, 1-H-hbfc) (Tyers 2-Gr)

MASON CITY GLOBE-GAZETTE; Type pg. 15⅝" × 20¼"; Cols. 8 (Nwsprt. 1,340; Widths 62½") (Presses 4-G-wus; Controls 1-CW-ac; Cut off 21½") (Composing 9-L, 2-Lu; Casters 1-El; Feeders 12-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-EK-hbp, 1-W-hdp)

MUSCATINE JOURNAL; Type pg. 15⅛" × 21⅛"; Cols. 8 (Nwsprt. 349; Widths 31½", 15¾") (Black ink 13,040) (Presses 3-G-wut; Controls 1-CW-ac; Cut off 22¾") (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-hbp, 1-G-t#) (Tyers 1-Gr)

NEWTON NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 195; Widths 33", 16½") (Black ink 8,000) (Presses 1-D-wut; Controls 1-Sp-ac; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 3-L, 1-Lu; Casters 1-El; Feeders 7-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-BS-hbp, 1-G-t, 1-Ha-am)

SIOUX CITY JOURNAL & JOURNAL-TRIBUNE; Type pg. 15½" × 21⅝"; Cols. 8 (Nwsprt. 5,500; Widths 60½", 45⅝", 30⅛", 15⅛") (Black ink 206,000; Color 4,500) (Presses 6-S-wus; Controls 2-CH-dc; Cut off 22¾") (Composing 5-I, 12-L, 2-Lu, 3-M; TTS 3; Punchers 1; Casters 2-M; Feeders 5-Jo, 17-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 1-ER, 1-FOS, 1-Sd; Casting 1-Ha-hbfc, 1-W-hdp#)

VINTON CEDAR VALLEY TIMES; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 60; Widths 35", 52½", 70") (Black ink 1,850) (Presses 4-CP, 2-Me, 1-Va) (Composing 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 4-Ma) (Engrav. FSpe) (Casting 1-EK-hbp)

WASHINGTON JOURNAL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 95; Widths 35", 52½", 70") (Presses 1-D-wf; Cut off 22½") (Composing 1-I, 4-L; TTS 2; Punchers 1; Casters 1-El) (Engrav. pc) (Casting 1-EK-hbfc) (Tyers 1-Wt)

WATERLOO COURIER; Type pg 17⅛" × 21"; Cols. 9 (Nwsprt. 3,479; Widths 68", 51", 33 15/16") (Black ink 108,627) (Presses 4-CD-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 7-I, 8-L, 2-Lu, 2-M; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 1-StH; Casting 2-WNU-sp#) (Tyers 3-Gr)

WEBSTER CITY FREEMAN-JOURNAL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 103½; Widths 70", 52½", 35") (Black ink 4,063) (Presses 1-D-wf; Controls 1-CH-ac) (Composing 4-L; Casters 1-M; Feeders 4-Ma) (Engrav. FSpe) (Casting 1-Ha-hbp) (Tyers 1-Gr)

KANSAS

ABILENE REFLECTOR-CHRONICLE; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 110; Widths 35", 52½", 70") (Black ink 4,000) (Presses 1-D-wus, 1-D-wf; Cut off 22¾") (Composing 3-I, 2-L; Casters 1-M) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-Ha; Casting 1-Ha-hbp)

ARKANSAS CITY TRAVELER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 225; Widths 34", 17") (Black ink 6,000) (Presses 4-D-wdt; Controls 1-Sp-ac; Cut off 22¾") (Composing 2-I, 4-L, 1-Lu; TTS 2; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-hbp, 1-D-t, 1-Hm-hbfc)

ATCHISON GLOBE; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 213; Widths 22½") (Black ink 6,310) (Presses 1-G-wds; Cut off 22½") (Composing 2-I, 3-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS, 1-StH; Casting 1-G-hbp, 1-Ha-hbfc)

AUGUSTA GAZETTE; Type pg. 14½" × 20"; Cols. 7 (Nwsprt. 28) (Black ink 800) (Presses 1-Me-sf; Controls 1-Ki-ac) (Composing 2-L, 1-Lu; Feeders 2-Mo) (Stereo-Mould'g 1-No-r; Casting 1-Ha-hbp)

CHANUTE TRIBUNE; Type pg. 15⅛" × 21½"; Cols. 8 (Nwsprt. 142; Widths 30½", 15¼") (Black ink 5,000) (Presses 3-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 3-L; TTS 2; Punchers 1; Feeders 4-Lw) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Sh; Casting 1-G-t#, 1-Ha-hbfc)

CLAY CENTER DISPATCH; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 50; Widths 35", 52½", 70") (Black ink 2,500) (Presses 3-CP-sf, 1-D-wf, 1-Ki-sf; Controls 1-GE-ac; Cut off 22¾") (TTS 1; Punchers 1; Casters 1-El) (Scorch'g 1-Ha; Casting 1-EK-hbp)

COFFEYVILLE JOURNAL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 395; Widths 33") (Black ink 16,560) (Presses 1-B, 2-CP, 1-D-wut, 1-Me; Controls 1-Sp-ac; Cut off 22¾") (Composing 8-L, 1-Lu; TTS 3; Punchers 2) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-G-t#, 1-Ha-hbp)

COLUMBUS ADVOCATE; Type pg. 14½" × 20"; Cols. 7 (Nwsprt. 40; Widths 31", 46½", 62") (Presses 1-G-wf) (Composing 1-I, 1-L, 1-Lu) (Engrav. pc) (Casting 1-EK-hbfc)

DODGE CITY GLOBE; Type pg. 16 1/6" × 21¼"; Cols. 8 (Nwsprt. 214; Widths 32½") (Presses 1-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-Un; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t#, 1-G-hbfc)

EL DORADO TIMES; Type pg. 16½; × 21"; Cols. 8 (Nwsprt. 125; Widths 17", 34") (Black ink 5,000) (Presses 1-D-wdt; Controls 1-GE-ac) (Composing 5-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 2-Lw, 3-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-D, 1-Ha; Casting 1-D-t, 1-Ha-hbp)

EMPORIA GAZETTE; Type pg. 16" × 22"; Cols. 8 (Nwsprt. 264; Widths 16", 32") (Black ink 15,000; Color 50) (Presses 16-G-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 6-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha; Casting 1-G-t#)

FORT SCOTT TRIBUNE-MONITOR; Type pg. 15⅝" × 21⅝"; Cols. 8 (Nwsprt. 155; Widths 32", 16") (Black ink 4,950) (Presses 4-D-wut; Controls 1-GE-ac; ROP Colors 1) (Composing 4-I, 1-L; TTS 2; Punchers 1; Casters 1-El; Feeders 1-L, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-G-t#, 1-Ha-hbfc)

GARDEN CITY TELEGRAM; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 126; Widths 33") (Presses 4-G-wut; Controls 1-CW-ac; Cut off 21⅛"; ROP Colors 2) (Composing 3-I, 2-L; TTS 3; Punchers 2; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sh; Casting 1-G-hbfc, 1-G-sts)

HIAWATHA WORLD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 40) (Black ink 1,100) (Presses 1-B-sf, 2-CP-sf, 1-D-wf; Controls 1-GE-ac) (Composing 3-I, 1-Lu; Casters 1-BN; Feeders 4-Ma) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-Ha; Casting 1-Ha-hbfc)

HUTCHINSON NEWS-HERALD; Type pg. 17 5/32" × 22"; Cols. 9 (Nwsprt. 2,831; Widths 67", 50¼", 33½") (Black ink 96,000) (Presses 3-G-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 3-I, 4-L; TTS 3; Punchers 2; Casters 1-El; Feeders 7-Lw, 1-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-W-sp#) (Tyers 2-Gr)

INDEPENDENCE REPORTER; Type pg. 16 1/3" × 21¼"; Cols. 8 (Nwsprt. 175; Widths 33", 16½") (Black ink 6,000; Color 75) (Presses 4-D-wdt; Controls 1-Wg-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El, Feeders 5-KC, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH, Casting 1-D-t, 1-EK-hbp-hbfc)

IOLA REGISTER; Type pg. 15⅝" × 21"; Cols. 8 (Nwsprt. 93; Widths 66", 49¼", 33") (Black ink 300) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L; TTS 1; Casters 1-El) (Casting 1-EK-hbfc)

JUNCTION CITY UNION; Type pg. 15 11/16" × 21¾"; Cols. 8 (Nwsprt. 175; Widths 32", 16") (Black ink 3,268) (Presses 4-G-wut; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-L, 2-Lu, 1-M; TTS 1; Casters 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH, Casting 1-G-hbp, 1-G-hbfc, 1-G-t#, 1-Ha-hbfc)

KANSAS CITY KANSAN; Type pg. 15 9/16" × 20½"; Cols. 8 (Nwsprt. 1,158; Widths 30½", 15¼") (Black ink 3,766; Color 156) (Presses 4-G-wus, wds; 1-CH-ac; Cut off 21½"; ROP Colors 3) (Composing 12-L; Casters 1-M; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 1-MTO, 1-StH, 1-WF; Casting 1-G-hbp, 1-G-hbfc)

LARNED TILLER & TOILER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 50; Widths 35", 52½", 70") (Black ink 2,000) (Presses 1-D-wf; Controls 1-CH-ac) (Composing 1-I, 2-L; Casters 1-El; Feeders 3-Ma) (Engrav. pc) (Casting 1-EK-hbp, 1-EK-hbfc)

LAWRENCE JOURNAL-WORLD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 400; Widths 16½", 33") (Black ink 14,800) (Presses 1-D-wdt; Controls 1-GE-ac) (Composing 4-I, 3-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 7-Mo, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t#) (Tyers 1-Gr)

LEAVENWORTH TIMES; Type pg. 16¼" × 21"; Cols. 8 (Nwsprt. 347; Widths 33", 16½") (Black ink 11,000) (Presses 4-D-wut; Controls 1-GE-dc; Cut off 22¾") (Composing 2-I, 3-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 2-I, 4-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-EK-hbp)

LIBERAL SOUTHWEST TIMES; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 123; Widths 70", 35", 52¼") (Black ink 4,500) (Presses 2-G-wf; Controls 1-Wg-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 3-Jo, 2-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

MCPHERSON REPUBLICAN; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 105; Widths 32", 48", 64") (Black ink 3,500) (Presses 1-D-wf) (Composing 4-L; TTS 2; Punchers 2) (Engrav. pc)

NEWTON KANSAN; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 130; Widths 32") (Black ink 7,000; Color 200) (Presses 4-D-wut; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 1-Lu; Casters 1-M; Feeders 6-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-HM, 1-StH; Casting 1-D-t, 1-EK-hbfc)

NORTON TELEGRAM; Type pg. 17" × 21"; Cols. 8 (Nwsprt. 50; Widths 36", 52½", 17") (Black ink 1,500) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 3-L) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

OTTAWA HERALD; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. 150; Widths 30½") (Black ink 5,500) (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 2-I, 2-L; TTS 2; Punchers 1; Casters 1-El; Feeders 4-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t#, 1-EK-hbfc)

PITTSBURG HEADLIGHT & SUN; Type pg. 16¼" × 21¼"; Cols. 8 (Nwsprt. 440) (Black ink 6,000; Color 300) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 6-Ma, 2-Str) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, Scorch'g 1-Sd; Casting 1-D-hbp, 1-D-t, 1-G-hbfc)

PRATT TRIBUNE; Type pg. 16 3/16" × 21½"; Cols. 8 (Nwsprt. 132; Widths 32½") (Black ink 4,185; Color 50) (Presses 2-D-wut; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, Scorch'g 1-AP; Casting 1-G-hbp, 1-G-hbfc, 1-G-sts, 1-G-t#)

SALINA JOURNAL; Type pg. 17⅛" × 21⅛"; Cols. 9 (Nwsprt. 1,150; Widths 67") (Black ink 36,000) (Presses 2-G-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 9-L; TTS 4; Punchers 2; Casters 1-El; Feeders 1-Ma, 9-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Sh, 1-StH; Casting 1-G-hbfc, 1-W-sp#) (Tyers 1-Gr)

TOPEKA CAPITAL & STATE JOURNAL; Type pg. 15 9/16" × 20¼"; Cols. 8 (Nwsprt. 5,700) (Black ink 192,000; Color 66,000) (Presses 4-H-wds; Controls 1-CW-ac; Cut off 21½"; ROP Colors 1) (Composing 4-I, 15-L, 1-Lu; Casters 2-El, 2-M; Feeders 24-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-FOS, 2-StH; Casting 1-G-hbfc, 1-W-hdp#) (Tyers 4-Gr)

WICHITA BEACON; Type pg. 15¼" × 21½"; Cols. 8 (Nwsprt. 9,432; Widths 61") (Black ink 320,000; Color 6,000) (Presses 12-G-wus, wds; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 10-I, 1-L, 2-M; Casters 2-M; Feeders 17-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 3-StH; Casting 1-H-hbfc, 1-StH-hbfc#, 2-W-hdp#) (Tyers 4-Gr)

WICHITA EAGLE; Type pg. 15 9/16" × 22½"; Cols. 8 (Nwsprt. 14,658; Widths 62½", 31¼", 46¼") (Black ink 341,503; Color 21,120) (Presses 10-H-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 20-L, 1-Lu; Casters 3-El; Feeders 12-Ma, 6-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-Cg-hbp, 2-W-hdp#) (Tyers 1-SP)

KENTUCKY

BOWLING GREEN PARK CITY NEWS; Type pg. 16¼" × 21"; Cols. 8 (Nwsprt. 417; Widths 32½") (Black ink 12,720; Color 200) (Presses 6-D-wut; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 5-Ke, 2-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-Sd, 1-StH; Casting 1-D-t)

GLASGOW TIMES; Type pg. 16⅛" × 21"; Cols. 8 (Nwsprt. 65; Widths 35", 52½", 70") (Black ink 3,000) (Presses 1-D-wf; Cut off 22¾") (Composing 3-L, 1-Lu; Casters 1-BN) (Casting 1-Ha-hbp)

HARLAN ENTERPRISE; Type pg. 16¼" × 21"; Cols. 8 (Nwsprt. 115; Widths 70", 57½") (Black ink 4,000) (Presses 1-D-wf; Controls 1-AB-ac; Cut off 22¾") (Composing 4-L; TTS 1; Casters 1-M; Feeders 3-Ke, 2-Ma) (Casting 1-EK-hbfc)

HENDERSON GLEANER & JOURNAL; Type pg. 16½" × 22"; Cols. 8 (Nwsprt. 181; Widths 34", 17") (Black ink 8,476) (Presses 1-G-wds; Controls 1-Wg-ac; Cut off 23 9/16") (Composing 5-L, 1-Lu; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-G-hbp)

HOPKINSVILLE KENTUCKY NEW ERA; Type pg. 16½" × 20¼"; Cols. 8 (Nwsprt. 270; Widths 34", 51", 68") (Presses 2-H-wus; Controls 1-GE-ac; Cut off 21½") (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-G-hbp)

LEXINGTON HERALD & LEADER; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 4,500; Widths 33", 49½", 66") (Black ink 187,000; Color 1,700) (Presses 4-G-wus; Controls 1-CW-ac, 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 12-L, 2-Lu; Casters 2-M; Feeders 16-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-W-hbp) (Tyers 1-Gr)

LOUISVILLE COURIER-JOURNAL & TIMES; Type pg. 15 9/16" × 22 3/16"; Cols. 8 (Nwsprt. 45,947; Widths 62", 46½", 31") (Black ink 1,526,705; Color 53,150) (Presses 16-G-wus, 8-H-wus; Controls 4-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 45-L, 4-Lu, 1-M; Casters 3-El, 4-M; Feeders 54-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-LE-dp; Scorch'g 2-Al, 2-HM, 4-StH; Casting 2-H-hbfc, 3-W-sm, 1-W-jr, 3-W-hds#) (Tyers 3-SP)

(Continued on Page 270)

"Directomat is vital equipment"

says **CHARLES L. ANDREWS** *of the* **NASHVILLE BANNER AND THE NASHVILLE TENNESSEAN**

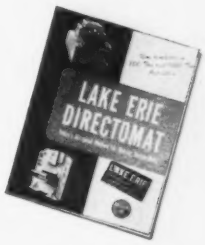
at the **FIRST R.O.P. COLOR CONFERENCE** *in Chicago, Mr. Andrews said:*

"Our Lake Erie Directomat is one of our most vital pieces of equipment and is used almost exclusively for color. As you know, it is practically impossible to get the same amount of shrinkage in each of the three stereotype mats. Therefore proper color register is quite a problem. With the Directomat, shrinkage is controlled to a point where each mat is in almost perfect register with the others."

Charles L. Andrews of the Nashville Banner and The Nashville Tennessean looks on as stereotyper Jesse Sharp, Jr. molds an R. O. P. color mat. Lake Erie Directomats are used by newspapers of all sizes. The leaders in ROP color lineage use Directomats almost exclusively.

NASHVILLE, TENNESSEE
Basic Market and Media Data

	Metropolitan Area	Market	Total
Population	354,600	1,002,200	1,356,800
Families	100,400	267,200	367,600
Circulation			
Daily	116,124	85,149	201,273
Sunday	91,113	97,448	188,561



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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 268)

MADISONVILLE MESSENGER; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 168; Widths 34", 17") (Black ink 2,600) (Presses 1-G-wdt; Controls 1-CH-ac) (Composing 3-I, 1-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-G-hbp, 1-G-sts, 1-G-t#)

MAYSVILLE PUBLIC LEDGER; Type pg. 16.577" × 21"; Cols. 8 (Nwsprt. 90; Widths 70", 52½", 35") (Black ink 3,000) (Presses 1-D-wf; Controls 1-GE-dc; Cut off 22¾") (Composing 2-L, 1-Lu; Casters 1-BN) (Casting 1-EK-hbp)

MIDDLESBORO NEWS; Type pg. 16" × 20½"; Cols. 8 (Nwsprt. 176; Widths 70", 52½", 35") (Black ink 4,900) (Presses 2-G-wf; Controls 1-CW-ac; Cut off 22¾") (Composing 5-I; TTS 1; Punchers 1; Feeders 5-Ma) (Engrav. FSpe) (Casting 1-Ha-hbp)

OWENSBORO MESSENGER & INQUIRER; Type pg. 15 2/3" × 21½"; Cols. 8 (Nwsprt. 1,407; Widths 31", 15½") (Black ink 48,242; Color 1,200) (Presses 10-D-wdt; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 9-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-ER, 1-StH; Casting 1-D-t#, 1-EK-hbp)

PADUCAH SUN DEMOCRAT; Type pg. 15 9/16" × 21¾"; Cols. 8 (Nwsprt. 1,547; Widths 32", 16", 31¼", 15⅝") (Black ink 5,000; Color 500) (Presses 6-G-wus; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 11-L, 1-Lu; Casters 2-El; Feeders 14-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-hbfc#, 1-G-hdp#)

RICHMOND REGISTER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 90; Widths 35", 52½", 70") (Black ink 2,000) (Presses 1-G-wus; Controls 1-CW-ac) (Composing 3-I, 2-L, 1-Lu; TTS 1; Casters 1-Un) (Engrav. FSpe) (Casting 1-SE-hbp)

WINCHESTER SUN; Type pg. 16½" × 20¾"; Cols. 8 (Nwsprt. 100; Widths 35", 52½", 70") (Presses 3-CP, 1-D-wf, 2-Kl) (Composing 5-L; TTS 2; Casters 1-El; Feeders 3-Ke, 2-Ma, 2-Sr) (Engrav. FSpe) (Casting 1-Ha)

LOUISIANA

ALEXANDRIA TOWN TALK; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 1,500; Widths 32", 16") (Presses 4-D-wut, 5-D-wdt; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 11-L; TTS 6; Punchers 3; Casters 2-El; Feeders 11-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-A-hbp#, 1-D-t#, 1-EK-hbfc)

BATON ROUGE ADVOCATE & STATE-TIMES; Type pg. 15.56" × 21.9"; Cols. 8 (Nwsprt. 6,000; Widths 62") (Black ink 190,000; Color 10,000) (Presses 6-G-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 16-L; TTS 3; Casters 2-El, 1-M; Feeders 20-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-ER, 1-Si, 2-StH; Casting 2-W-hds)

BOGALUSA NEWS; Type pg. 16½" × 22"; Cols. 8 (Nwsprt. 168; Widths 45½", 22¾") (Black ink 6,500) (Presses 1-S-wds; Controls 1-CE-ac; ROP Colors 1) (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-BN; Feeders 1-BN, 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-W-r; Scorch'g 2-AP; Casting 1-Ha-hbfc, 1-S-hbp)

CROWLEY SIGNAL; Type pg. 16¼" × 22"; Cols. 8 (Nwsprt. 165; Widths 47", 23½") (Presses 1-G-wus; Controls 1-GE-ac) (Composing 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sm; Casting 1-G-hbp, 1-G-hbfc)

JENNINGS NEWS; Type pg. 16¼" × 20"; Cols. 8 (Nwsprt. 75; Widths 70", 52½", 35") (Black ink 2,600) (Presses 1-G-wf) (Composing 3-L; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Casting 1-Ha-hbp)

LAFAYETTE ADVERTISER; Type pg. 16 21/72" × 20"; Cols. 8 (Nwsprt. 713; Widths 64", 48", 32") (Presses 2-H-wus-att; Controls 1-CW-ac; Cut off 21½") (Composing 10-L; Casters 1-El) (Stereo-Mould'g 1-H-r; Scorch'g 1-Al, Casting 1-W-hdp)

LAKE CHARLES AMERICAN PRESS; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 1,607; Widths 64") (Presses 6-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 7-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El; Feeders 2-I, 3-Ma, 2-Sr, 4-Str) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-G-hbfc, 1-H-hbp) (Tyers 2-Gr)

MONROE WORLD & NEWS-STAR; Type pg. 16 9/16" × 21"; Cols. 8 (Presses 6-D; Controls 1-GE-ac) (Composing 11-L, 2-Lu; TTS 4; Punchers 3; Casters 1-El, 2-M; Feeders 15-Ma, 1-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-StH; Casting 1-D-t#, 1-G-hbp, 1-G-hbfc) (Tyers 1-Gr)

NEW IBERIA IBERIAN; Type pg. 16 9/16" × 22¼"; Cols. 8 (Nwsprt. 175; Widths 34", 17") (Black ink 5,184) (Presses 1-S-wdt; Controls 1-AC-ac; Cut off 23 9/16") (Composing 1-I, 4-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-I, 3-Ke, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-S-dp; Scorch'g 1-Si; Casting 1-Ha-hbp, 1-Ha-hbfc, 1-S)

NEW ORLEANS ITEM; Type pg. 15¼" × 22"; Cols. 8 (Nwsprt. 8,188; Widths 60") (Black ink 330,509; Color 2,411) (Presses 8-S-wus; Controls 4-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 20-L, 2-Lu; Casters 2-El, 2-M; Feeders 26-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 2-StH; Casting 1-W-hbfc-jr-sts#) (Tyers 1-SP)

NEW ORLEANS TIMES-PICAYUNE & STATES; Type pg. 15¼" × 21⅛"; Cols. 8 (Nwsprt. 41,000; Widths 60", 45", 44", 30", 29") (Black ink 1,345,000; Color 150,000) (Presses 24-H-wus; Controls 4-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 37-I, 3-L, 2-Lu; TTS 4, Punchers 5; Casters 2-El, 3-M; Feeders 47-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 2-Al, 2-AP, 2-FOS, 1-Ir, 4-StH; Casting 2-H-hbp#, 2-H-hbfc#, 3-W-jr#, 1-W-sts#, 2-W-hds#) (Stuffing 3-She-15; Tyers 3-SP)

RUSTON LEADER; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 75; Widths 70") (Black ink 898) (Presses 1-D-wus; Cut off 21½") (Composing 3-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 4-Ke) (Engrav. FSpe) (Scorch'g 1-HM; Casting 1-No-hbp)

SHREVEPORT TIMES & JOURNAL; Type pg. 15⅛" × 21¼"; Cols. 8 (Nwsprt. 11,900; Widths 64", 48", 32") (Presses 6-G-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 34-L, 1-M; Casters 6-M; Feeders 47-Ma) (Stereo-Mould'g 2-G-r; Scorch'g 2-Si, 3-StH; Casting 1-G-hbfc, 1-StH-hbfc#, 2-W-hdp#) (Tyers 1-SP)

MAINE

AUGUSTA KENNEBEC JOURNAL; Type pg. 16⅛" × 21½"; Cols. 8 (Nwsprt. 500; Widths 31½") (Black ink 2,000; Colors 100) (Presses 16-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 10-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 2-Lw, 6-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 2-StH; Casting 1-D-t#, 1-Ha-hbfc)

BANGOR NEWS; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 4,024; Widths 31½", 47¼", 63") (Black ink 135,000; Color 1,775) (Presses 4-H-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 17-L, 1-T; Casters 1-El; Feeders 18-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 2-StH; Casting 1-G-hbfc, 1-H-hbp, 1-H-hbic) (Tyers 3-Gr)

BATH TIMES; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 60; Widths 35", 52½", 70") (Black ink 2,250) (Presses 1-D-wf) (Composing 4-L, 1-Lu; Feeders 4-Ma) (Casting 1-EK-hbp-hbfc)

BIDDEFORD JOURNAL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 215; Widths 35", 52¾", 70") (Black ink 8,170) (Presses 1-D-wf; Cut off 22½") (Composing 6-L, 1-Lu; Casters 1-El; Feeders 1-Ke, 5-Ma, 1-Sr) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 2-Ha-hbfc)

LEWISTON SUN & JOURNAL; Type pg. 16⅛" × 21¼"; Cols. 8 (Nwsprt. 2,100; Widths 67", 50¼", 33½") (Black ink 58,432) (Presses 4-D-wut; Controls 1-CH-ac, 1-GE-ac; Cut off 22¾") (Composing 3-I, 10-L, 2-Lu; TTS 3; Casters 2-El; Feeders 17-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 3-AP; Casting 1-D-t#, 1-H-hbfc)

PORTLAND PRESS-HERALD & EXPRESS; Type pg. 15 2/3" × 21½"; Cols. 8 (Nwsprt. 6,703; Widths 63") (Presses 8-H-wus; Controls 1-CH-ac, 2-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 9-I, 14-L, 1-M; TTS 2; Casters 3-M; Feeders 22-Ma, 5-Sr) (Engrav. pc) (Stereo-Mould'g 2-D-r; Scorch'g 1-AP, 2-StH; Casting 1-D-hbfc, 1-G-hbfc, 2-W-hdp#)

WATERVILLE SENTINEL; Type pg. 15½" × 21⅛"; Cols. 8 (Nwsprt. 800; Widths 31½") (Black ink 15,000; Color 500) (Presses 6-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 1-I, 7-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-G-hbfc, 1-G-t#) (Tyers 1-Wt)

MARYLAND

ANNAPOLIS CAPITAL; Type pg. 16½" × 22¼"; Cols. 8 (Nwsprt. 361; Widths 17", 34") (Black ink 11,180; Color 100) (Presses 2-CP-sf, 1-G-wds, 3-Ky-sf, 1-Mi-sf; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 6-L, 2-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Si, 1-Sm; Casting 1-G-hbp, 1-Ha-hbfc, 1-No-hbfc)

BALTIMORE NEWS-POST & AMERICAN; Type pg. 15½" × 20⅝"; Cols. 8 (Nwsprt. 28,220; Widths 61", 45¾", 30½") (Black ink 1,081,863; Color 27,348) (Presses 32-G-wds, Color 12-H-wds; Controls 8-GE-ac; Cut off 21½"; ROP Colors 3) (Composing 39-I, 4-Lu, 1-M; Casters 3-M; Feeders 36-I, 10-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 2-If, 3-StH; Casting 1-G-hbfc, 1-H-hbp, 1-H-hbdt, 1-H-hbfc, 2-W-am, 1-W-jr, 3-W-sts) (Tyers 4-SP)

BALTIMORE SUN; Type pg. 15⅝" × 21¾"; Cols. 8 (Nwsprt. 55,000; Widths 62") (Black ink 2,440,000) (Presses 32-H-wus, 1-GE-dc; Cut off 22¾") (Composing 50-L, 3-Lu; Casters 3-El, 1-M; Feeders 50-Ma) (Stereo-Mould'g 2-H-r; Scorch'g 4-StH; Casting 5-W-am#, 4-W-hds#) (Stuffing 1-She-8; Tyers 4-SP)

CUMBERLAND TIMES & NEWS; Type pg. 15⅛" × 22¼"; Cols. 8 (Nwsprt. 2,000; Widths 61", 45¾", 30½") (Black ink 70,000; Color 650) (Presses 4-D-wus; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 13-L, 2-Lu; TTS 2; Casters 1-El; Feeders 17-Ma) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-Al, 2-FOS, 2-StH; Casting 1-D-hbp, 1-EK-hbfc, 1-W-hdp#) (Tyers 1-Sp, 2-Gr)

FREDERICK NEWS & POST; Type pg. 16 1/3" × 21 1/3"; Cols. 8 (Nwsprt. 660; Widths 33") (Black ink 24,000) (Presses 1-D-wdt, 1-G-wdt; Controls 2-CW-ac; Cut off 22¾") (Composing 6-L, 2-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Ke, 3-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 2-AP; Casting 1-EK-hbfc, 1-Mo-sts)

HAGERSTOWN HERALD & MAIL; Type pg. 16 7/16" × 21"; Cols. 8 (Nwsprt. 1,350; Widths 66", 49½", 33") (Black ink 30,000) (Presses 5-H-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 9-L, 2-Lu; TTS 1; Casters 2-El; Feeders 13-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-Ha, 1-StH; Casting 1-H-hbfc#, 1-W-hbp, 1-W-hdp) (Tyers 2-Gr)

SALISBURY TIMES; Type pg. 15 11/16" × 22½"; Cols. 8 (Nwsprt. 1,300; Widths 62") (Black ink 34,000) (Presses 6-G-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 10-L; TTS 4; Punchers 1; Casters 2-El; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Al, 1-StH; Casting 1-EK-hbfc, 1-W-sp#) (Tyers 1-Sa)

MASSACHUSETTS

ATHOL NEWS; Type pg. 15¼" × 20¾"; Cols. 8 (Nwsprt. 225; Widths 33", 49½", 66") (Black ink 5,000) (Presses 1-D-wf; Cut off 22¾") (Composing 1-I, 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 4-Ke, 1-Ma, 2-Sr) (Engrav. FSpe) (Scorch'g 1-No; Casting 1-EK-hbfc)

BEVERLY TIMES; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 300) (Black ink 11,000) (Presses 4-H-wds; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 6-L, 2-Lu); (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 2-AP; Casting 1-H-hbfc, 1-W-hbp, 1-W-jr#)

BOSTON CHRISTIAN SCIENCE MONITOR; Type pg. 15-9/16" × 21½"; Cols. 8 (Nwsprt. 6,195; Widths 63", 47-5/16", 31½", 15½") (Black Ink 233,936; Color 9,455) (Presses 10-H-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 10-I, 13-L, 1-Lu, 1-T; Casters 2-M; Feeders 1-I, 34-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-H-dp; Scorch'g 4-Sth; Casting 2-W-am, 2-W-sts)

BOSTON GLOBE; Type pg. 15 9/16" × 22½"; Cols. 8 (Nwsprt. 45,000; Widths 61") (Black Ink 1,481,411; Color 12,909) (Presses 32-H; Controls 1-GE-ac, 1-GE-dc; Cut off 23-9/16") (Stereo-Mould'g 2-H-r; Scorch'g 1-AP; Casting 1-H, 1-US) (Tyers 3-SP)

BOSTON HERALD & TRAVELER; Type pg. 15 3/16" × 22"; Cols. 8 (Nwsprt. 42,500; Widths 60", 45", 30") (Black Ink 1,405,000; Color 19,200) (Presses 32-s; Controls 3-CH-ac, 5-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 31-I, 27-L, 2-Lu, 3-M; TTS 5; Punchers 5; Casters 4-M; Feeders 67-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-R; Scorch'g 5-StH; Casting 4-H-hbfc#, 4-W-am-hds-sp)

BOSTON RECORD, AMERICAN; Type pg. 9 15/16", 15⅛" × 14½", 20½"; Cols. 5, 8 (Nwsprt. 40,460; Widths 62½", 46¼", 31¼", 59", 44¼", 29½") (Black Ink 1,695,457; Color 38,541) (Presses 24-H-wus, 4-Va-sf, 8-W-wus; Controls 4-CH-ac, 5-GE-ac, 2-CH-dc; Cut off 21½"; ROP Colors 1) (Composing 9-I, 46-L-4-Lu, 2-M; Casters 2-El, 2-M; Feeders 65-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 4-StH; Casting 2-G-hbp, 1-H-hbfc, 4-W-am, 2-W-sts, 1-W-hds) (Tyers 2-SP, 6-Eby)

BROCKTON ENTERPRISE & TIMES; Type pg. 16¼" × 22¼"; Cols. 8 (Nwsprt. 2,980) (Black Ink 80,000; Color 500) (Presses 4-G-wus; Controls 2-GE-ac) (Composing 6-I, 18-L, Casters 2-El; Feeders 24-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-W-jr, 1-W-sp#)

CHELSEA RECORD; Type pg. 15½" × 20½"; Cols. 8 (Nwsprt. 89; Widths 66", 49½", 33") (Black Ink 7,200) (Presses 1-D-wf; Controls 1-CW-ac) (Composing 1-I, 3-L, 1-Lu; Casters 1-El; Feeders 1-I, 5-Sr) (Engrav. FSpe) (Scorch'g 1-FOS; Casting 1-H-hbfc)

CLINTON ITEM; Type pg. 16⅛" × 20½"; Cols. 8 (Nwsprt. 75; Widths 35", 52¾", 70") (Black Ink 2,500) (Presses 1-CP-sf, 1-CD-wf, 1-Kl-sf, 1-Me-sf, 1-Wh-sf) (Composing 3-L, 1-Lu; Casters 1-El) (Casting 1-EK-hbfc, 1-Ha-sts)

FALL RIVER HERALD NEWS; Type pg. 15⅛" × 21¼"; Cols. 8 (Nwsprt. 2,808; Widths 31", 46¼", 62") (Black Ink 110,000; Color 500) (Presses 5-H-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 19-I, 2-Lu; Casters 2-El; Feeders 23-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-Al, 2-StH; Casting 1-G-hbp, 2-H-hbfc, 2-W-sp) (Tyers 3-Gr)

FITCHBURG SENTINEL; Type pg. 16 7/18" × 21¼"; Cols. 8 (Nwsprt. 725; Widths 16½", 33") (Black Ink 25,000) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 2-L, 1-Lu; Casters 1-El, 1-M; Feeders 13-Ma, 1-Sr) (Stereo-Mould'g 1-H-r; Scorch'g 1-St; Casting 1-D-t#, 1-Ha-hbfc)

FRAMINGHAM NEWS; Type pg. 15⅛" × 21½"; Cols. 8 (Nwsprt. 337; Widths 64", 48", 32") (Black Ink 11,000) (Presses 2-H-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 7-Lg, 1-Lu; Casters 1-El; Feeders 2-Ma, 5-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 2-FOS, 1-StH; Casting 1-H-hbp, 1-W-sp)

GARDNER NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 220; Widths 50¾", 67½", 33¾") (Black Ink 605) (Presses 1-D-E-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 1-Lu; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-H-hbp, 1-H-ir)

GLOUCESTER TIMES; Type pg. 16⅛" × 21½"; Cols. 8 (Nwsprt. 250; Widths 34", 17") (Black Ink 600) (Presses 1-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 5-L, 1-Lu; TTS 1; Casters 1-El; Feeders 7-Ma, 1-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Ha; Casting 1-Ha-hbfc#)

GREENFIELD RECORDER-GAZETTE; Type pg. 15¼" × 21¼"; Cols. 8 (Nwsprt. 554; Widths 32", 16") (Black Ink 18,538; Color 470) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 6-L, 2-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 10-Ma, 3-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-D-t#, 1-H-hbfc) (Tyers 1-Gr)

HAVERHILL GAZETTE; Type pg. 16¼" × 20½"; Cols. 9 (Nwsprt. 829.5; Widths 67", 50½", 33½") (Black Ink 32,050) (Presses 3-H-wus; Controls 2-GE-ac; Cut off 21½") (Composing 6-I, 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 14-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-FOS, 1-StH; Casting 1-EK-hbfc, 2-H-hbp); (Tyers 1-Gr)

HOLYOKE TRANSCRIPT-TELEGRAM; Type pg. 15-30/32" × 22¼"; Cols. 8 (Nwsprt. 1,500; Widths 66", 48", 32", 16") (Black Ink 55,000) (Presses 4-G-wus; Controls 1-GE-ac; Cut off 23-9/16"; ROP Colors 2) (Composing 4-I, 9-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 14-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-HM, 1-StH; Casting 1-W-sp#)

HYANNIS CAPE COD STANDARD-TIMES; Type pg. 16¼" × 21½"; Cols. 8 (Nwsprt. 462; Widths 33", 16") (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-G-t#, 1-Ha-hbfc, 1-H-hbfc (Tyers 3-Wt)

LAWRENCE SUN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 89; Widths 34", 17") (Black Ink 6,000) (Presses 4-D-wut; Controls 1-Sp-ac; Cut off 22¾") (Composing 3-L, 1-Lu) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Ha; Casting 1-D-t, 1-Ha-hbfc)

LAWRENCE EAGLE & TRIBUNE; Type pg. 16-5/16" × 21-3/16"; Cols. 8 (Nwsprt. 2,500; Widths 66", 49½", 33") (Black Ink 96,000) (Presses 5-H-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 8-I, 7-L, 2-Lu; Casters 2-El; Feeders 4-I, 17-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 2-FOS; Casting 1-W-hdp#) (Tyers 2-Wt)

LOWELL SUN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. Widths 66½", 49½", 33¼") (Presses 5-H-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 10-I, 14-L, 2-Lu; Casters 3-El; Feeders 30-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 2-StH; Casting 2-H-hbp#, 2-H-hbdt#, 4-H-hbfc#)

LYNN ITEM; Type pg. 15" × 22"; Cols. 8 (Nwsprt. 1,225; Widths 64", 48", 32") (Black Ink 40,400) (Presses 3-H-wds; Controls 1-GE-ac, 1-GE-dc; Cut off 23 9/16") (Composing 15-I, 2-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 2-FOS, 2-StH; Casting 1-G-hbp, 1-H-hbfc, 1-W-sp#)

MALDEN NEWS; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 465; Widths 32", 16") (Black Ink 6,000; Color 1,500) (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 6-L, 2-Lu; Casters 1-El, 1-M; Feeders 10-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 3-AP; Casting 1-D-t#) (Tyers 1-Gr)

MEDFORD MERCURY; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 465; Widths 32", 16") (Black Ink 6,000; Color 1,500) (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 6-L, 2-Lu; Casters 1-El, 1-M; Feeders 10-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r" Scorch'g 3-AP; Casting 1-D-t#) (Tyers 1-Gr)

MILFORD NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 200; Widths 45", 22½") (Black Ink 5,000) (Presses 1-S-wds; Controls 1-Ko-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 1; Casters 1-El; Feeders 5-Ke, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP; Casting 2-H-hbfc, 1-W-sp)

NEW BEDFORD STANDARD-TIMES; Type pg. 16¼" × 21⅛"; Cols. 8 (Nwsprt. 4,367; Widths 66", 49½", 33") (Black Ink 116,357; Color 1,034) (Presses 6-D-wus; Controls 2-GE-ac; ROP Colors 1) (Composing 2-L, 2-Lu; Casters 2-El, 1-M; Feeders 23-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-ER, 1-FOS, 2-StH; Casting 1-G-hbfc, 1-H-hbfc, 2-W-hdp#) (Tyers 3-Gr)

(Continued on Page 272)

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 270)

NEWBURYPORT NEWS; Type pg. 16⅝" × 21"; Cols. 8 (Nwsprt. 150) (Presses 1-D-wf; Controls 1-GE-ac) (Composing 5-L, 1-Lu; TTS 1; Punchers 1; Feeders 5-Ma, 1-Sr) (Engrav. FSpe) (Casting 1-Ha-hbp)

NORTHAMPTON GAZETTE; Type pg. 16 7/12" × 21¾"; Cols. 8 (Nwsprt. 600; Widths 33½") (Black Ink 11,324) (Presses 5-H-wus; Controls 7-GE-ac; Cut off 22¾") (Composing 10-I, 2-Lu; TTS 2; Casters 1-El; Feeders 10-I, 1-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-W-sp) (Tyers 1-Gr)

NORTH ATTLEBOROUGH CHRONICLE; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 131; Widths 34") (Black Ink 6,000) (Presses 1-G-wut; Controls 1-CE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; Casters 1-El; Feeders 4-Ke, 2-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-H; Scorch'g 1-AP, 1-FOS; Casting 1-G-t#) (Tyers 1-In)

PITTSFIELD BERKSHIRE EAGLE; Type pg. 15 7/16" × 21 5/16"; Cols. 8 (Nwsprt. 1,780; Widths 65") (Black Ind 52,000) (Presses 6-H-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 4-I, 13-L, 2-Lu; TTS 2; Casters 2-M; Feeders 20-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 2-StH)

QUINCY PATRIOT LEDGER; Type pg. 17¾" × 21½"; Cols. 9 (Nwsprt. 2,201; Widths 35½", 17¾") (Black Ink 70,000; Color 1,000) (Presses 11-D-wut; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 18-L, 2-Lu; TTS 3; Punchers 1; Casters 2-El; Feeders 2-I, 14-Ke, 2-Lw, 5-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 2-AP, 1-FOS, 1-StH; Casting 1-D-t#, 1-H-hbp, 1-H-hbfc)

SALEM NEWS; Type pg. 14½" × 21"; Cols. 8 (Nwsprt. 1,160; Widths 62", 46½, 31") (Black Ink 18,000; Color 100) (Presses 1-H-wus; Controls 2-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 1-I, 16-L, 2-Lu; Casters 1-M; Feeders 21-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 2-AP, 1-StH; Casting 1-W-hdp#)

SOUTHBRIDGE NEWS; Type pg. 15⅛" × 22"; Cols. 8 (Nwsprt. 90; Widths 16", 32") (Black Ink 3,000) (Presses 3-G-wus) (Composing 4-L; Casters 1-El) (Scorch'g 1-Sd; Casting 1-H-hbp, 1-H-hbfc, 1-H-sts)

TAUNTON GAZETTE; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 465.75; Widths 32", 16") (Black Ink 15,659) (Presses 5-H-wds; Controls 1-GE-ac) (Composing 10-L, 1-Lu; TTS 2; Casters 1-El; Feeders 7-Ma, 4-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-Sd, 1-StH; Casting 1-EK-hbp, 1-W-hdp#) (Tyers 1-BST)

WAKEFIELD ITEM; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 132; Widths 33", 49¾", 66") (Black Ink 5,670) (Presses 1-D-wf; Controls 1-GE-ac) (Composing 1-I, 5-L, 2-Lu; Casters 1-El) (Scorch'g 1-AP; Casting 1-Ha-hbfc) (Tyers 1-Gr)

WOBURN TIMES; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. 125; Widths 66", 49¾", 35") (Black Ink 3,870) (Presses 1-D-wf) (Composing 4-L, 1-Lu; Casters 1-El; Feeders 6-Ma) (Engrav. En) (Casting 1-EK-hbfc)

WORCESTER TELEGRAM & GAZETTE; Type pg. 15 3/16" × 21¾"; Cols. 8 (Nwsprt. widths 60", 45", 40") (Presses 12-S-wus; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 29-L, 2-Lu; Casters 1-El, 2-M; Feeders 36-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-H-r; Scorch'g 1-FOS, 4-StH; Casting 1-G-hbfc, 1-H-hbfc, 1-StH-hbfc#, 1-W-jr, 1-W-sts, 1-W-hdp#) (Tyers 1-SP)

MICHIGAN

ADRIAN TELEGRAM; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 753; Widths 32") (Black Ink 15,727) (Presses 8-G-wds; Controls 1-GE-ac; Cut off 22¾") (Composing 8-L, 1-Lu; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-Ha-hbfc, 1-W-hdp#)

ALBION RECORDER; Type pg. 16⅝" × 20½"; Cols. 8 (Nwsprt. 86.7; Widths 35", 52½", 70") (Black Ink 2,500) (Presses 1-D-sf, 1-CP, 1-Ky, 1-Kl, 1-Me) (Composing 5-L, 1-Lu; TTS 1; Casters 1-El) (Stereo-Mould'g 1-OS; Casting 1-Ha-hbp)

ALPENA NEWS; Type pg. 17" × 22"; Cols. 8 (Nwsprt. 175; Widths 17", 34") (Black Ink 4,500) (Presses 1-G-wdt; Controls 1-CW-ac; Cut off 21½") (Composing 6-L, 1-Lu; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-AP; Casting 1-D-t#, 1-Ha-Hbp)

ANN ARBOR NEWS; Type pg. 15⅝" × 21⅝"; Cols. 8 (Nwsprt. 1537.6; Widths 64", 48", 32") (Black Ink 57,600; Color 280) (Presses 4-S-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 9-L, 2-M; Casters 1-El, 1-M; Feeders 18-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 2-StH; Casting 1-G-hbfc, 1-W-hdp)

BAD AXE HURON TRIBUNE; Type pg. 16 3/5" × 21"; Cols. 8 (Nwsprt. 40; Widths 35", 52⅝", 70") (Black Ink 2,130) (Presses 1-D-wf) (Composing 3-L, 1-Lu; TTS 2; Punchers 1; Feeders 2-Ke, 2-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

BATTLE CREEK ENQUIRER & NEWS; Type pg. 15.72" × 22¾"; Cols. 8 (Nwsprt. 2,766; Widths 62", 46½", 31") (Black Ink 91,200; Color 1,493) (Presses 5-G-wus; Controls 1-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 2-I, 16-L, 2-Lu; Casters 2-El, 1-M; Feeders 23-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-Si, 3-StH; Casting 2-G-hbfc, 1-W-hdp#) (Tyers 4-Wt)

BAY CITY TIMES; Type pg. 15¼" × 22¼"; Cols. 8 (Nwsprt. 2,733; Widths 64", 48", 32") (Black Ink 85,072) (Presses 4-S-wus; Controls 1-CH-ac) (Composing 14-I, 3-L, 2-M; Casters 2-M; Feeders 21-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 2-StH; Casting 1-W-hdp#)

BENTON-HARBOR NEWS-PALLADIUM; Type pg. 16⅛" × 21"; Cols. 8 (Nwsprt. 1,066; Widths 33", 16½") (Black Ink 33,750; Color 100) (Presses 5-G-wut; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 9-L, 3-M; Casters 1-El, 1-M; Feeders 12-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-Ha-sts, 1-W-sp) (Tyers 1-Wt)

CADILLAC NEWS; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 140; Widths 70", 52") (Presses 1-D-wf) (Composing 5-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 3-Ma, 3-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-Ha; Casting 1-Ha-hbfc)

CHEBOYGAN TRIBUNE; Type pg. 16½" × 20½"; Cols. 8 (Newsprt. 60; Widths 35", 52½", 70") (Presses 1-D-wf) (Composing 1-L, 1-Lu; Casters 1-El; Feeders 5-Str) (Engrav. pc) (Stereo-Mould'g 1-Ha-dp, 1-We-dp; Scorch'g 1-Ha; Casting 1-Ha-hbfc, 1-We-hbfc)

DETROIT FREE PRESS; Type pg. 15 9/16" × 22"; Cols. 8 (Nwsprt. 45,270; Widths 62") (Black Ink 1,448,290; Color 41,000) (Presses 38-G-wus; Controls 2-CE-dc, 6-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 12-I, 39-L, 2-Lu, 6-M; Casters 1-M; Feeders 36-Lw, 21-Ma) (Stereo-Mould'g 2-G-r; Scorch'g 2-Al, 1-MTO, 1-Sm, 4-StH; Casting 1-OS-hbfc, 1-We-hbfc, 3-W-am, 1-W-jr, 1-W-sts, 3-W-hds#); (Tyers 8-SP)

DETROIT NEWS; Type pg. 15 9/16" × 22 9/16"; Cols. 8 (Nwsprt. 83,000; Widths 62", 46½", 31") (Black Ink 2,732,000; Color 32,000) (Presses 60-S-wus; Controls 6-CH-ac, 4-GE-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 48-I, 17-L, 3-Lu; Casters 3-El, 6-M; Feeders 77-Ma) (Engrav. pc) (Stereo-Mould'g 3-G-r, 1-LE-dp; Scorch'g 2-Al, 3-Sd, 5-StH; Casting 2-G-hbfc, 1-We-hbfc, 5-W-am, 5-W-hds#) (Stuffing 3-She-5; Tyers 12-SP)

DETROIT TIMES; Type pg. 15 9/16" × 22½"; Cols. 8 (Nwsprt. Widths 61", 45¾", 30½") (Presses 28-G-wus; Voh ols 6-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 39-I, 4-L, 1-Lu, 3-M; Casters 2-M; Feeders 47-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 2-ER, 4-StH; Casting 1-G-hbfc, 1-H-hbfc, 3-W-am-hds) (Tyers 4-SP)

DOWAGIAC NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 67; Widths 70", 52½", 35") (Black Ink 2,640) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Casting 1-EK-hbp)

FLINT JOURNAL; Type pg. 15 11/16" × 22¾"; Cols. 8 (Nwsprt. 13,297; Widths 64", 48", 32") (Black Ink 384,000; Color 1,050) (Presses 12-G-wus; Controls 3-GE-dc; Cut off 23 9/16"; ROP Colors 1) (Composing 15-I, 13-L, 2-Lu, 2-M; Casters 2-El, 2-M; Feeders 36-Ma) (Stereo-Mould'g 2-S-r; Scorch'g 1-ER, 1-FOS, 1-Sd, 4-StH; Casting 2-H-hbfc, 2-W-jr#, 1-W-sts, 1-W-hds) (Tyers 2-Wal)

GRAND HAVEN TRIBUNE; Type pg. 16½" × 21 3/16"; Cols. 8 (Nwsprt. 178; Widths 34", 17") (Black Ink 4,000) (Presses 1-S-wds; Controls 1-Wg-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 2-Lw, 2-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-EK-hbfc, 1-Ha-hds, 1-H-hbp, 1-H-sp)

GRAND RAPIDS HERALD; Type pg. 15 9/16" × 21¾"; Cols. 8 (Nwsprt. 5,247; Widths 62") (Black Ink 207,400; Color 4,170) (Presses 4-D-wus, 6-G-wus; Controls 1-CW-ac, 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 8-I, 6-L, 2-Lu; Casters 1-El, 3-M; Feeders 4-I, 16-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 1-Al, 1-Ha, 2-StH; Casting 1-H-hbfc, 1-W-sp, 1-W-hdp#); (Stuffing 1-She-5; Tyers 1-Wt)

GRAND RAPIDS PRESS; Type pg. 15 15/16" × 22 5/16"; Cols. 8 (Nwsprt. 12,888; Widths 64", 48", 32") (Black Ind 433,218; Color 7,201) (Presses 18-S-wus; Controls 3-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 9-I, 19-L, 1-Lu, 4-M; Casters 2-M; Feeders 3-I, 31-Ma) (Engrav. FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 3-StH, 1-AP, 1-Ha, 1-Si; Casting 2-W-jr-hds) (Tyers 4-Gr, 2-Wal)

GREENVILLE NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 105; Widths 35", 70") (Presses 1-G-wf) (Composing 4-L; TTS 2; Punchers 1; Casters 1-BN) (Scorch'g 1-Ha)

HILLSDALE NEWS; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 225; Widths 16⅛", 33⅛") (Black Ink 11,040) (Presses 3-H-wds; Controls 1-GE-ac; Cut off 22¾") (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 5-Str) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-StH; Casting 1-Ha-hbfc, 1-H-sts)

HOUGHTON MINING GAZETTE; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 360; Widths 17", 35") (Black Ink 10,080) (Presses 1-G-wut; Cut off 22¾") (Composing 7-L; TTS 2; Punchers 1; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-H; Casting 1-G-hbp-T)

IONIA SENTINEL-STANDARD; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 97; Widths 35", 52½", 70") (Black Ink 3,209) (Presses 1-D-wf) (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 4-Lw, 2-Sr) (Engrav. FSpe) (Casting 1-EK-hbp)

IRON MOUNTAIN NEWS; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 349.5; Widths 34", 17") (Black Ink 11,300) (Presses 5-D-wut; Cut off 22¾") (Composing 7-L, 1-Lu. TTS 2; Casters 1-El; Feeders 1-Jo, 7-Ma, 1-Str) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-D-dp; Scorch'g 1-AP, 1-StH, Casting 1-EK-hbfc)

IRONWOOD GLOBE; Type pg. 16¼" × 21½"; Cols. 8 (Nwsprt. 325; Widths 68½", 51⅛", 34¼") (Black Ink 9,240) (Presses 1-G-wds; Controls 1-CW-ac; Cut off 22¾") (Composing 7-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-Km, 1-W-sp) (Tyers 1-Sa)

JACKSON CITIZEN PATRIOT; Type pg. 15 11/16" × 22¼"; Cols. 8 (Nwsprt. 2,814; Widths 64", 48", 32") (Black Ink 103,849; Color 227) (Presses 4-S-wus; Controls 2-CW-dc; Cut off 23 9/16"; ROP Colors 1) (Composing 5-I, 10-L; Casters 3-M; Feeders 1-Ma) (Engrav. 2-FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-W-hdp)

KALAMAZOO GAZETTE; Type pg. 15 15/16" × 22¼"; Cols. 8 (Nwsprt. 4,549; Widths 64", 48", 32") (Black Ink 112,000; Color 3,500) (Presses 6-H-wus; Controls 1-GE-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 4-I, 11-L, 2-M; Casters 1-M; Feeders 16-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-G-hbfc, 2-W-hdp#) (Tyers 2-SP)

LANSING STATE JOURNAL; Type pg. 15⅝" × 22⅝"; Cols. 8 (Nwsprt. 8,138; Widths 62", 46½", 31") (Black Ink 291,301; Color 3,430) (Presses 6½-G-wus; Controls 1-GE-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 7-I, 16-L, 2-Lu; Casters 4-M; Feeders 7-I, 22-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 2-AP, 1-FOS, 3-StH; Casting 1-G-hbfc, 1-No-hbfc, 2-W-hdp)

MANISTEE NEWS-ADVOCATE; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 90) (Black Ink 4,082) (Presses 1-D-wut; Cut off 22¾"; ROP Colors 1) (Composing 4-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-D-hbp)

MARQUETTE MINING JOURNAL; Type pg. 16" × 21⅛"; Cols. 8 (Nwsprt. 550; Widths 34") (Black Ink 7,000; Color 150) (Presses 1-G-wdt; Controls 1-CE-ac; ROP Colors 1) (Composing 8-L, 2-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-dp; Scorch'g 1-Ha; Casting 1-EK-hbfc, 1-StH-sts)

MARSHALL CHRONICLE; Type pg. 16½" × 20¾"; Cols. 8 (Nwsprt. 69.8; Widths 35", 52½", 70") (Presses 1-D-wf; Controls 1-SD-ac; Cut off 22¾") (Composing 2-I, 5-L, 1-Lu; TTS 2; Punchers 1; Feeders 1-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp, 1-Ha-sts)

MIDLAND NEWS; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 410; Widths 34") (Black Ink 13,639) (Presses 4-G-wut; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 3-I, 5-L, 2-Lu; TTS 4; Punchers 3; Casters 1-El; Feeders 3-I, 3-Lw, 5-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-G-hbfc, 1-G-t)

MONROE NEWS; Type pg. 15 11/16" × 21⅛"; Cols. 8 (Nwsprt. 950; Widths 32") (Black Ink 22,880) (Presses 6-D-wdt; Controls 1-CH-ac; Cut off 22¾") (Composing 9-L, TTS 2; Punchers 3; Casters 1-El; Feeders 11-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Sd, 1-StH; Casting 1-D-hbp, 1-D-t#, 1-G-hbfc) (Tyers 1-Gr, 1-Sa)

MT. CLEMENS MONITOR-LEADER; Type pg. 15⅛" × 21"; Cols. 8 (Nwsprt. widths 32") (Presses 6-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 9-L, 2-Lu; Casters 2-El; Feeders 1-Ke, 3-Lw, 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-hbp-t)

MT. PLEASANT TIMES-NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 110; Widths 70", 52½", 35") (Presses 2-CP, 1-D-wf, 1-Kl) (Composing 1-I, 4-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Casting 1-D-hbp)

MUSKEGON CHRONICLE; Type pg. 15¼" × 22¼"; Cols. 8 (Nwsprt. 3,460; Widths 64", 48", 32") (Black Ink 108,000; Color 275) (Presses 5-H-wus; Controls 2-GE-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 10-I, 8-L, 3-M; Casters 2-M; Feeders 10-I, 8-L, 3-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 1-StH, 1-Tt; Casting 1-Ha-hbfc, 1-W-hdp#) (Tyers 3-Gr)

OWOSSO ARGUS-PRESS; Type pg. 16¼" × 21¼"; Cols. 8 (Nwsprt. 546; Widths 16½", 33") (Black Ink 18,000; Color 350) (Presses 6-D-wdt; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 1-Ke, 7-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-D-t#, 1-Ha-hbp)

PETOSKEY NEWS-REVIEW; Type pg. 16⅝" × 21"; Cols. 8 (Nwsprt. 95; Widths 35", 52½", 70") (Black Ink 5,400) (Presses 1-D-wf; Controls 1-AC-ac; Cut off 22¾") (Composing 1-I, 3-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-am, 1-Ha-hds)

PONTIAC PRESS; Type pg. 15⅝" × 22⅛"; Cols. 8 (Nwsprt. 5,100; Widths 62", 46⅛", 31") (Black Ink 193,190; Color 2,980) (Presses 5-G-wus; 6-S-wus, Color 1-G-wus; Controls 1-CE-ac, 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 15-L; TTS 5; Punchers 5; Casters 1-El; Feeders 3-I, 26-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-H-dp; Scorch'g 1-Al, 2-StH; Casting 2-G-hbfc#, 2-W-hdp#) (Tyers 2-Gr)

PORT HURON TIMES & HERALD; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. 1,843; Widths 31", 15½") (Black Ink 64,950; Color 2,128) (Presses 12-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 12-L, 1-M; Casters 1-El, 1-M; Feeders 15-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-LE-dp; Scorch'g 1-FOS, 1-StH; Casting 1-D-t#, 1-G-hbfc, 1-Ha-hbfc) (Tyers 1-Gr)

ROYAL OAK TRIBUNE; Type pg. 15.853" × 22.576"; Cols. 8 (Nwsprt. 2,115; Widths 63½", 47¼", 31¼") (Black Ink 63,306) (Presses 6-G-wus; Controls 2-CW-ac; Cut off 23 9/16") (Composing 10-L, 2-Lu; Casters 1-El; Feeders 7-Ke, 5-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-EK-hbfc, 1-W-hdp#) (Tyers 1-Gr)

SAGINAW NEWS; Type pg. 15⅛" × 22¼"; Cols. 8 (Nwsprt. 5,048; Widths 64", 48", 32") (Black Ink 97,546; Color 1,381) (Presses 6-S-wus; Controls 2-GE-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 18-I, 4-L; Casters 4-M; Feeders 21-I, 5-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 2-StH; Casting 1-G-hbfc, 1-WNC-hdp#) (Tyers 3-Gr)

ST. JOSEPH HERALD PRESS; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 250; Widths 33") (Black Ink 8,000; Color 75) (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L; Feeders 5-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; 1-Ha; Casting 1-G-hbp, 1-G-t#, 1-Ha-sts) (Tyers 1-Gr)

SAULT STE. MARIE NEWS; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 348; Widths 32") (Presses 4-D-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 6-Ke, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t, 1-G-hbfc)

SOUTH HAVEN TRIBUNE; Type pg. 16⅛" × 20¼"; Cols. 8 (Nwsprt. 73; Widths 67", 54⅛", 33½") (Black Ink 2,500) (Presses 2-H-wus; Controls 1-CH-ac; Cut off 21½") (Composing 3-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-G-hbp, 1-Ha-hbfc) (Tyers 1-Wt)

STURGIS JOURNAL; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 245; Widths 34", 17") (Black Ink 4,230) (Presses 1-D-wdt; Controls 1-CE-ac; Cut off 22¾") (Composing 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 7-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha; Casting 1-D-t#, 1-Ha-hbp)

THREE RIVERS COMMERCIAL; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 118; Widths 16½", 33") (Black Ink 3,500) (Presses 4-D-wdt; Controls 1-CW-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 1; Casters 1-El; Feeders 4-Lw, 1-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-Ha-hbp)

TRAVERSE CITY RECORD-EAGLE; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 557; Widths 17", 34") (Black Ink 13,860; Color 150) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, 1-Lu; Casters 1-El; Feeders 2-Ma, 6-Str) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t#, 1-EK-hbfc)

MINNESOTA

AUSTIN HERALD; Type pg. 17½" × 22½"; Cols. 9 (Nwsprt. 586; Widths 35", 17½") (Black Ink 2,300; Color 25) (Presses 1-G-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-L, 2-Lu; TTS 3; Punchers 2; Casters 1-El) (Stereo-Mould'g 1-D-r; Scorch'g 1-No, 1-StH; Casting 1-Ha-hbfc, 1-W-sp) (Tyers 2-Gr)

BRAINERD DISPATCH; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 190; Widths 33⅛") (Black Ink 5,880) (Presses 2-CP; Controls 1-GE-ac; Cut off 21½") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 6-Sr) (Stereo-Mould'g 1-G-dr; Scorch'g 1-FOS, 1-HM; Casting 1-EK-hbfc, 1-G-jr) (Tyers 1-Gr)

DULUTH HERALD & NEWS-TRIBUNE; Type pg. 15 3/16" × 22"; Cols. 8 (Nwsprt. 5,600; Widths 60", 45", 30", 15") (Black Ink 195,000; Color 7,050) (Presses 5-H-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 9-I, 12-L, 1-Lu; TTS 3; Casters 2-El; Feeders 2-I, 16-Ma, 4-Mo, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-Sd, 2-StH; Casting 1-Ha-hbfc, 1-H-hbp, 1-StH-hbfc#, 1-W-hdp#) (Tyers 3-Gr)

(Continued on Page 274)

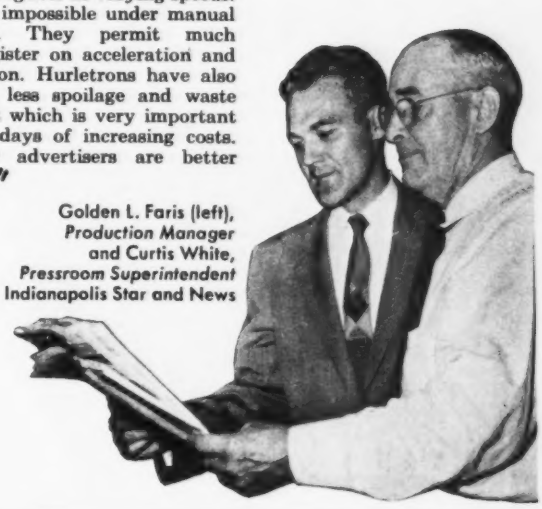
CHICAGO TRIBUNE

"The Tribune has found that Hurletron Controls have enabled us to obtain considerably more accurate register of our rotogravure color pages than we got with manually controlled compensators. This has helped us maintain our leadership in quality reproduction of color rotogravure. It has also materially reduced our waste and spoilage."

LeRoy Anderson,
Superintendent of
the Chicago Tribune's
rotogravure pressroom.

INDIANAPOLIS STAR AND NEWS

"Our Hurletrons enable us to maintain register at varying speeds. This was impossible under manual operation. They permit much closer register on acceleration and deceleration. Hurletrons have also produced less spoilage and waste newsprint which is very important in these days of increasing costs. And our advertisers are better satisfied."



Golden L. Faris (left),
Production Manager
and Curtis White,
Pressroom Superintendent
Indianapolis Star and News

WASHINGTON POST AND TIMES-HERALD

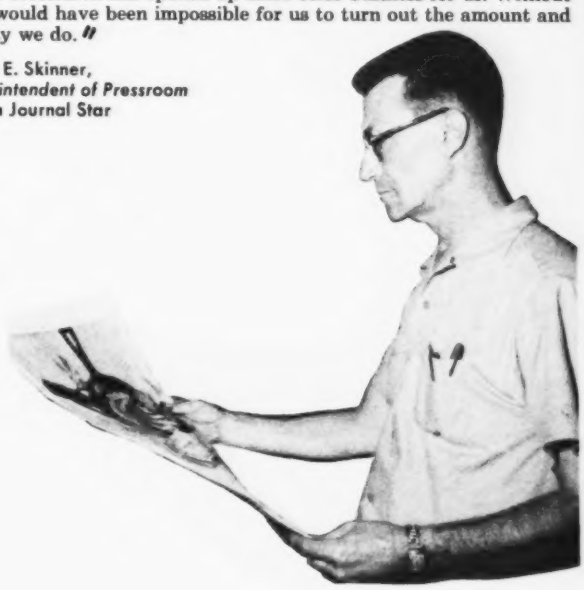
"This installation is the most amazing piece of equipment I have seen in my 34 years in the newspaper business. On every press with an installation of the Hurletron Control System, our registration has been perfect. We have pulled papers out of the folder before, during and after the paster cycle and found the color in perfect registration."

Harry Eybers,
Production Manager,
Washington Post
and Times-Herald

PEORIA JOURNAL STAR

"The Hurletron has opened up more color business for us. Without it, it would have been impossible for us to turn out the amount and quality we do."

Ralph E. Skinner,
Superintendent of Pressroom
Peoria Journal Star



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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 272)

FAIRMONT SENTINEL; Type pg. 15 9/16" × 21"; Cols. 8 (Nwsprt. 225; Widths 32", 16") (Black Ink 6,800) (Presses 6-D-wdt; Controls 1-CW-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha; Casting 1-Km-t, 1-StH-t) (Tyers 1-BST)

FERGUS FALLS JOURNAL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 380; Widths 17", 34") (Black Ink 7,000) (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 4-Lap, 1-Lu; Feeders 4-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-G-hbfc, 1-G-t)

LITTLE FALLS TRANSCRIPT; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 110; Widths 35", 52", 70") (Black Ink 2,500) (Presses 1-G-wf; Cut off 22¾") (Composing 4-L, 1-Lap, 1-Lu; Casters 1-El) (Engrav. pc) (Scorch'g 1-MTO; Casting 1-Ha-am)

MANKATO FREE PRESS; Type pg. 15⅝" × 22¾"; Cols. 8 (Nwsprt. 830) (Black Ink 24,773; Color 700) (Presses 4-G-wus; Controls 14-CH-ac; 4-CH-dc; Cut off 23 9/16"; ROP Colors 2) (Composing 7-I, 2-L, 2-M; TTS 2; Casters 2-M) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-Ha, 1-StH; Casting 1-Ha-hbp, 1-W-sp#) (Tyers 2-Gr)

MARSHALL MESSENGER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 80; Widths 35", 52½", 70") (Black Ink 3,800) (Presses 1-D-wf) (Composing 2-I, 1-L, 1-Lu; TTS 1; Punchers 2; Casters 1-El) (Engrav. FSpe) (Casting 1-Ha-hbfc)

MINNEAPOLIS STAR & TRIBUNE; Type pg. 15¼" × 22¼"; Cols. 8 (Nwsprt. 70,000; Widths 60", 58½") (Black Ink 1,800,000; Color 250,000) (Presses 45-G-wus, Color 8-G-wus; Controls 9-CW-ac; Cut off 22¾"; Color 21⅛"; ROP Colors 3) (Composing 42-I, 3-Lu, 3-M; Casters 2-El, 2-M; Feeders 42-I, 4-L, 6-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-LE-dp; Scorch'g 1-Al, 1-ER, 3-FOS, 4-StH; Casting 1-G-hbp#, 2-H-hbfc, 3-W-am#, 2-W-sts, 1-W-hds) (Stuffing 2-She-7; Tyers 9-SP)

NEW ULM JOURNAL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 170; Widths 22½", 45") (Black Ink 6,500) (Presses 1-G; Controls 1-SD-ac; ROP Colors 1) (Composing 3-I, 2-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. En) (Stereo-Mould'g 1-S-r; Scorch'g 1-FOS; Casting 1-Km-am, 1-G-sts-t, 1-Ha-hbp-hdp) (Tyers 1-Gr)

RED WING REPUBLICAN EAGLE; Type pg. 16⅝" × 20⅝"; Cols. 8 (Nwsprt. 195; Widths 34") (Black Ink 5,700) (Presses 1-G-wus; Controls 1-CH-ac; Cut off 22") (Composing 5-L, 1-Lu; TTS 1; Casters 1-El; Feeders 6-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha; Casting 1-EK-hbfc, 1-G-hbp)

ROCHESTER POST-BULLETIN; Type pg. 15" × 21 15/16"; Cols. 8 (Nwsprt. 1,056; Widths 31¼", 46⅛", 62½") (Black Ink 30,800) (Presses 5-S-wus; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 9-I, 1-L, 2-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-ER, 1-Ha, 1-StH; Casting 1-G-hbfc, 1-W-sp#) (Tyers 2-Wt)

ST. PAUL DISPATCH & PIONEER PRESS; Type pg. 15 3/16" × 22"; Cols. 8 (Nwsprt. 2,247; Widths 60", 45", 30", 15") (Black Ink 785,000; Color 10,000) (Presses 6-G-wus, 12-W-wus; Controls 1-CH-ac, 2-CH-dc; Cut off 22¾"; ROP Colors 3) (Composing 35-I, 4-L, 2-Lu; TTS 2; Punchers 4; Casters 3-El, 2-M; Feeders 44-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-Al, 1-Ha, 3-StH, 1-WF; Casting 1-G-hbp-hbfc#, 1-W-am-hds#) (Stuffing 3-She-8, 5-Hv-8; Tyers 1-Cr, 1-SP, 2-Wal)

VIRGINIA MESABI NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 380; Widths 22½", 45") (Black Ink 8,400) (Presses 1-S-wds) (Composing 2-I, 5-L, 1-Lu; TTS 2; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-HM; Scorch'g 1-Ha, 1-FOS; Casting 1-A, 1-EK) (Tyers 1-Wt)

WILLMAR TRIBUNE; Type pg. 16½" × 21⅛"; Cols. 8 (Nwsprt. 250; Widths 17", 34") (Black Ink 6,300) (Presses 1-D-wut; Controls 1-CW-ac) (Composing 5-L, 1-Lu; Casters 1-El; Feeders 2-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-t, 1-G-hbfc)

WORTHINGTON GLOBE; Type pg. 16¼" × 21½"; Cols. 8 (Nwsprt. 208; Widths 22½", 45") (Black Ink 6,000) (Presses 1-P-wds; Controls 1-Wg-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 1-Jo, 5-Ma, 1-Str) (Engrav. pc) (Stereo-Mould'g 1-S-r; Scorch'g 1-AP, 1-Ha; Casting 1-EK-hbfc, 1-G-hbp)

MISSISSIPPI

BILOXI-GULFPORT HERALD; Type pg. 15 11/16" × 21½"; Cols. 8 (Nwsprt. 1,585; Widths 32", 16") (Black ink 48,205; Color 425) (Presses 5-G-wus; Controls 1-CH-ac; ROP Colors 1) (Composing 10-L, 2-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 6-Ke, 4-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-Ha-hbfc, 1-W-hdp#) (Tyers 2-BST)

CLARKSDALE PRESS REGISTER; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 150; Widths 33", 50", 66") (Black ink 4,500) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbfc)

CORINTH CORINTHIAN; Type pg. 15½" × 20"; Cols. 8 (Nwsprt. 132; Widths 33") (Black Ink 200; Color 10) (Presses 1-H-wus; ROP Colors 1) (Composing 4-Lg) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-Ha-hbp)

JACKSON STATE TIMES; Type pg. 15 9/16" × 20¾"; Cols. 8 (Nwsprt. 1,500; Widths 62") (Black ink 60,000; Color 600) (Presses 4-G-wus; Controls 1-CE-ac; Cut off 21½"; ROP Colors 2) (Composing 12-L, 1-Lu; TTS 4; Punchers 4; Casters 2-El; Feeders 15-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-HM, 1-StH; Casting 1-StH-hbfc#, 1-W-sp#) (Tyers 2-Gr)

McCOMB ENTERPRISE-JOURNAL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 95; Widths 50", 67") (Black ink 3,500) (Presses 2-CP, 1-H, 1-Ky, 1-Wb) (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Feeders 4-Ke, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-H; Casting 1-Ha, 1-H)

NATCHEZ DEMOCRAT; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 247; Widths 34", 52", 68") (Black ink 10,500) (Presses 2-D-wus; Controls 1-CH-ac) (Composing 5-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 7-L) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-hbp, 1-D-hbfc)

TUPELO JOURNAL; Type pg. 15⅝" × 21"; Cols. 8 (Nwsprt. 447; Widths 32", 16") (Black ink 15,420; Color 85) (Presses 1-D-wdt; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El, 1-M; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Si, 1-StH; Casting 1-D-t#, 1-Ha-hbp) (Tyers 1-Wt)

VICKSBURG HERALD & POST; Type pg. 15.95" × 21.75"; Cols. 8 (Nwsprt. 600; Widths 31½", 15¼") (Black ink 16,000; Color 200) (Presses 1-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-Si, 1-StH; Casting 1-G-t)

WEST POINT TIMES LEADER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 70", 52¾", 35") (Presses 1-G-wf; Cut off 21½") (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 4-Ke) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc)

MISSOURI

BOONVILLE NEWS & ADVERTISER; Type pg. 16½; × 20½; ; Cols. 8 (Nwsprt. 70; Widths 35", 52", 70") (Presses 1-D-wf; Controls 1-CH-ac) (Casting 1-Ha-hbfc)

BROOKFIELD NEWS-BULLETIN; Type pg. 16 5/9" × 20½"; Cols. 8 (Nwsprt. 85; Widths 35", 52½", 70") Black ink 2,607) (Presses 1-D-wf; Controls 1-Sp-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-BN; Feeders 1-BN, 1-KC, 2-Ma, 1-Mo, 1-Sr) (Casting 1-No-hbp)

CAPE GIRARDEAU SOUTHEAST MISSOURIAN; Type pg. 16¼" × 21"; Cols 8 (Nwsprt. 518; Widths 33") (Black ink 20,160; Color 600) (Presses 1-D; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; TTS 2; Punchers 3; Casters 1-El; Feeders 9-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-G-hbp, 1-G-hbfc, 1-G-t#)

CARTHAGE PRESS; Type pg. 16½; × 21¼"; Cols. 8 (Nwsprt. 170; Widths 33", 16½") (Black ink 6,800; Color 60) (Presses 3-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 1-Lu; TTS 1; Casters 1-El; Feeders 4-I, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-FOS; Casting 1-G-hbp, 1-G-t)

CHILLICOTHE CONSTITUTION-TRIBUNE; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 125; Widths 35", 52¾", 70") (Black ink 5,000) (Presses 1-D-wf; Controls 1-SD-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El) (Casting 1-EK-hbp)

COLUMBIA MISSOURIAN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 200; Widths 17", 34") (Black ink 6,000; Color 250) (Presses 1-D-wut; Controls 1-GE-ac; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 2; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-D; Casting 1-D-t#, 1-Ha-hbp)

COLUMBIA TRIBUNE; Type pg. 16¼" × 21¼"; Cols 8 (Nwsprt. 385; Widths 33", 16½") (Black ink 16,380) (Presses 1-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 6-L, 1-Lu; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-D-t#, 1-G-hbp) (Tyers 1-Gr)

EXCELSIOR SPRINGS STANDARD; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 60; Widths 35", 52¾", 70") (Black ink 100) (Presses 1-D-wf; Controls 1-AB-ac; Cut off 21½") (Composing 3-L, 1-Lu, 1-M; Casters 1-M; Feeders 3-Ma) (Casting 1-EK-hbfc)

FESTUS NEWS-DEMOCRAT; Type pg. 16½" × 20⅛"; Cols. 8 (Nwsprt. 93; Widths 17½", 35", 52¾", 70") (Black ink 4,000) (Presses 2-CP, 1-Go, 1-G, 1-Kl, 1-Wh; Controls 2-CH-ac, 2-Kl-ac) (Composing 4-I) (Casting 1-Ha-hbfc)

HANNIBAL COURIER-POST; Type pg. 15½" × 21½"; Cols. 8 (Nwsprt. 371; Widths 64⅛", 48⅛", 32⅛") (Black ink 11,760) (Presses 2-G-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 7-L, 1-Lu; Casters 1-El) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-Ha-hbfc, 1-W-sp) (Tyers 1-Gr)

INDEPENDENCE EXAMINER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 400; Widths 34") (Black ink 7,200; Color 40) (Presses 4-D-wut; Controls 1-GE-dc; Cut off 22¾") (Composing 5-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Tt; Casting 1-A-hbp, 1-D-t#)

INDEPENDENCE NEWS; Type pg. 15¾" × 21¼"; Cols. 8 (Nwsprt. 34") (Presses 1-Wb-wdt) (Composing 3-I, 1-Lu; Feeders 3-Mo) (Engrav. pc)

JEFFERSON CITY CAPITAL NEWS & POST-TRIBUNE; Type pg. 16 5/6" × 21¾"; Cols. 8 (Nwsprt. 5,694; Widths 32½", 16¼") (Black Ink 17,640; Color 200) (Presses 6-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-L, 1-Lu; TTS 2; Casters 1-El; Feeders 1-Ma, 7-Mo, 1-Sr) (Engrav. FSpe, En) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-D-t#) (Tyers 1-Wt)

JOPLIN GLOBE & NEWS-HERALD; Type pg. 15 5/6" × 22"; Cols. 8 (Nwsprt. 2,000; Widths 62", 46⅛", 31") (Presses 3-G-wus; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 2) (Composing 3-I, 7-L, 2-Lu, TTS 3; Punchers 3; Casters 2-El, 1-M; Feeders 15-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-W-am, 1-W-hdp#)

KANSAS CITY STAR & TIMES; Type pg. 15 3/16" × 22"; Cols. 8 (Nwsprt. 76,394; Widths 62") (Black Ink 2,388,325; Color 48,210) (Presses 54-G-wus; Controls 10-CW-ac, 4-CW-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 25-I, 23-L, 3-Lu, 3-M; Casters 2-El, 1-Un; Feeders 57-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-LE-r; Scorch'g 2-FOS, 2-HM, 4-StH; Casting 1-EK-hbfc, 1-G-hbdt, 4-W-am, 1-W-jr, 4-W-hds#) (Tyers 5-SP)

KENNETT DUNKLIN DEMOCRAT; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 72.74; Widths 35", 52¾", 70") (Black Ink 2,216) (Presses 1-G-wf; Cut off 22¾") (Composing 1-I, 3-L, 1-Lu; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Casting 1-EK-hbfc, 1-Ha-hbp)

KIRKSVILLE EXPRESS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 155; Widths 35", 52¾", 70") (Black Ink 6,000) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-BN; Feeders 5-Ma) (Engrav. FSpe) (Casting 1-BS-hbp, 1-SE-hbfc)

LAMAR DEMOCRAT; Type pg. 14 7/16" × 20"; Cols. 7 (Nwsprt. 40; Widths 31", 46½", 62") (Black Ink 1,300) (Presses 1-G-wf; Controls 1-GE-ac; Cut off 21½") (Composing 2-I, 1-L, TTS 1; Punchers 1) (Casting 1-No-hbfc)

MACON CHRONICLE-HERALD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 96; Widths 70", 52¾", 35") (Black Ink 3,000) (Presses 1-D-wf, 1-Ky-sf, 1-Le-sf, Cut off 21½") (Composing 1-I, 3-L, 1-Lu, TTS 1; Punchers 1; Casters 1-Un; Feeders 5-Ma) (Engrav. FSpe) (Casting 1-No, 1-Ha-hbp-am, 1-MR-am)

MEXICO LEDGER; Type pg. 17.098" × 21¼"; Cols. 9 (Nwsprt. 350 Widths 34½", 17½") (Black Ink 8,245) (Presses 6-D; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 4-L, TTS 3; Punchers 2; Casters 1-El; Feeders 1-I, 4-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbp, 1-G#)

MOBERLY MONITOR-INDEX; Type pg. 16 5/16" × 21½"; Cols. 8 (Nwsprt. 241; Widths 33", 16½") (Black Ink 5,760) (Presses 4-D-wus; Controls 1-Sp-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 6-Ma) (Stereo-Mould'g 1-D-r, 1-McF-r; Scorch'g 1-FOS, Casting 1-D-t#, 1-G-hbfc) (Tyers 1-Wt)

NEOSHO NEWS; Type pg. 16⅝ × 21"; Cols. 8 (Nwsprt. 107.2; Widths 17½", 35", 52¾", 70") (Black Ink 2,500) (Presses 1-G; Controls 1-GE-ac) (Composing 1-I, 3-L; TTS 2; Punchers 2) (Engrav. FSpe) (Casting 1-Ha-hbfc) (Tyers 1-Wt)

NEVADA MAIL; Type pg. 17½ × 22½"; Cols. 8 (Nwsprt. 107; Widths 35", 52¾", 70") (Black Ink 490) (Presses 1-D-wf; Controls 1-CW-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 3-KC, 2-Ma) (Engrav. FSpe) (Scorch'g 1-No; Casting 1-Ha-hbp)

POPLAR BLUFF AMERICAN REPUBLIC; Type pg. 15 11/16" × 21½"; Cols. 8 (Nwsprt. 400; Widths 32", 16") (Presses 1-D; Controls 1-GE-ac; Cut off 22¾") (Composing 7-I, 1-Lu) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Ha; Casting 1-D-t, 1-Ha-hbp)

ROLLA NEWS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 80; Widths 70") (Presses 1-D-wus) (Composing 2-Lg, 1-Lu; Casters 1-El) (Engrav. FSpe) (Casting 1-Ha-hbp)

ST. JOSEPH NEWS PRESS & GAZETTE; Type pg. 15 11/12" × 22"; Cols. 8 (Nwsprt. 4,383; Widths 62") (Black Ink 159,970; Color 1,392) (Presses 5-G-wus, 4-G-wds; Controls 2-CE-ac; Cut off 23 5/16"; ROP Colors 2) (Composing 9-I, 5-L, 1-Lu; TTS 6; Punchers 4; Casters 2-El; Feeders 17-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-FOS, 2-StH; Casting 1-W-sp#, 1-W-hdp#) (Tyers 2-Gr)

ST. LOUIS GLOBE-DEMOCRAT; Type pg. 15⅝" × 22 11/16"; Cols. 8 (Nwsprt. 31,370; Widths 60", 45", 30") (Black Ink 951,390; Color 29,552) (Presses 21-D-wus, 12-G-wus; Controls 2-CW-dc, 5-GE-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 38-I, 2-L; TTS 3; Punchers 2; Casters 2-El, 2-M; Feeders 40-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-Le-dp; Scorch'g 1-Al, 1-Ir, 2-StH; Casting 2-H-hbfc, 3-W-am, 3-W-hds, 1-G-hbp, hbdt, hbfc) (Stuffing 1-She-8; Tyers 4-SP)

ST. LOUIS POST-DISPATCH; Type pg. 15¼ × 23"; Cols. 8 (Nwsprt. 69,565; Widths 60") (Black Ink 2,182,161; Color 103,642) (Presses 30-W-wus; Controls 8-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 50-I, 1-L, 3-Lu; Casters 2-El, 3-M; Feeders 51-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-dp; Scorch'g 2-Al, 2-FOS, 4-Sd, 6-StH; Casting 4-W-am, 2-W-sts, 2-W-hds-#, 1-G-hbdt, 4-G-hbfc-#) (Stuffing 1-She-8; Tyers 5-SP)

SEDALIA CAPITAL & DEMOCRAT; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 468; Widths 32") (Black Ink 14,910; Color 105) (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 8-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 7-Ma, 3-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t#, 1-G-hbp) (Tyers 1-Gr)

SIKESTON STANDARD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 156; Widths 17", 34") (Black Ink 4,000) (Presses 24-G-wds; Controls 1-GE-ac; ROP Colors 3) (Composing 1-I, 3-L; TTS 1; Punchers 1; Casters 1-BN; Feeders 1-I, 3-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Sh, 1-StH; Casting 1-EK-hbp, 1-G-sp)

SPRINGFIELD NEWS, LEADER & PRESS; (Presses 7-G-wus; Controls 2-CE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 2-I, 10-L, 2-Lu; TTS 5; Casters 2-El; Feeders 2-I, 4-KC, 3-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-Ha; Casting 1-G-hbfc, 1-W-hdp)

TRENTON REPUBLICAN TIMES & GAZETTE; Type pg. 17½" × 22½"; Cols. 8 (Nwsprt. 75; Widths 52¾", 70") (Black Ink 2,075) (Presses 1-G-wf; Controls 3-Wg-ac) (Composing 3-L; Casting 1-Ha-hbp)

WEBB CITY SENTINEL; Type pg. 16⅝" × 21"; Cols. 8 (Nwsprt. 15; Widths 35", 45") (Black Ink 1,000) (Presses 1-Me-sf) (Composing 2-L) (Casting 1-MB-hbfc)

WEST PLAINS QUILL; Type pg. 16 2/3" × 20½"; Cols. 8 (Nwsprt. 58; Widths 35", 52¾", 70") (Black Ink 1,400) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 2-L; Feeders 1-I, 2-Ma) (Casting 1-Ha-hbfc)

MONTANA

BILLINGS GAZETTE; Type pg. 15 11/16" × 21⅝"; Cols. 8 (Nwsprt. 2,250, Widths 32") (Black Ink 96,000; Color 4,750) (Presses 7-D-wut, 3-G-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 13-Lg, 1-Lu; TTS 2; Casters 1-El, 1-M; Feeders 14-Ma, 2-Sr) (Stereo-Mould'g 1-LE-dp; Scorch'g 1-AP, 1-Ha, 2-StH; Casting 1-D-t) (Tyers 2-Gr)

BOZEMAN CHRONICLE; Type pg. 15⅝" × 21"; Cols. 8 (Nwsprt. 123; Widths 66", 49½", 33") (Black Ink 3,271) (Presses 1-D-wf; Controls 1-CW-dc; Cut off 22¾") (Composing 4-I, 1-Lu; TTS 1; Casters 1-El; Feeders 3-Ke, 1-Ma, 2-Sr) (Engrav. FSpe) (Casting 1-Ha-hbp, 1-Ha-hbfc)

BUTTE POST & MONTANA STANDARD; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 1,500; Widths 32") (Black Ink 48,100; Color 1,200) (Presses 10-D-wdt; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 11-L, 2-Lu; TTS 2; Casters 1-El; Feeders 11-Ma, 1-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-hbfc, 1-G-t#)

(Continued on Page 276)

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PRODUCTS OF 3M RESEARCH

MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 274)

DILLON TRIBUNE; Type pg. 12¼"× 20"; Cols. 5 (Presses 1-Me-sf; Controls 1-GE, 1-Ki, 1-Wg-ac) (Composing 1-I) (Casting 1-Ha-hbfc)

GREAT FALLS TRIBUNE & LEADER; Type pg. 15.74"× 20½"; Cols. 8 (Newsprt. 2,500; Widths 63½") (Presses 3-H-wus, 3-H-wds; Controls 2-GE-ac; Cut off 21½"; ROP Colors 3) (Composing 13-L, 2-Lu; Casters 2-El, 1-M; Feeders 14-Ma, 4-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-H-hbfc, 1-W-hdp#) (Tyers 3-Gr)

HAVRE NEWS; Type pg. 16"× 20½"; Cols. 8 (Newsprt. 46; Widths 35", 52¾", 70") (Black Ink 2,042) (Presses 1-D-wf; Controls 4-AC-ac) (Composing 4-L; Casters 1-BN) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Hm-hbp)

HELENA INDEPENDENT RECORD; Type pg. 15"× 21½"; Cols. 8 (Newsprt. 267; Widths 64", 32", 16") (Black Ink 10,000) (Presses 1-H-wds; Controls 1-K-ac; Cut off 23 9/16") (Composing 6-L, 1-Lu; Casters 1-El; Feeders 6-Ma, 2-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-H-hbfc)

KALISPELL INTER LAKE; Type pg. 16¼"× 20½"; Cols. 8 (Newsprt. 225; Widths 33", 16½") (Black Ink 4,800) (Presses 1-G-wus; Controls 1-CH-ac; Cut off 21½") (Composing 6-L, 1-Lu; Casters 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-Ha-hbp, sp)

LEWISTOWN NEWS; Type pg. 16½"× 20½"; Cols. 8 (Newsprt. 100; Widths 70", 52¾", 35") (Black Ink 1,500) (Presses 2-D-wf) (Composing 4-L, 1-Lu; Casters 1-El) (Stereo-Mould'g 1-Os; Scorch'g 1-HM; Casting 1-Ha-hbp)

LIVINGSTON ENTERPRISE; Type pg. 15⅛"× 21"; Cols. 8 (Newsprt. 52; Widths 63") (Black Ink 1,273) (Presses 1-D-wf; Controls 1-CW-ac; Cut off 21½") (Composing 3-L, 1-Lu; Casters 1-El; Feeders 1-Jo, 2-Ma, 2-Sr) (Scorch'g 1-Ha; Casting 1-EK-hbfc, 1-Ha-sts)

MILES CITY STAR; Type pg. 15 11/12"× 21"; Cols. 8 (Newsprt. 100; Widths 32") (Presses 1-D-wut; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-G-dr; Scorch'g 1-FOS; Casting 1-EK-hbp)

MISSOULA MISSOULIAN & SENTINEL; Type pg. 16⅜"× 21⅛"; Cols. 8 (Newsprt. 780; Widths 32", 16", 29") (Black Ink 20,000; Color 3,000) (Presses 5-D-wdt; Controls 1-GE-ac, 1-Wg-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-L, 1-Lu; TTS 2; Casters 1-El; Feeders 4-Jo, 4-Ma) (Engrav. FSpe) (Stereo-Mould 1-D-dp; Scorch'g 1-StH; Casting 1-D-hbp, 1-D-t#)

NEBRASKA

ALLIANCE TIMES-HERALD; Type pg. 16"× 21"; Cols. 8 (Newsprt. 90; Widths 69", 51¾", 34½") (Black Ink 2,316) (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 4-Lg, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. pc) (Casting 1-G-hbp)

BEATRICE SUN; Type pg. 16⅞"× 21¼"; Cols. 8 (Newsprt. 280; Widths 33", 16½") (Black Ink 1,200; Color 100) (Presses 4-D-wdt; Controls 1-Wg-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 1-Lu; TTS 2; Punchers 2; Feeders 2-I, 3-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Ha; Casting 1-D-t, 1-EK-hbfc)

COLUMBUS TELEGRAM; Type pg. 16½"× 21"; Cols. 8 (Newsprt. 180; Widths 70", 52¾", 35") (Black Ink 7,505) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 21½") (Composing 5-I; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ma) (Engrav. 1-FSpe) (Casting 1-Ha-am)

HASTINGS TRIBUNE; Type pg. 15 11/16"× 21"; Cols. 8 (Newsprt. 750; Widths 16", 32") (Black Ink 25,000; Color 1,500) (Presses 6-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-I, 3-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 2-I, 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-t#, 1-EK-hbfc)

HOLDREGE CITIZEN; Type pg. 16½"× 21"; Cols. 8 (Newsprt. 100; Widths 70") (Black Ink 2,000) (Presses 1-G-wus, 1-G-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 4-L; TTS 1; Casters 1-El; Feeders 5-Ma) (Casting 1-EK-hbfc)

KEARNEY HUB; Type pg. 15¾"× 21"; Cols. 8 (Newsprt. 201; Widths 33", 16½") (Presses 1-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 3-I, 2-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 2-I, 1-Ma, 4-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-D-hbp, 1-EK-hbp, 1-G-t#)

LINCOLN JOURNAL & STAR; Type pg. 15⅛"× 22 1/6"; Cols. 8 (Newsprt. 5,100; Widths 61½", 46⅛", 30⅛", 15⅛") (Black Ink 148,772; Color 15,769) (Presses 6-G-wus, Color 4-G-wds; Controls 3-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 4-I, 10-L, 2-Lu; TTS 8; Punchers 4; Casters 1-El, 1-M; Feeders 18-Ma) (Engrav. pc) (Stereo-Mould'g 1-S-r; Scorch'g 1-AP, 1-ER, 2-StH; Casting 2-W-hdp) (Tyers 3-Gr)

NEBRASKA CITY NEWS-PRESS; Type pg. 16½"× 20½"; Cols. 8 (Newsprt. 150; Widths 35", 52¾", 70") (Black Ink 6,000) (Presses 1-D-wf; Controls 1-GE-ac) (Composing 5-L, 1-Lu; TTS 2; Punchers 3; Casters 1-El; Feeders 3-Ma, 4-Mo) (Engrav. FSpe) (Casting 1-Ha-hbp)

NORFOLK NEWS; Type pg. 16 7/24"× 20 5/16"; Cols. 8 (Newsprt. 428; Widths 33") (Black Ink 14,880; Color 150) (Presses 1-G-wds; Controls 1-Wg-ac; Cut off 21½"; ROP Colors 1) (Composing 1-I, 6-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 7-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-H; Casting 1-G-hbdt, 2-G-hbfc#)

NORTH PLATTE TELEGRAPH-BULLETIN; Type pg. 15⅛"× 21½"; Cols. 8 (Newsprt. 390; Widths 32") (Black Ink 10,250; Color 300) (Presses 1-D-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-hbp#, 1-No-hbfc) (Tyers 1-Gr)

OMAHA WORLD-HERALD; Type pg. 15 17/32"× 21½"; Cols. 8 (Newsprt. 30,622; Widths 61½", 46⅛", 30⅛") (Black Ink 902,558; Color 109,516) (Presses 24-G-wus, Color 1-G; Controls 1-CW-ac; Cut off 22¾", Color 21½"; ROP Colors 3) (Composing 30-I, 2-Lu; Casters 2-El, 2-M; Feeders 36-I) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 3-StH; Casting 3-W-jr, 2-W-hds#) (Tyers 3-SP)

SCOTTSBLUFF STAR-HERALD; Type pg. 16⅝"× 21¼"; Cols. 8 (Newsprt. 547; Widths 45", 22½") (Presses 1-G-wds; Controls 1-GE-ac; Cut off 22½") (Composing 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 1-Sd; Casting 1-EK-hbfc, 1-G-hbp) (Tyers 1-Wt)

YORK NEWS-TIMES; Type pg. 16½"× 20 2/3"; Cols. 8 (Newsprt. 80; Widths 30", 52½", 70") (Black Ink 1,600) (Presses 1-D-wf; Controls 1-AB-ac) (Composing 3-L; TTS 1; Punchers 1) (Casting 1-Ha-hbp)

NEVADA

CARSON CITY APPEAL; Type pg. 10 1/6"× 16"; Cols. 5 (Newsprt. 16; Widths 52½") (Black Ink 200) (Presses 1-CD-wf; Controls 1-GE-ac; Cut off 21½") (Composing 2-L; Feeders 2-Ke) (Casting 1-Ha-hbp)

ELKO FREE PRESS; Type pg. 16½"× 20"; Cols. 8 (Newsprt. 34; Widths 34", 52½", 70") (Black Ink 1,500) (Presses 1-G-wf) (Composing 2-I) (Casting 1-Ha-hbp)

ELY TIMES; Type pg. 16½"× 20"; Cols. 8 (Newsprt. 50; Widths 35", 52½") (Black Ink 850) (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 2-L, 1-Lu) (Casting 1-Sw-hbfc)

LAS VEGAS SUN; Type pg. 15 11/16"× 21¾"; Cols. 8 (Newsprt. 950; Widths 63", 47¼", 31½") (Presses 4-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 10-L, 1-Lu; TTS 1; Punchers 3; Casters 1-El; Feeders 1-L) (Engrav. FSpe) (Stereo-Mould'g 1-H-r, Scorch'g 1-Si, 1-StH, 1-Ha; Casting 1-W-sp) (Tyers 1-In)

RENO GAZETTE & NEVADA STATE JOURNAL; Type pg. 15¾"× 21⅛"; Cols. 8 (Newsprt. 1,551; Widths 63") (Black Ink 72,000; Color 1,800) (Presses 5-G-wus; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 3-I, 9-L, 2-Lu; Casters 2-El; Feeders 1-I, 11-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al; Casting 1-Ha-hbp, 1-Ha-hbfc, 1-Ha-hdp#) (Tyers 3-Wt)

NEW HAMPSHIRE

CLAREMONT EAGLE; Type pg. 16⅛"× 21¼"; Cols. 8 (Newsprt. 300; Widths 34", 17") (Black Ink 10,420) (Presses 1-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 1-I, 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 6-Ke, 3-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-D-t, 1-EK-hbp)

CONCORD MONITOR & NEW HAMPSHIRE PATRIOT; Type pg. 16 1/3"× 21¼"; Cols. 8 (Newsprt. 416; Widths 33") (Black Ink 16,500) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 8-L, 1-Lu; Casters 1-El; Feeders 8-Ke) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-FOS; Casting 1-H-hbfc, 1-W-sp)

DOVER FOSTER'S DEMOCRAT; Type pg. 16 7/12"× 21"; Cols. 8 (Newsprt. 207; Widths 35", 52¾", 70") (Black Ink 12,000; Color 12) (Presses 1-A-sf, 1-D-wf, 1-Va-sf; Controls 1-Cl-ac, 1-GE-ac, 1-Wg-ac) (Composing 6-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 6-Ma, 2-Sr) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 2-Ha-hbfc)

KEENE SENTINEL; Type pg. 16 7/12"× 21"; Cols. 8 (Newsprt. 200; Widths 34¼", 17¼") (Black Ink 5,000) (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 6-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-D-t, 1-No-hbfc)

LEBANON VALLEY NEWS; Type pg. 16 9/16"× 21½"; Cols. 8 (Newsprt. 161.7; Widths 34", 51", 68") (Black Ink 3,500) (Presses 2-H-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 3; Casters 1-El; Feeders 5-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP; Casting 1-Ha-hbfc, 1-H-hbp)

MANCHESTER UNION LEADER; Type pg. 15½"× 21½"; Cols. 8 (Newsprt. 3,300; Widths 62", 46½", 31") (Black Ink 200,000; Color 1,200) (Presses 4-H-wus; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 10-L, 2-Lu; Casters 2-El; Feeders 18-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 2-Sd, 2-StH; Casting 2-H-hbfc, 1-W-hdp#) (Tyers 2-Gr)

NASHUA TELEGRAPH; Type pg. 17⅝"× 21 11/16"; Cols. 9 (Newsprt. 497; Widths 34½", 17¼") (Black Ink 16,000; Color 100) (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 2-L, 1-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-D-t#, 1-EK-hbfc)

PORTSMOUTH HERALD; Type pg. 16½"× 21½"; Cols. 8 (Newsprt. 394.49; Widths 34", 17") (Black Ink 15,331; Color 52) (Presses 4-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-FOS; Casting 1-D-hbp, 1-D-t, 1-H-hbfc)

NEW JERSEY

ASBURY PARK PRESS; Type pg. 17 3/5"× 22 1/5"; Cols. 9 (Newsprt. 2,282; Widths 70", 52½", 35") (Black Ink 93,384; Color 300) (Presses 5-D-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 17-L, 2-Lu; TTS 4; Punchers 4; Casters 2-El; Feeders 21-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-H-r; Scorch'g 1-AP, 2-StH; Casting 2-W-sp#) (Tyers 2-Wt)

ATLANTIC CITY PRESS; Type pg. 15 9/16"× 21 2/7"; Cols. 8 (Newsprt. widths 62", 46½", 31") (Presses 5-S-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 10-L, 2-Lu; TTS 3; Punchers 4; Casters 1-El, 1-M; Feeders 9-Ma, 9-Str) (Stereo-Mould'g 1-LE-dp, 1-S-r; Scorch'g 1-Ha, 1-Sd, 1-StH, Casting 1-EK, 1-W-sp, 1-W-hdp#)

BAYONNE TIMES; Type pg. 15 5/16"× 21 11/16"; Cols. 8 (Newsprt. 550; Widths 15", 30") (Black Ink 19,000; Color 175) (Presses 10-D-wut; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-I, 2-L, 2-Lu; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, Casting 1-D-hbp-hbfc-t#)

BRIDGETON NEWS; Type pg. 16⅛"× 21⅛"; Cols. 8 (Newsprt. 273½) (Presses 4-D-wut; Controls 7-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-I, 1-Lu; Casters 1-El; Feeders 7-I, 2-Ma) (Engrav. FSpe) (Scorch'g 2-Ha; Casting 1-D-sts, 1-D-t, 1-G-hbp, 1-G-t, 1-Ha#) (Tyers 1-Gr)

CAMDEN COURIER-POST; Type pg. 15⅝"× 22"; Cols. 8 (Newsprt. 5,300; Widths 60", 44⅛", 29⅛") (Black Ink 200,000; Color 3,000) (Presses 8-G-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 21-I; Feeders 25-Ma) (Engrav. FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 2-StH, Casting 2-H-hbfc) (Tyers 1-Wt)

ELIZABETH JOURNAL; Type pg. 15 11/16"× 21 13/16"; Cols. 8 (Newsprt. 3,416; Widths 64", 48", 32") (Black Ink 104,260; Color 2,000) (Presses 5-G-wus; Controls 1-CW-ac) (Composing 2-I, 21-L, 2-Lu; Casters 4-M; Feeders 27-Jo, 2-Ma) (Stereo-Mould'g 1-G-r, 1-S-r; Scorch'g 2-StH; Casting 1-G-hbfc, 2-W-hdp)

HACKENSACK BERGEN RECORD; Type pg. 15½"× 22⅛"; Cols. 8 (Newsprt. 5,500; Widths 62") (Black Ink 42,000) (Presses 8-S-wus; Controls 2-GE-dc; Cut off 22¾") (Composing 24-L; Casters 3-El, 1-M; Feeders 30-Ma) (Stereo-Mould'g 1-D-r, 1-S-r; Scorch'g 3-AP, 1-ER, 2-StH; Casting 1-W-sp, 1-W-hdp)

LONG BRANCH RECORD; Type pg. 16⅛"× 22"; Cols. 8 (Newsprt. 810; Widths 32") (Black Ink 4,000; Color 500) (Presses 3-H-wds; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 9-L, 1-Lu; Casters 1-El; Feeders 11-Jo) (Stereo-Mould'g 1-H-r; Scorch'g 1-ER, 1-StH; Casting 1-H-hbp, 1-H-hbfc, 1-H-sts)

MILLVILLE REPUBLICAN; Type pg. 16½"× 21"; Cols. 8 (Newsprt. 145; Widths 70", 52½", 35") (Black Ink 7,000) (Presses 1-D-wf; Controls 1-GE-ac) (Composing 5-L, 1-Lu; Casters 1-El; Feeders 7-Ma) (Engrav. En) (Scorch'g 1-No; Casting 1-Ha-hbfc)

MORRISTOWN RECORD; Type pg. 17½"× 21"; Cols. 9 (Newsprt. 600; Widths 35", 17½") (Black Ink 13,000) (Presses 3-CP, 1-D-wdt, 1-Ki; Controls 1-GE-ac; Cut off 22¾") (Composing 6-L, 2-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS; Casting 1-G-t#, 1-H-hbfc)

NEWARK NEWS; Type pg. 15¼"× 24½"; Cols. 8 (Newsprt. widths 60", 45", 30") (Presses 32-S-wus; Controls 3-CH-ac, 4-GE-ac) (Composing 7-I, 42-L, 2-Lu, 2-M; Casters 4-M, 2-Lu; Feeders 54-Ma) (Stereo-Mould'g 2-S-r; Scorch'g 2-FOS, 2-Ir, 4-StH; Casting 3-H-hbfc, 4-StH-#, 4-W-jr#, 2-W-sts#) (Tyers 4-Wt, 9-Gr)

NEWARK STAR-LEDGER; Type pg. 15¼"× 22¾"; Cols. 8 (Newsprt. widths 60") (Black Ink 571,700; Color 19,124) (Presses 22-H-wus; Controls 1-CW-ac, 1-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 23-L, 2-Lu; TTS 3; Punchers 2; Casters 2-El; Feeders 25-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 2-StH; Casting 2-W-jr, 2-W-sts) (Stuffing 1-She-4; Tyers 2-SP)

NEW BRUNSWICK HOME NEWS; Type pg. 15 9/16"× 21¼"; Cols. 8 (Newsprt. 2,407; Widths 63", 47¼", 31½") (Black Ink 70,441; Color 100) (Presses 4-D-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 12-L, 2-Lu, TTS 3, Punchers 2, Casters 1-El, 1-M Feeders 16-Ma) (Stereo-Mould'g G-r, Scorch'g 2-S-d, Casting 1-G-hbfc, 1-W-hdp#) (Tyers 2-Sa)

PASSAIC CLIFTON HERALD-NEWS; Type pg. 15 9/16"× 21 11/16"; Cols. 8 (Newsprt. 4,088; Widths 62", 48½", 31") (Black Ink 131,615) (Presses 4-S-wus; Controls 2-CH-ac; Cut off 22¾") (Composing 17-L, 2-Lu; Casters 2-El; Feeders 22-Ma) (Stereo-Mould'g 1-S-r; Scorch'g 1-AP, 1-FOS, 2-StH; Casting 1-G-hbfc, 1-W-hdp#) (Tyers 3-Gr)

PATERSON NEWS; Type pg. 15⅛"× 21¼"; Cols. 8 (Newsprt. 4,000; Widths 62", 46½", 31") (Black Ink 3,900) (Presses 5-S-wus; Controls 2-GE-dc; Cut off 22¾") (Composing 3-I, 17-L, 1-Lu, 1-M; TTS 3; Punchers 4; Casters 1-El, 1-Ma; Feeders 3-I, 17-L) (Stereo-Mould'g 1-H-r, 1-S-r; Scorch'g 1-AP, 1-FOS, 2-StH; Casting 2-W-sp)

PLAINFIELD COURIER-NEWS; Type pg. 15 9/16"× 21¾"; Cols. 8 (Newsprt. 2,500; Widths 62½", 31¼", 46⅛") (Black Ink 75,000) (Presses 6-H-wus; Controls 1-CW-ac, 1-GE-ac; Cut off 22¾") (Composing 18-L, 2-Lu; Casters 2-El; Feeders 22-Ma) (Stereo-Mould'g 1-S-r; Scorch'g 2-StH; Casting 1-W-sp#) (Tyers 2-Gr)

TRENTON TIMES; Type pg. 16 2/5"× 22"; Cols. 8 (Newsprt. 6,800; Widths 67", 49⅛", 33⅛") (Black Ink 160,280) (Presses 7-H-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 8-I, 13-L, TTS 9; Punchers 6; Casters 4-M; Feeders 21-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 1-S, 1-StH; Casting 2-H-hbp, 2-H-hbfc)

TRENTON TRENTONIAN; Type pg. 10¼"× 16"; Cols. 5 (Newsprt. widths 33", 49½", 66") (Presses 3-H-wus; Controls 1-CW-ac; Cut off 22¾") (Stereo-Mould'g 1-S-r; Scorch'g 1-FOS, 1-No; Casting 1-H-hbp, 1-H-hbfc)

UNION CITY HUDSON DISPATCH; Type pg. 15¼"× 22"; Cols. 8 (Newsprt. 3,300; Widths 60", 45", 30") (Black Ink 100,000) (Presses 6-S-wus; Controls 2-CW-ac; Cut off 22¾") (Composing 19-L, 2-Lu; Casters 2-El; Feeders 23-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ir, 1-Sd, 2-StH; Casting 1-H-hbfc, 1-W-hdp#) (Tyers 3-Gr)

VINELAND TIMES-JOURNAL; Type pg. 17 1/3"× 22¾"; Cols. 9 (Newsprt. 452; Widths 17", 34") (Black Ink 17,223; Color 55) (Presses 1-G-wds; Controls 1-K-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 6-I, 2-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 2-I, 3-L, 1-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-HM, 1-StH; Casting 1-EK-hbfc, 1-G-hbp) (Tyers 1-Gr)

NEW MEXICO

ALAMOGORDO NEWS; Type pg. 16½" × 20½"; Cols. 8 (Newsprt. 77; Widths 35", 52¾", 70") (Black Ink 3,000) (Presses 1-G-wf, 1-Ki-sf, 1-Me-sf, 1-Hi-sf; Controls 1-GE-ac, 1-Ki-ac) (Composing 4-L, 1-Lu; Casters 1-Un; Feeders 3-Ke, 2-Ma) (Engrav. FSpe) (Casting 1-Ha-hbfc)

ALBUQUERQUE JOURNAL & TRIBUNE; Type pg. 15⅛" × 21⅛"; Cols. 8 (Newsprt. 5,315; Widths 30½") (Black Ink 178,772) (Presses 10-G-wus; Controls 3-GE-ac; Cut off 22¾") (Composing 6-I, 11-L, 2-Lu; Casters 2-El; Feeders 18-Ma, 3-Sr) (Stereo-Mould'g 2-G-r; Scorch'g 1-Si, 2-StH; Casting 1-Ha-hbp, 2-W-hdp#) (Tyers 1-SP)

(Continued on Page 278)

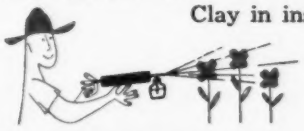
Let's get re-acquainted...

Most publishers and printers think of Huber as an important source of printing inks. And they know that their paper stocks are probably coated and filled with Huber clays. But few know that Huber makes carbon black for its own use—and is a leading supplier of carbon black to the rubber industry, as well.

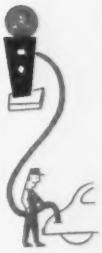
Behind these operations is a closely-knit research program. In developing better carbon black, Huber controls the quality of inks it produces. In helping paper manufacturers develop better printing surfaces, J. M. Huber Corporation not only develops better clays but better inks.

Printing Inks—Huber's Printing Ink Division, with headquarters at Hillside, N.J., and plants in Hillside and Bayonne, N. J., McCook and East St. Louis, Ill., Boston, Mass., Borger and Baytown, Texas, and Huber, Ga., manufactures printing inks of all types. As you probably know, Huber manufactures inks for newspapers, publications, comic books, containers and commercial jobs, and distributes these inks throughout the United States and the free world.

Clay—The Clay Division, with headquarters at Langley, S. C., and plants at Langley, Graniteville, S. C., and Huber, Ga., mines and refines kaolin clay. Its major uses are in the manufacture of paper and rubber products. In paper, filler clay helps close the surface; coating clay gives a smooth, glossy finish. In rubber, clay is used for reinforcing and stiffening such products as heels and soles, insulation, flooring and most light-colored goods. You'll also find Huber Clay in insecticides.

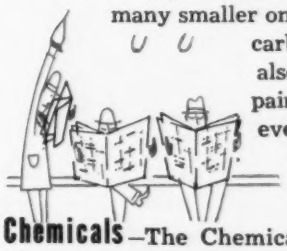


Oil and Gas Division—The Oil and Gas Division, with headquarters in Borger, Texas, operates throughout the Southwest, producing crude oil and natural gas. Some of the gas is used in our Borger carbon black plant, the remainder is sold to pipe line operators. You may be using a Huber product when you fill your car or light your gas range.

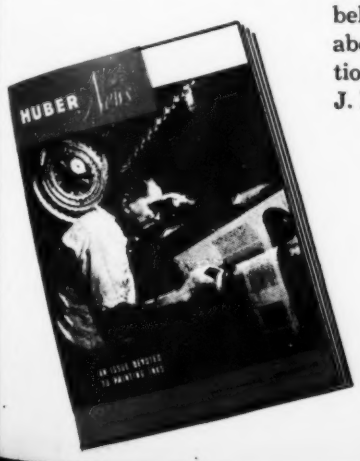


Carbon Black

The Carbon Black Division's headquarters are at Borger, Texas, where Huber produces both channel and furnace black. Millions of pounds of carbon black are used each year to add toughness and wear resistance to automobile tires: *all* the large rubber companies and many smaller ones use Huber carbon black. It's also used in inks, paints, and wherever black coloring is needed.



Chemicals—The Chemicals Division's plant at Havre de Grace, Maryland, produces Zeolexes: reinforcing white pigments for rubber; carriers for pesticides; conditioners and anti-caking agents for salt, sugar and other products; high-brightness pigment for paper.



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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 276)

CLOVIS NEWS-JOURNAL; Type pg. 16¼" × 22"; Cols. 8 (Nwsprt. 310; Widths 32½", 16¼") (Black Ink 3,431; Color 100) (Presses 6-G-sc; Controls 1-CW-ac; Cut off 23 9/16") (Composing 6-I; TTS 2; Punchers 1; Casters 1-El; Feeders 6-I) (Stereo-Mould'g 1-S-r; Scorch'g 1-FOS, 1-StH, 1-WF; Casting 1-Ha-hbp, 1-StH-am, 1-StH-sp#) (Tyers 1-Gr)

FARMINGTON TIMES; Type pg. 16 2/3" × 20"; Cols. 8 (Nwsprt. 180; Widths 70", 52½", 35") (Presses 1-G-wf; Controls 1-CH-ac; Cut off 21½") (Composing 3-L, 1-Lu; TTS 1; Punchers 1; Feeders 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha; Casting 1-Ha-hbfc)

GALLUP INDEPENDENT; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 90; Widths 72") (Presses 1-G-wf) (Composing 1-L, 1-Lap, 1-Lu; TTS 1; Feeders 4-Ma) (Stereo-Mould'g 1-Ha; Casting 1-Ha-hbp)

LAS CRUCES SUN-NEWS; Type pg. 16 7/12" × 20¾"; Cols. 8 (Nwsprt. 75; Widths 35", 52½", 70") (Black Ink 3,000) (Presses 1-D-wf; Controls 1-CH-ac) (Composing 4-L, 1-Lu; Casters 1-El) (Casting 1-G-hbp, 1-Ha-am)

RATON RANGE; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 80; Widths 35", 52¾"; 70") (Black Ink 1,800) (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 3-L; TTS 2; Punchers 1; Feeders 3-Mo) (Engrav. FSpe) (Casting 1-EK-hbfc)

ROSWELL RECORD; Type pg. 15 9/16" × 21 7/16"; Cols. 8 (Nwsprt. 467; Widths 31") (Black Ink 11,440; Color 2,000) (Presses 1-D-wut; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-L, 1-Lu; TTS 2; Punchers 2; Casters 2-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-dp; Scorch'g 1-StH; Casting 1-D-t#, 1-EK-hbp) (Tyers 1-Gr)

NEW YORK

ALBANY KNICKERBOCKER NEWS; Type pg. 15 3/16" × 21½"; Cols. 8 (Nwsprt. 4,289; Widths 60") (Presses 10-G-wus; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 6-I, 19-L, 2-M, 2-T; Casters 2-M; Feeders 29-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 3-FOS; Casting 2-W-sp)

ALBANY TIMES-UNION; Type pg. 15 5/16" × 22¼"; Cols. 8 (Nwsprt. 60", 45", 30") (Presses 8-G-wus; Controls 1-CW-dc; Cut off 22¾"; ROP Colors 3) (Composing 4-I, 23-L, 2-Lu, 1-M; TTS 2; Punchers 1; Casters 2-M; Feeders 32-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-S-r; Scorch'g 1-AP, 2-StH, 1-Cm, 1-ER, 1-FOS; Casting 2-G-hbp, 2-W-hdp#) (Tyers 2-Gr)

AMSTERDAM RECORDER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 543; Widths 33½", 16¼") (Black Ink 16,050) (Presses 16-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 9-I, 1-Lu; Casters 1-El; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS; Casting 1-G-t#) 1-Ha-hbfc, 1-H-hbfc) (Tyers 1-Gr)

AUBURN CITIZEN-ADVERTISER; Type pg. 16½" × 20¼"; Cols. 8 (Nwsprt. 410; Widths 34", 17¼") (Black Ink 3,400) (Presses 4-H-wds; Controls 1-CH-ac; Cut off 21½") (Composing 3-I, 5-L, 1-Lu; Casters 1-M; Feeders 1-Jo, 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-H-hbp-hbfc)

BATAVIA NEWS; Type pg. 15¼" × 21½"; Cols. 8 (Nwsprt. 400; Widths 33", 16½") (Presses 1-G-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 7-L, 2-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-FOS, 1-StH; Casting 1-G-t#, 1-Ha-hbfc)

BATH STEUBEN ADVOCATE; Type pg. 15 9/16" × 21⅛"; Cols. 8 (Nwsprt. 310; Widths 31½") (Black Ink 6,500) (Presses 5-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 6-L, 1-M; TTS 3; Punchers 3; Casters 1-El, 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-HM; Casting 1-D-t, 1-We-hbfc)

BINGHAMTON PRESS; Type pg. 15 3/16" × 21⅛"; Cols. 8 (Nwsprt. 5,408; Widths 61", 45¼", 30⅛") (Black Ink 156,405) (Presses 6-H-wus; Controls 1-CH-dc; Cut off 22¾") (Composing 12-I, 16-L, 2-M; Casters 2-M; Feeders 32-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-Si, 2-Sd, 2-StH; Casting 2-W-hdp#)

BINGHAMTON SUN; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 1,169; Widths 66", 49½", 33") (Black Ink 31,839) (Presses 3-H-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 3-I, 11-L, 2-Lu; Casters 1-El; Feeders 16-I, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-HM, 1-StH; Casting 1-G-hbp, 1-G-hbfc#, 1-H-hbp, 1-H-hbdt, 1-H-hbfc)

BROOKLYN DAILY; Type pg. 10" × 14¼"; Cols. 5 (Nwsprt. 600; Widths 30", 15") (Black Ink 24,000; Color 6,000) (Presses 3-G-wus; Controls 1-Wg-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, 2-Lu; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-No, 1-StH; Casting 1-No-hbfc, 1-W-sp)

BUFFALO COURIER-EXPRESS; Type pg. 15⅛" × 22¼"; Cols. 8 (Nwsprt. 25,264; Widths 64", 48", 32", 16") (Black Ink 683,830; Color 17,712) (Presses 12-G-wus, 18-S-wus; Controls 4-CW-ac, 3-GE-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 35-L, 2-Lu, 1-M; Casters 5-El; Feeders 35-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP, 1-Ir, 2-StH; Casting 1-G-hbfc, 2-W-am, 1-W-jr, 1-W-hds) (Stuffing 2-She-4; Tyers 3-SP)

BUFFALO NEWS; Type pg. 15 3/16" × 22 7/16"; Cols. 8 (Nwsprt. 35,000; Widths 64", 48", 32", 16") (Black Ink 1,140,531) (Presses 24-G-wus; Controls 3-CW-ac, 3-CW-dc; Cut off 23 9/16") (Composing 37-Lap; Casters 5-El, 2-M; Feeders 48-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 6-StH; Casting 3-W-am-jr) (Tyers 5-SP)

CATSKILL MAIL; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 100; Widths 70") (Presses 1-G-wf; Controls 1-GE-ac) (Composing 4-L, 1-Lu; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-G-hbfc, 1-Ha-hbfc)

CORNING LEADER; Type pg. 15" × 21"; Cols. 8 (Nwsprt. widths 16", 32") (Presses 16-G-wdt; Controls 2-GE-ac; Cut off 22¾") (Composing 4-I, 2-L, 1-Lu; TTS 4; Punchers 4; Casters 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS, 1-StH; Casting 1-G-t#)

CORTLAND STANDARD; Type pg. 11 1/12" × 21"; Cols. 8 (Nwsprt. 300; Widths 16", 32") (Black Ink 7,225) (Presses 1-D-wdt; Controls 1-K-ac; Cut off 22¾") (Composing 10-L, 1-Lu; TTS 2; Casters 1-M; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-D-t, 2-H-hbfc, 1-H-hds)

DUNKIRK OBSERVER; Type pg. 16¼" × 21⅛"; Cols. 8 (Nwsprt. 368; Widths 33", 16½") (Black Ink 13,200) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 7-L, 2-Lu; TTS 4; Punchers 4; Casters 1-El, 1-M; Feeders 3-Ke, 8-Ma) (Engrav. FSpe, pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS; Casting 1-G-hbfc, 1-G-t#, (Tyers 1-Gr)

ELMIRA ADVERTISER & STAR-GAZETTE; Type pg. 15⅝" × 22"; Cols. 8 (Nwsprt. 3,150; Widths 62½", 46⅛", 31¼", 15½") (Black Ink 138,500) (Presses 4-D-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 18-L, 2-Lu; TTS 2; Casters 2-Mo; Feeders 22-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-W-hbfc#, 1-W-sp#)

GARDEN CITY NEWSDAY; Type pg. 10⅝" × 14¼"; Cols. 5 (Nwsprt. 24,000; Widths 61", 45 11/16", 30 7/16") (Black Ink 77,000) (Presses 14-G-wus, 5-W-wus; Controls 1-CE-ac, 1-GE-dc; Cut off 22¾") (Composing 16-I, 11-L, 2-Lu; Casters 3-El) (Stereo-Mould'g 2-H-r; Scorch'g 1-Ha, 2-Sd, 2-StH; Casting 1-Ha-hbfc, 2-W-hdp) (Tyers 2-SP)

GENEVA TIMES; Type pg. 16⅜" × 21⅛"; Cols. 8 (Nwsprt. 400; (Widths 33", 16½") (Black Ink 13,500) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 7-L, 1-Lu; TTS 2; Punchers 2; Casters 1-M; Feeders 9-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-HM, 1-StH; Casting 1-D-t#, 1-No-hbfc)

GLEN FALLS POST-STAR & TIMES; Type pg. 16¼" × 21"; Cols. 8 (Nwsprt. 1,135; Widths 33", 16½") (Black Ink 22,000) (Presses 1-D; Controls 1-GE-ac) (Composing 3-I, 6-L; Casters 1-El, 2-M; Feeders 13-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS; Casting 1-D-t, 1-H-hbfc) (Tyers 1-Gr)

GLOVERSVILLE LEADER-HERALD; Type pg. 16½" × 22½"; Cols. 8 (Nwsprt. 594; Widths 34", 51") (Black Ink 17,170) (Presses 1-G-wds; Controls 1-GE-ac) (Composing 9-I, 1-Lu; Casters 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-G-hbp) (Tyers 2-Gr)

HERKIMER TELEGRAM; Type pg. 15 2/3" × 22"; Cols. 8 (Nwsprt. widths 16", 32") (Presses 1-H-wds; Controls 1-CH-ac; Cut off 23 9/16") (Composing 1-I, 4-L; TTS1, Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-MTO; Casting 1-G-hbfc)

HICKSVILLE MID-ISLAND TIMES; Type pg. 10" × 15½"; (Nwsprt. widths 22½") (Presses 1-Wald)

HORNELL TRIBUNE; Type pg. 15 9/16" × 21½"; Cols. 8 (Nwsprt. 310; Widths 31½") (Black Ink 6,500) (Presses 5-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 6-L, 1-M; TTS 3; Punchers 3; Casters 1-El, 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-HM; Casting 1-D-t, 1-We-hbfc)

HUDSON REGISTER-STAR; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 200; Widths 35", 52¾", 70") (Black Ink 800) (Presses 1-G-wf) (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma) (Casting 1-A-hbfc)

ITHACA JOURNAL; Type pg. 17½" × 21 5/16"; Cols. 9 (Nwsprt. 540) (Black Ink 15,852) (Presses 6-D-wut-wds, wdt; Controls 1-CW-ac; Cut off 22¾") (Composing 3-I, 8-L, 1-Lu; TTS 1; Casters 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-AP; Casting 1-D-t#, 1-G-hbfc)

KINGSTON FREEMAN; Type pg. 15 11/12" × 21¼"; Cols. 8 (Nwsprt. 662; Widths 16¼", 32½") (Black Ink 21,189) (Presses 11-G-wut; Controls 2-GE-ac; Cut off 22¾") (Composing 10-I, 1-L, 2-Lu, 1-M; Casters 1-M; Feeders 13-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 2-AP; Casting 1-D-t#)

LITTLE FALLS TIMES; Type pg. 15 5/6" × 21¼"; Cols. 8 (Nwsprt. 140; Widths 32") (Black Ink 4,600) (Presses 4-D-wut; Controls 1-Sp-ac; Cut off 22¾") (Composing 5-Lap, 1-Lu; TTS 1) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-H-hbp)

LOCKPORT UNION-SUN & JOURNAL; Type pg. 17½"× 21½"; Cols. 9 (Nwsprt. 488, Widths 17½", 35") (Black Ink 19,200) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 3-I, 3-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe, pc) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS; Casting 1-D-t#)

MALONE TELEGRAM; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 120; Widths 34", 16⅛") (Presses 1-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 4-I, 1-Lu; Feeders 4-Ke, 1-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-Cm; Casting 1-H-hbp)

MEDINA JOURNAL-REGISTER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 100; Widths 35", 52½", 70", 17½") (Black Ink 3,000) (Presses 1-CD-wf; Controls 1-CE-ac) (Composing 3-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 4-Ma) (Engrav. FSpe) (Casting 1-Ha-hbp)

MIDDLETOWN TIMES-HERALD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 455; Widths 22½", 45") (Black Ink 18,200) (Presses 1-S-wds; Controls 1-GE-ac; Cut off 17¼") (Composing 3-I, 5-L, 1-Lu; TTS 1; Casters 1-El; Feeders 10-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS; Casting 1-EK-hbfc, 1-H-hbfc, 1-S-hbp) (Tyers 1-Gr)

NEW YORK HERALD TRIBUNE; Type pg. 15 3/16" × 21⅛"; Cols. 8 (Nwsprt. widths 59⅛", 44⅛", 29¼") (Black Ink 1,500,000) (Presses 57-S-wus; Controls 30-CW-ac, 27-GE-dc; Cut off 22¾") (Composing 78-L, 3-Lap, 1-M, 1-T; Casters 1-El, 4-M; Feeders 5-Ma, 84-Str) (Stereo-Mould'g 3-S-r; Scorch'g 5-StH, 3-ER, 2-HM, 1-Sd; Casting 1-W-hds, 2-H-hbp, 6-W-am, 1-W-jr, 5-W-sts,7#) (Stuffing 3-She; Tyers 4-Sp, 1-Wt)

NEW YORK JOURNAL-AMERICAN; Type pg. 15¼" × 20½"; Cols. 8 (Nwsprt. Widths 60") (Presses 80-H-wus; Controls 44-GE-ac, 36-CH-ac; Cut off 21½") (Composing 6-I, 58-L, 3-Lu; Casters 3-El, 2-M; Feeders 69-Ma) (Engrav. pc) (Stereo-Mould'g 2-D-r, 1-H-r, 1-LE-dp; Scorch'g 2-Cm, 1-Ir, 4-StH, Casting 1-G-hbfc, 1-H-hbp, 1-H-hbfc, 6-W-am, 2-W-jr, 7-W-sts) (Tyers 1-SP)

NEW YORK MIRROR; Type pg. 10¼" × 14¼"; Cols. 5 (Nwsprt. Widths 29⅛", 44 13/16", 59¼") (Presses 41-H-wus, 32-H-wds. Controls 3-CW-ac, 9-CH-ac, 4-GE-ac; Cut off 22¾") (Composing 28-I, 2-Lu; Casters 3-El, 2-M; Feeders 35-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 7-StH; Casting 6-W-am, 2-W-jr, 4-W-sts, 2-W-hds) (Tyers 2-SP, 3-Eb)

NEW YORK MORNING TELEGRAPH; Type pg. 15 9/16" × 21½"; Cols. 8 (Nwsprt. 3,300; Widths 61", 49¼", 30½") (Black Ink 55,000) (Presses 4-H-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 26-L, 1-Lu; Casters 1-El; Feeders 1-Ma) (Stereo-Mould'g 2-D-dp; Scorch'g 2-Al, Casting 1-W-hbfc, 2-W-hdp#) (Tyers 1-SP)

NEW YORK NEWS; Type pg. 9¼" × 14¼"; Cols. 5 (Nwsprt. 260,000; Widths 60⅛", 45¼", 30⅛") (Black Ink 7,370,000; Color 3,134,000) (Presses 107-G-wus, Color 16-S-wus, 16-G-wds, 33-G-wus; Controls 16-CW-ac, 3-GE-ac, 7-CW-dc; Cut off 21½", Color 22¼", 21½") (Composing 6-I, 71-L, 5-Lu; Casters 6-El; Feeders 77-Ma) (Engrav. pc) (Stereo-Mould'g 4-G-r; Scorch'g 11-StH, Casting 1-G-hbfc#, 2-H-hbfc, 13-W-am#, 13-W-hds) (Tyers 16-SP)

NEW YORK POST; Type pg. 10⅛" × 14¼"; Cols. 5 (Nwsprt. 29,381; Widths 60") (Black Ink 1,200,286; Color 16,720) (Presses 6-H-wus, 18-S-wus; Controls 2-CH-ac, 6-GE-dc; Cut off 23⅛", 21⅛"; ROP Colors 1) (Composing 3-I, 38-L, 2-Lu; Casters 4-El; Feeders 4-1-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-S-r; Scorch'g 2-II, 1-Sd, 4-StH; Casting 2-H-hbfc, 5-W-jr#, 1-W-sts#, 2-W-hds#)

NEW YORK TIMES; Type pg. 15¼" × 21⅛"; Cols. 8 (Nwsprt. Widths 60", 45", 30") (Black Ink 5,320,000) (Presses 16-H-wus, 90-W-wus; Controls 23-GE-ac, 4-CE-dc, 1-CH-dc; Cut off 22¾") (Composing 76-I, 41-L, 4-Lu, 7-M; Casters 4-El, 7-M; Feeders 117) (Engrav. pc) (Stereo-Mould'g 4-H-r; Scorch'g 1-Cm, 6-II, 7-StH; Casting 7-W-hds#, 11-W-am#, 4-W-sts#) (Stuffing 6-She-8, 6-Hv-5. Tyers 18-SP)

NEW YORK WALL STREET JOURNAL; Type pg. 16 5/16" × 21¼"; Cols. 6 (Nwsprt. 7,200; Widths 33", 49½", 66") (Black Ink 180,000) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 3-I, 21-L, 2-Lu; TTS 12; Punchers 12; Casters 1-El; Feeders 27-Ma) (Stereo-Mould'g 1-LE-dp, 1-S-r; Scorch'g 1-AP, 1-FOS, 2-StH; Casting 2-H-hbfc, 2-W-hdp#)

NEW YORK WORLD TELEGRAM & SUN; Type pg. 15.2345" × 22"; Cols. 8 (Nwsprt. 42,960; Widths 60", 45", 30") (Black Ink 1,429,045; Color 5,685) (Presses 24-G-wus, 49-H-wus; Controls 12-GE-ac, 8-CW-dc; Cut off 22¾") (Composing 49-I, 3-Lu, 2-M; Casters 3-El, 2-M; Feeders 59-Ma) (Engrav. pc) (Stereo-Mould'g 3-H-r; Scorch'g 2-Ai, 1-II, 3-Sd, 6-StH; Casting 6-W-am, 4-W-sts, 2-W-hds#) (Tyers 6-SP)

NIAGARA FALLS GAZETTE; Type pg. 15 2/3" × 22.83"; Cols. 8 (Nwsprt. 2,626; Widths 64") (Black Ink 86,000; Color 500) (Presses 6-G-wus; Controls 1-CE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 18-L, 2-Lu; Casters 2-El, 1-M; Feeders 22-Ma, 1-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 2-StH; Casting 1-G-hbfc, 1-Ha-am, 2-W-hdp#) (Tyers 1-Sa)

NORWICH SUN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 103.4; Widths 35", 52¾", 70") (Black Ink 4,800) (Presses 1-CD-wf; Controls 1-CH-ac) (Composing 5-L; Feeders 5-Ma) (Scorch'g 1-FOS; Casting 1-EK-am, 1-H-hbp)

NYACK JOURNAL-NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 360; Widths 66") (Presses 2-H-wus; Controls 1-CH-ac; Cut off 21½") (Composing 7-I, 1-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-H-hbp, 1-H-hbfc) (Tyers 1-BST)

OGDENSBURG JOURNAL & ADVANCE-NEWS; Type pg. 16⅛" × 20½"; Cols. 8 (Nwsprt. 175 Widths 33⅛", 16⅛") (Black Ink 4,800) (Presses 1-G-wds; Cut off 21½") (Composing 7-L, 1-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS; Casting 1-G-hbp, 1-G-hbfc)

OLEAN TIMES-HERALD; Type pg. 16¼" × 21½"; Cols. 8 (Nwsprt. 684; Widths 33", 16½") (Black Ink 21,600) (Presses 6-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 11-L, 1-Lu; TTS 5; Punchers 5; Casters 1-El, 1-M; Feeders 13-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-ER; Casting 1-D-hbp, 1-D-t#, 1-G-hbfc) (Tyers 1-BST)

ONEIDA DISPATCH; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 160; Widths 35", 52¾", 70") (Black Ink 6,000) (Presses 1-D-wf; Controls 1-CW-ac; Cut off 21½") (Composing 5-I, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-I, 2-Ma) (Engrav. FSpe) (Scorch'g 1-Ha)

OSWEGO PALLADIUM-TIMES; Type pg. 16" × 21⅛"; Cols. 8 (Nwsprt. 381; Widths 16⅛", 33") (Black Ink 24,000) (Presses 6-D-wdt; Controls 1-CH-ac; Cut off 22¾") (Composing 5-I, 5-L, 1-Lu, 1-M; Casters 1-M) (Engrav. 1-FSpe) (Stereo-Mould'g 1-D-dr; Scorch'g 3-FOS; Casting 1-D-hbp, 2-G-hbp, 1-Ha-hbfc#) (Tyers 2-Wt)

PEEKSKILL STAR; Type pg. 16⅛" × 21"; Cols. 8 (Nwsprt. 250; Widths 32", 16") (Black Ink 6,000) (Presses 5-D-wut; Controls 1-CH-ac; Cut off 22¾") (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-D-hbp, 1-D-hbfc, 1-D-sp, 1-D-t)

PLATTSBURGH PRESS-REPUBLICAN; Type pg. 16⅛" × 21½"; Cols. 8 (Nwsprt. Widths 33", 16⅝") (Black Ink 7,250, Color 390) (Presses 2-H-wus; Controls 1-GE-ac; (Composing 1-I, 4-L; TTS 3; Punchers 1; Casters 1-El; Feeders 4-Ke, 3-Ma) (Engrav. FSpe) (Scorch'g 1-AP; Casting 1-H, 1-W-sp)

POUGHKEEPSIE NEW YORKER; Type pg. 15 9/16" × 22¼"; Cols. 8 (Nwsprt. 1,000; Widths 64", 48", 31 15/16") (Black Ink 55,920) (Presses 4-G-wus; Controls 2-GE-ac; Cut off 22¾") (Composing 1-Lu; Casters 2-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-EK-hbp, 1-W-hdp#)

ROCHESTER DEMOCRAT & CHRONICLE AND TIMES-UNION; Type pg. 15¼" × 21 15/16"; Cols. 8 (Nwsprt. Widths 60") (Black Ink 1,000,000) (Presses 12-H-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 41-L, 3-Lu; TTS 3; Casters 6-M; Feeders 50-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-G-r, 1-H-r; Scorch'g 3-Au, 1-ER, 1-FOS; Casting 1-G-hbp, 1-No-hbp, 2-W-jr#, 1-W-sts, 1-W-hds) (Tyers 2-Wal)

ROME SENTINEL; Type pg. 17½" × 21½"; Cols. 9 (Nwsprt. 701; Widths 35", 17½") (Black Ink 22,000; Color 200) (Presses 8-D-wdt; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 10-I, 2-Lu; TTS 1; Punchers 4; Casters 1-El; Feeders 13-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-AP, 1-StH; Casting 1-G-t#, 1-No-hbfc) (Tyers 2-Gr)

SALAMANCA REPUBLICAN-PRESS; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 140; Widths 17", 34") (Black Ink 4,500) (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-WF; Casting 1-D-t, 1-Ha-hbfc)

SARATOGA SPRINGS SARATOGIAN; Type pg. 16¼" × 21½"; Cols. 8 (Nwsprt. 361; Widths 33", 16⅛") (Black Ink 13,172) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 9-L, 1-Lu; Casters 1-M; Feeders 7-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-hbp, 1-hbfc, 1-D-t#) (Tyers 1-Gr)

SAUGERTIES POST; Type pg. 16" × 20"; Cols. 8 (Nwsprt. 30; Widths 70") (Presses 1-G) (Composing 3-I, 1-L; Casters 1-E) (Engrav. FSpe) (Casting 8-EK-hbp)

SCHENECTADY GAZETTE; Type pg. 15 11/16" × 22⅝"; Cols. 8 (Nwsprt. 3,315; Widths 62") (Black Ink 128,000) (Presses 6-H-wds; Controls 1-CH-ac; Cut off 23 9/16") (Composing 11-I, 6-L, 2-Lu; Casters 1-El, 3-M) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-W-am, 1-sp-W) (Tyers 3-Gr)

SCHENECTADY UNION-STAR; Type pg. 15 9/16" × 22¼"; Cols. 8 (Nwsprt. 2,433; Widths 62", 46½", 31") (Black Ink 65,000) (Presses 4-H-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 18-L, 2-Lu; Casters 2-El; Feeders 21-Ma, 1-Sr) (Stereo-Mould'g 1-S-r; Scorch'g 3-FOS; Casting 3-H-hbfc, 1-W-sp) (Tyers 2-Gr)

(Continued on Page 280)

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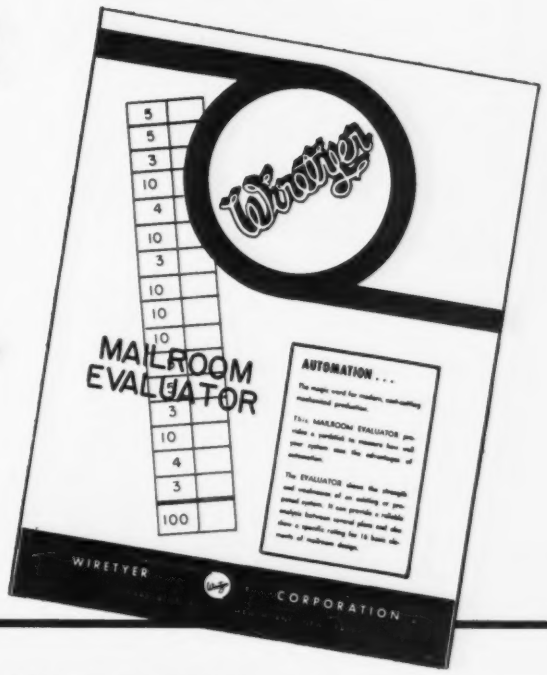

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 278)

SYRACUSE HERALD-JOURNAL & HERALD-AMERICAN; Type pg. 15 3/16" × 22"; Cols. 8 (Newsprt. 17,000; Widths 60", 45", 30") (Black Ink 495,000; Color 5,000) (Presses 12-G-wus; Controls 3-CW-dc; Cut off 22¾"; ROP Colors 3) (Composing 17-I, 9-L, 2-Lu; TTS 6; Punchers 5; Casters 3-M; Feeders 31-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-S-r; Scorch'g 1-Al, 2-FOS, 3-StH; Casting 1-G-hbp, 1-Ha-hbp, 2-W-am, 1-W-sts, 1-W-hds#) (Stuffing 1-She-6; Tyers 2-Wal)

TONAWANDA NEWS; Type pg. 15 9/16" × 21½"; Cols. 8 (Newsprt. 515; Widths 31½", 15¾") (Black Ink 17,050) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 21½") (Composing 8-L, 1-Lu; TTS 4; Punchers 4; Casters 1-El; Feeders 8-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-AP; Casting 1-D-sts, 1-EK-hbp)

TROY RECORD & TIMES RECORD; Type pg. 15 11/16" × 22"; Cols. 8 (Newsprt. 3,278; Widths 64", 48", 32") (Black Ink 125,510) (Presses 6-H-wus; Controls 2-GE-ac; Cut off 23 9/16") (Composing 3-I, 16-L, 2-Lu, 1-M; Casters 1-El, 2-M; Feeders 24-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-S-r; Scorch'g 1-AP, 2-StH; Casting 1-G-hbfc, 2-W-hdp#) (Tyers 3-Gr)

UTICA OBSERVER DISPATCH & PRESS; Type pg. 15¼" × 22¾"; Cols. 8 (Newsprt. 4,633; Widths 60", 45", 30", 15") (Black Ink 186,204; Color 1,877) (Presses 7-H-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 13-I, 8-L, 2-Lu; TTS 4; Punchers 2; Casters 1-El, 2-M; Feeders 26-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 2-StH; Casting 2-W-hdp#) (Tyers 1-Gr)

WATERTOWN TIMES; Type pg. 15 3/5" × 22"; Cols. 8 (Newsprt. 2,654.7; Widths 62", 46½", 31") (Black Ink 107,550) (Presses 5-H-wus; Controls 1-GE-ac; Cut off 23 9/16") (Composing 5-I, 12-L, 2-Lu; Casters 1-El, 1-M; Feeders 21-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-FOS, 1-No, 2-StH; Casting 1-W-hdp#) (Tyers 1-Gr)

WELLSVILLE REPORTER; Type pg. 16½" × 21"; Cols. 8 (Newsprt. 91; Widths 35", 52¾", 70") (Black Ink 4,000) (Presses 1-D-wf; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 1; Feeders 4-Ma) (Engrav. FSpe) (Casting 1-EK-hbfc)

NORTH CAROLINA

BURLINGTON TIMES-NEWS; Type pg. 15⅝"× 21¾"; Cols. 8 (Newsprt. 900; Widths 64", 48", 32", 16") (Black Ink 25,000) (Presses 4-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 8-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-HM, 1-Sd, 1-StH; Casting 1-G-hbfc, 1-W-sp#) (Tyers 2-Gr)

CHARLOTTE NEWS; Type pg. 15 9/16" × 22"; Cols. 8 (Newsprt. 4,963; Widths 62", 46½", 31", 15¾") (Black Ink 180,400; Color 5,022) (Presses 5-D-wus, Color 4-G-wds; Cut off 22¾"; ROP Colors 1) (Composing 15-L, 1-Lu; TTS 4; Punchers 4; Casters 2-El; Feeders 1-Jo, 17-Ma) (Stereo-Mould'g 1-H-r, Scorch'g 1-Al, Casting 1-D-hbp, 1-G-hbfc, 1-W-hdp#)

CHARLOTTE OBSERVER; Type pg. 15 9/16"× 21 15/16"; Cols. 8 (Newsprt. 15,000; Widths 62", 46½", 31") (Black Ink 488,210; Color 40,000) (Presses 12-H-wus; Controls 4-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 25-L, 2-Lu, 1-M; TTS 6; Punchers 6; Casters 2-El, 1-M; Feeders 31-Ma) (Stereo-Mould'g 2-H-r; Scorch'g 1-Al, 1-FOS, 2-StH; Casting 2-W-jr-hds#) (Tyers 2-SP, 1-Wt)

CONCORD TRIBUNE; Type pg. 16"× 22"; Cols. 8 (Newsprt. 315; Widths 32", 16") (Black Ink 11,000; Color 125) (Presses 4-H-wds; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 1-I, 3-Ma, 4-Str) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-W-sp#)

DURHAM HERALD & SUN; Type pg. 15⅝"× 22¾"; Cols. 8 (Newsprt. 3,465; Widths 62", 46½", 31") (Black Ink 130,000) (Presses 3-D-wus; Controls 1-CW-ac; Cut off 23 9/16") (Composing 13-L, 2-Lu; TTS 4; Punchers 4; Casters 1-El, 2-M; Feeders 17-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-AP, 2-StH; Casting 1-G-hbfc, 1-Ha-hbfc, 1-W-hdp#) (Tyers 2-Gr)

FAYETTEVILLE OBSERVER; Type pg. 15¾"× 21½"; Cols. 8 (Newsprt. 1,696; Widths 32", 16") (Black Ink 55,784; Color 531) (Presses 6-D-wut, 4-G; Controls 1-CE-dc; Cut off 22¾"; ROP Colors 2) (Composing 9-L, 2-Lu; TTS 3; Punchers 3; Casters 2-El; Feeders 13-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-EK-hbp)

GASTONIA GAZETTE; Type pg. 16⅛"× 22¾"; Cols. 9 (Newsprt. 813; Widths 34", 17") (Black Ink 29,918; Color 225) (Presses 2-G-wds-sc; Controls 1-CW-ac) (Composing 6-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-W-sp#) (Tyers 1-Gr)

GOLDSBORO NEWS-ARGUS; Type pg. 16"× 21"; Cols. 8 (Newsprt. 382; Widths 34", 16¾") (Black Ink 8,945; Color 370) (Presses 4-D-wdt; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 1-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-I, 4-Ma, 2-MM) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t#, 1-Ha-hbp) (Tyers 1-Gr)

GREENSBORO NEWS & RECORD; Type pg. 16 5/16" × 21¼"; Cols. 8 (Newsprt. 8,621; Widths 66") (Black Ink 300,000) (Presses 7-G-wus, 10-G; Controls 2-CW-ac; Cut off 22¾") (Composing 11-I, 7-L, 2-Lu; Casters 4-M; Feeders 24-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-AP, 2-StH; Casting 1-G-hbfc, 2-W-hdp#)

GREENVILLE REFLECTOR; Type pg. 15 2/3"× 21½"; Cols. 8 (Newsprt. 212; Widths 32") (Black Ink 6,750) (Presses 1-G-wus; Controls 1-Wg-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-L, 1-Lu; TTS 3; Punchers 1; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r, 1-Sx-r; Scorch'g 1-AP, 1-StH; Casting 1-Ha-hbp, 1-W-hdp#) (Tyers 1-Gr)

HENDERSON DISPATCH; Type pg. 17½"× 22½"; Cols. 8 (Newsprt. 120; Widths 70", 52½") (Black Ink 3,000) (Presses 1-D-wf; Cut off 22½") (Composing 3-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Casting 1-EK-hbp, 1-EK-hbfc)

HENDERSONVILLE TIMES-NEWS; Type pg. 16½"× 21¾"; Cols. 8 (Newsprt. 130; Widths 17", 34") (Black Ink 5,000) (Presses 1-G-wds; Controls 1-U-ac; Cut off 22¾") (Composing 1-Lu; Casters 1-El) (Stereo-Mould'g 1-W-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-Sw-hbfc)

HICKORY RECORD; Type pg. 15¾"× 21½"; Cols. 8 (Newsprt. 781; Widths 63½", 47¾", 31¾", 15¾") (Black Ink 21,333) (Presses 1-H-wds, 4-S-wds; Controls 2-CH-ac; Cut off 22¾") (Composing 1-I, 7-L, 1-Lu; TTS 2; Casters 1-El) (Stereo-Mould'g 1-D-r, 1-S-r; Scorch'g 1-Al, 1-Sd; Casting 1-Ha-hbfc, 1-H-hbp, 1-W-sp#, 1-Mo-sts) (Tyers 2-Wt)

HIGH POINT ENTERPRISE; Type pg. 15¾"× 21½"; Cols. 8 (Newsprt. 1,400; Widths 64", 48", 32", 16") (Black Ink 40,000) (Presses 4-H-wus; Controls 1-CW-dc; ROP Colors 2) (Composing 12-L, 1-Lu; TTS 5; Punchers 3; Casters 1-El; Feeders 15-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-EK-hbfc, 1-W-sp) (Tyers 1-Gr)

KANNAPOLIS INDEPENDENT; Type pg. 16 5/16"× 21½"; Cols. 8 (Newsprt. 426; Widths 16", 32") (Black Ink 12,000; Color 500) (Presses 4-D-wut; Controls 1-CE-ac; Cut off 21½") (Composing 6-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-ER, 2-FOS; Casting 1-D-sts, 1-D-t#, 1-EK-hbp)

KINSTON FREE PRESS; Type pg. 16½"× 21¼"; Cols. 8 (Newsprt. 338; Widths 34", 17") (Black Ink 9,600) (Presses 6-G-wut; Controls 1-CE-ac; Cut off 22¾") (Composing 6-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-EK-hbp)

LEXINGTON DISPATCH; Type pg. 16¼"× 21½"; Cols. 8 (Newsprt. 300; Widths 34", 52¾", 68") (Black Ink 6,000; Color 500) (Presses 2-G-wus; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 1) (Casters 1-El; Feeders 3-HM, 3-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS; Casting 1-Ha-hbp, 1-W-sp)

LUMBERTON ROBESONIAN; Type pg. 16"× 21"; Cols. 8 (Newsprt. 210; Widths 33½") (Black Ink 7,200) (Presses 1-H-wds; Controls 1-CH-ac; Cut off 21½") (Composing 1-I, 4-L, 1-Lu; Punchers 1; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Sm, 1-StH; Casting 1-H-hbp)

NEW BERN SUN JOURNAL; Type pg. 16"× 21"; Cols. 8 (Newsprt. 251; Widths 17", 34") (Black Ink 12,121; Color 100) (Presses 6-G-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 3; Punchers 1; Casters 1-El; Feeders 7-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-G-sts, 1-G-t#, 1-Ha-hbfc) (Tyers 1-Gr)

RALEIGH NEWS & OBSERVER AND TIMES; Type pg. 15 11/16"× 21⅛"; Cols. 8 (Newsprt. 10,000; Widths 62") (Presses 10-H-wus; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 18-L; TTS 6; Punchers 7; Casters 2-El, 2-M; Feeders 2-I, 4-Lw, 8-Ma, 14-Sr) (Engrav. pc) (Stereo-Mould'g 2-S-r; Scorch'g 2-AP, 1-ER, 2-StH; Casting 1-W-sp, 1-W-hdp#) (Tyers 1-Wal)

REIDSVILLE REVIEW; Type pg. 16 15/16"× 21¾"; Cols. 8 (Presses 1-G-wds; Controls 1-CH-ac; Cut off 23 9/16") (Composing 3-L, 1-Lu; Casters 1-El; Feeders 4-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-EK, 1-W-sp#) (Tyers 1-SP)

ROANOKE RAPIDS HERALD; Type pg. 16½"× 21½"; Cols. 8 (Newsprt. 130; Widths 17", 34") (Black Ink 4,750) (Presses 2-H-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 4-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 1-Jo, 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-Ha-hbfc, 1-H-hbp)

ROCKY MOUNT TELEGRAM; Type pg. 15⅝"× 22"; Cols. 8 (Newsprt. 800; Widths 64", 48", 32") (Black Ink 24,000; Color 205) (Presses 3-G-wds; Controls 1-GE-ac; ROP Colors 3) (Composing 1-I, 10-L, 2-Lu; TTS 4; Punchers 3; Casters 2-El) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-Ha-hbfc, 1-W-hdp) (Tyers 1-SP)

SALISBURY POST; Type pg. 15⅛"× 21½"; Cols. 8 (Newsprt. 940; Widths 32") (Black Ink 42,000; Color 250) (Presses 1-G-wus; Controls 1-CE-ac; ROP Colors 1) (Composing 9-L, 2-Lu; TTS 3; Casters 2-El) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-FOS; Casting 1-W-jr)

SANFORD HERALD; Type pg. 15"× 20"; Cols. 8 (Newsprt. 200; Widths 15½", 31") (Presses 1-G-wds; Cut off 21½") (Composing 5-L; Casters 1-M) (Stereo-Mould'g 1-D-dp; Scorch'g 1-AP, 1-StH; Casting 1-A-hbp, 1-G-hbfc, 1-H-sts, 1-SH#) (Tyers 1-Wt)

SHELBY STAR; Type pg. 15 11/16"× 21½"; Cols. 8 (Newsprt. 347; Widths 16", 32", 48", 64") (Black Ink 12,150) (Presses 3-H-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-Lg, 2-Lu; TTS 3; Punchers 1; Casters 1-El; Feeders 3-Ke, 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-G-hbfc, 1-W-sp#) (Tyers 1-Gr)

STATESVILLE RECORD & LANDMARK; Type pg. 16½"× 21¼"; Cols. 8 (Newsprt. 225; Widths 33"; 16½") (Black Ink 2,500; Color 500) (Presses 4-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 2-Jo, 2-Ma, 2-Si) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-G-t#)

WASHINGTON NEWS; Type pg. 16¼"× 22½"; Cols. 8 (Newsprt. 120; Widths 33½", 16¾") (Presses 1-H-wus; Controls 1-WE-ac) (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-FOS; Casting 1-EK-hbp, 1-H)

WILMINGTON STAR & NEWS; Type pg. 16 5/16"× 22¾"; Cols. 8 (Newsprt. 1,524; Widths 65", 48¾", 32½") (Black Ink 54,050; Color 863) (Presses 4-G-wus; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 10-L, 2-Lu; TTS 5; Punchers 3; Casters 2-El; Feeders 13-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-Al, 1-StH; Casting 1-G-hbfc, 1-Ha-hbp, 1-W-sp#)

WINSTON-SALEM JOURNAL & TWIN CITY SENTINEL; Type pg. 15½"× 22¾"; Cols. 8 (Newsprt. 6,500; Widths 31", 46½", 62") (Black Ink 200,000; Color 1,500) (Presses 5-S-wus; Controls 1-CW-ac, 1-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 19-L, 2-Lu; TTS 5; Punchers 5; Casters 1-El; Feeders 25-Ma) (Stereo-Mould'g 1-G-r, 1-S-r; Scorch'g- 1-Al, 1-Ha, 2-StH; Casting 1-EK-hbfc, 2-W-sp-hdp) (Tyers 5-Gr)

NORTH DAKOTA

BISMARCK TRIBUNE; Type pg. 15.63"× 22¾"; Cols. 8 (Newsprt. 510; Widths 62") (Black Ink 20,401) (Presses 4-G-wus; Controls 1-GE-ac) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 7-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-W-sp#)

DICKINSON PRESS; Type pg. 16½"× 21"; Cols. 8 (Newsprt. 115; Widths 17½", 35", 52½", 70") (Black Ink 3,596; Color 50) (Presses 1-D-wf; Cut off 22¾"; Composing 1-I, 3-L; Feeders 3-Ma) (Engrav. En) (Stereo-Mould'g 2-Ha-dp; Scorch'g 1-Ha; Casting 1-Ha-hbp, 1-Ha-hbfc)

GRAND FORKS HERALD; Type pg. 15⅞"× 22¾"; Cols. 8 (Newsprt. 1,670; Widths 64", 48", 32") (Black Ink 60,000; Color 800) (Presses 3-G-wds; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 4-I, 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-Ma, 9-Mo, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-FOS, 1-StH; Casting 1-Ha-hbfc, 1-W-hdp#) (Tyers 3-Gr)

MANDAN PIONEER; Type pg. 16½"× 21"; Cols. 8 (Newsprt. 115; Widths 34¼") (Black Ink 2,600; Color 20) (Presses 1-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L; TTS 1; Casters 1-Un; Feeders 2-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t, 1-EK-hbp, 1-EK-hbfc)

MINOT NEWS; Type pg. 15½"× 22"; Cols. 8 (Newsprt. 900; Widths 62", 46½", 31") (Presses 3-G-wus; Controls 1-GE-ac) (Composing 7-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 1-Ma, 8-Mo) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-Ha, 1-StH; Casting 1-W-hbp, 1-W-hdp#) (Tyers 2-BST)

VALLEY CITY TIMES RECORD; Type pg. 16½"× 20½"; Cols. 8 (Newsprt. 80; Widths 70", 52¾", 35") (Black Ink 3,000) (Presses 2-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. pc) (Scorch'g 1-Ha; Casting 1-Ha-hbp, 1-Ha-jr)

WILLISTON HERALD; Type pg. 15⅝"× 22"; Cols. 8 (Newsprt. 220; Widths 33") (Black Ink 5,400) (Presses 1-G-wut; Cut off 23 9/16") (Composing 5-I, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. En) (Stereo-Mould'g 1-H-dp; Scorch'g 1-No; Casting 1-H-hbfc-sts-t)

OHIO

ALLIANCE REVIEW; Type pg. 17⅝" × 21"; Cols. 9 (Newsprt. 780; Widths 35") (Black Ink 30,000) (Presses 10-D-wds; Controls 1-CE-ac; Cut off 21½") (Composing 2-I, 5-L, 2-Lu, 1-M; Casters 1-M; Feeders 10-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-StH; Casting 1-D-hbp) (Tyers 4-Wt)

ASHLAND TIMES-GAZETTE; Type pg. 16 5/16" × 22 5/16"; Cols. 8 (Newsprt. 362½; Widths 33", 49½", 66") (Black Ink 12,305; Color 50) (Presses 3-G-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 7-L; TTS 5; Punchers 4; Casters 1-El; Feeders 9-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-G-hbfc, 1-H-hbp)

ATHENS MESSENGER; Type pg. 15⅝" × 21¾"; Cols. 8 (Newsprt. 820; Widths 63", 47¼", 31⅛", 15¾") (Black Ink 37,000; Color 250) (Presses 4-G-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 8-L; Casters 1-Mo) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-W-hdp) (Tyers 2-Wt)

BELLEFONTAINE EXAMINER; Type pg. 16⅛" × 21 3/16"; Cols. 8 (Newsprt. 333½; Widths 34", 16⅝") (Black Ink 5,460) (Presses 1-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 5-L; Casters 1-El; Feeders 6-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 2-FOS; Casting 1-D-hbp)

BELLEVUE GAZETTE; Type pg. 16½" × 20"; Cols. 8 (Newsprt. 70; Widths 35", 52½", 70") (Presses 2-CF, 1-G-wf, 1-Me-sf; Cut off 22¾") (Composing 3-L, 1-M; TTS 2; Punchers 2; Casters 1-M; Feeders 3-Ma) (Scorch'g 1-Ha; Casting 1-Ha-hbp, 1-Ha-sts)

BOWLING GREEN SENTINEL-TRIBUNE; Type pg. 16 5/16" × 21½"; Cols. 8 (Newsprt. 243.8; Widths 33¾", 16½") (Black Ink 9,332; Color 40) (Presses 4-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 2-Lw, 3-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd, 1-StH; Casting 1-No, 1-EK-hbfc, 1-G-sts-t)

BRYAN TIMES; Type pg. 15⅛" × 21"; Cols. 8 (Newsprt. 100; Widths 66", 49½", 33") (Black Ink 2,400) (Presses 1-G-wf) (Composing 3-I, 2-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 3-Ma, 4-Sr) (Casting 1-No-hbfc)

BUCYRUS TELEGRAPH-FORUM; Type pg. 15⅛" × 21"; Cols. 8 (Newsprt. 220; Widths 33", 16¾") (Black Ink 6,720) (Presses 1-D-wut; Controls 1-CH-ac) (Composing 5-L, 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Casting 1-D-hbp-t-#, 1-Ha-hbp)

CAMBRIDGE JEFFERSONIAN; Type pg. 15 9/16" × 21 5/16"; Cols. 8 (Newsprt. 478; Widths 31") (Black Ink 10,500; Color 100) (Presses 1-CP, 6-D-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-L, 1-Lu; Casters 1-El; Feeders 7-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-WF, 1-AP, 1-FOS, 1-StH; Casting 1-BS-hbfc, 1-D-t#, 1-EK-hbfc) (Tyers 1-Wt)

CANTON REPOSITORY; Type pg. 15⅛" × 22¾"; Cols. 8 (Newsprt. 8,240; Widths 16", 32", 48", 64") (Black Ink 298,000; Color 3,200) (Presses 12-G-wus; Controls 2-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 16-L, 2-Lu; TTS 6; Punchers 6; Casters 3-M; Feeders 19-Ma) (Engrav. 2-FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 2-StH, 1-Al, 1-Ha, 2-Sd; Casting 2-EK-hbfc, 2-W-hdp#)

CELINA STANDARD; Type pg. 16 7/16" × 21⅛"; Cols. 8 (Newsprt. 200) (Black Ink 3,500; Color 100) (Presses 4½-G-wds; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 10-L, 2-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 11-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-Gr, 1-H-r, 1-S-r; Scorch'g 1-Ha, 1-StH, 1-WF; Casting 2-G-hbfc, 1-W-sp) (Tyers 1-BST)

CHILLOCOTHE GAZETTE; Type pg. 16⅛" × 21"; Cols. 8 (Newsprt. 850; Widths 32½") (Presses 6-D-wds; Controls 1-GE-ac) (Composing 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 9-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-G-hbfc, 1-G-t#) (Tyers 1-Gr)

CINCINNATI ENQUIRER; Type pg. 15 3/16" × 22¾"; Cols. 8 (Newsprt. 33,000; Widths 60", 45", 30", 15") (Black Ink 1,500,000) (Presses 24-G-wus; Controls 3-CW-ac, 3-CW-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 34-I, 10-L, 3-Lu; TTS 5; Punchers 5; Casters 4-M; Feeders 47-Ma) (Stereo-Mould'g 2-G-r; Scorch'g 1-MTO, 3-Sd, 4-StH; Casting 2-G-hbfc, 4-W-jr, 2-W-hds) (Tyers 4-SP)

(Continued on Page 282)

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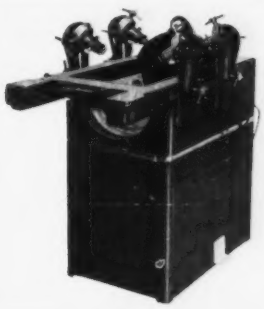

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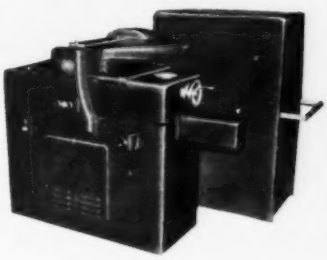

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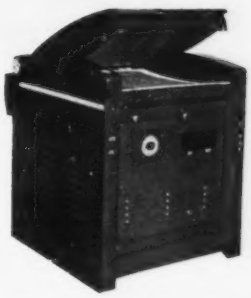

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(Continued from Page 280)

CINCINNATI TIMES-STAR; Type pg. 15" × 22⅛"; Cols. 8 (Nwsprt. 13,633; Widths 60", 45", 30") (Black Ink 511,930; Color 17,734) (Presses 28-W-wus; Controls 9-CW-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 40-L, 2-Lu, 1-T; Casters 3-El, 2-M; Feeders 47-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-ER, 3-StH; Casting 1-G-hbfc, 1-No-hbfc, 3-W-am#, 1-W-jr#, 1-W-sts#, 2-W-hds#) (Tyers 2-SP)

CIRCLEVILLE HERALD; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 200; Widths 34") (Black Ink 730; Color 40) (Presses 1-D-wut; ROP Colors 1) (Composing 3-L, 2-Lap, 1-Lu; TTS 3; Punchers 3; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-G-t#)

CLEVELAND PLAIN DEALER & NEWS; Type pg. 15" × 21 15/16"; Cols. 8 (Nwsprt. Widths 30", 45", 60") (Presses 45-H-wus; Controls 3-CH-ac, 4-CH-dc; Cut off 22¼"; ROP Colors 3) (Composing 47-Lg, 20-L, 5-Lu, 2-M; TTS 3; Casters 1-El, 6-M; Feeders 82-Ma) (Engrav. pc) (Stereo-Mould'g 3-G-r; Scorch'g 4-Al, 5-StH; Casting 3-H-hbfc, 1-StH-hbfc#, 1-We-hbfc, 2-W-am, 2-W-jr, 1-W-sts, 2-W-hds#) (Stuffing 2-She-10; Tyers 8-SP)

CLEVELAND PRESS; Type pg. 15 3/16" × 23 1/16"; Cols. 8 (Nwsprt. 39,044; Widths 60", 45", 30") (Black Ink 1,400,000; Color 65,000) (Presses 36-H-wus; Controls 8-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 37-L, 3-Lu; Casters 3-El; Feeders 41-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dr; Scorch'g 3-Al, 4-StH; Casting 3-W-am-jr-hds#, 1-G-hbfc, 2-H-hbfc) (Tyers 5-SP)

COLUMBUS CITIZEN; Type pg. 15¼" × 23⅛"; Cols. 8 (Nwsprt. 7,000; Widths 60", 45", 30") (Black Ink 268,000; Color 5,050) (Presses 12-G-wus; Cut off 23 9/16"; ROP Colors 1) (Composing 7-I, 14-L, 1-M; Casters 2-El, 1-M) (Stereo-Mould'g 1-G-r; Scorch'g 1-ER, 2-StH; Casting 1-G-hbp, 2-W-jr, 1-W-sts#)

CONNEAUT NEWS-HERALD; Type pg. 15⅝" × 21 5/12"; Cols. 8 (Nwsprt. Widths 31½") (Presses 4-D-wut; Controls 1-Sp-ac; Cut off 22¼"; ROP Colors 1) (Composing 1-I, 4-L, 1-Lu; TTS 3; Punchers 2; Feeders 1-Ma, 4-Str) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t, 1-Ha-hbfc)

COSHOCTON TRIBUNE; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 430; Widths 34") (Black Ink 13,250) (Presses 6-D-wut; Controls 1-CW-ac; Cut off 22¼") (Composing 6-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-t#, 1-EK-hbfc)

DAYTON NEWS; Type pg. 16.324" × 22¾"; Cols. 8 (Nwsprt. widths 66") (Presses 21-S-wus, Color 6-s; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 18-I, 12-L; Casters 1-El, 4-M) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-LE-r; Scorch'g 1-Al, 5-StH; Casting 1-Ha, 3-W-jr-hds#) (Tyers 2-Wt)

DEFIANCE CRESCENT-NEWS; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 144; Widths 67¼", 50½", 33.725") (Black Ink 6,000) (Presses 2-H-wus; Controls 1-GE-ac; Cut off 21½") (Composing 8-Lap, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 10-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-Ha; Casting 1-EK-hbp, 1-W-hds) (Tyers 1-Sa)

DELAWARE GAZETTE; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 150; Widths 16½", 33", 49½") (Presses 4-G-wds; Controls 1-SD-ac; Cut off 22¼") (Composing 4-L, 1-Lu; TTS 1; Casters 1-El; Feeders 5-Ma, 1-Sr) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS; Casting 1-EK-hbfc, 1-G-hbp)

DELPHOS HERALD; Type pg. 16" × 20½"; Cols. 8 (Nwsprt. 44; Widths 52½", 70") (Black Ink 1,640) (Presses 1-D-wf) (Composing 4-L, 1-Lu; Casters 1-El) (Stereo-Mould'g 1-Ha-dr; Casting 1-Ha-hbfc)

EAST LIVERPOOL REVIEW; Type pg. 15.722" × 21"; Cols. 8 (Nwsprt. 960; Widths 31", 15½") (Black Ink 37,600) (Presses 8-G-wut; Controls 2-CH-ac; Cut off 22¼") (Composing 10-L, 2-Lu; TTS 3; Punchers 2; Casters 2-El; Feeders 7-Lw, 7-Ma) (Stereo-Mould'g 1-S-r; Scorch'g 1-Al, 1-FOS, 1-StH; Casting 1-EK-hbic, 1-G-t#)

EAST PALESTINE LEADER; Type pg. 14¼" × 20½"; Cols. 7 (Nwsprt. 28) (Black Ink 1,150) (Presses 1-Mo-sf; Controls 1-CH-ac) (Composing 2-L) (Casting 1-Ha-hbfc)

ELYRIA CHRONICLE-TELEGRAM; Type pg. 15 9/16" × 22 9/16"; Cols. 8 (Nwsprt. 1,575; Widths 62", 46½", 31") (Black Ink 55,594; Color 1,551) (Presses 5-D-wus; Controls 2-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 4-I, 10-L, 1-Lu; TTS 1; Casters 2-El; Feeders 16-Ma, 1-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP, 1-Sd, 1-StH; Casting 1-Ha-hbfc, 1-W-sp#)

FINDLAY REPUBLICAN-COURIER; Type pg. 16¼" × 21¼"; Cols. 8 (Nwsprt. 1,143; Widths 33½") (Black Ink 35,280; Color 1,000) (Presses 9-G-wut; Controls 2-CW-ac; Cut off 22¼"; ROP Colors 1) (Composing 8-L, 1-Lu; TTS 3; Punchers 3; Feeders 3-Ma, 8-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-sts-t, 1-G-hbp-t#)

FOSTORIA REVIEW-TIMES; Type pg. 16 5/16" × 21 15/16"; Cols. 8 (Nwsprt. 215; Widths 45", 22½") (Black Ink 6,750; Color 25) (Presses 1-CP-sf, 1-G-wds, 1-Ky-sf, 2-Kl-sf; Controls 1-GE-ac; Cut off 22¼"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Ma, 1-Mo) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-WF; Casting 1-EK-hbfc, 1-G-hbp)

FREEMONT NEWS-MESSENGER; Type pg. 15¼" × 21 9/16"; Cols. 8 (Nwsprt. 643; Widths 33", 16½") (Black Ink 21,970; Color 180) (Presses 8-D-wut; Controls 1-GE-dc; ROP Colors 3) (Composing 6-I, 1-L; TTS 4; Feeders 6-Jo, 3-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd, 1-StH; Casting 1-D-t#, 1-EK-hbfc)

GALION INQUIRER; Type pg. 17" × 22¼"; Cols. 8 (Nwsprt. 129; Widths 34", 17") (Black Ink 4,620) (Presses 1-D-wut; Controls 1-GE-ac; Cut off 22¼") (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-Ha; Casting 1-D-t, 1-EK-hbp)

GALLIPOLIS TRIBUNE & GALLIA TIMES; Type pg. 16½" × 21"; Cols. 8 (Presses 1-D-wf; Cut off 22½") (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

GREENVILLE ADVOCATE; Type pg. 15 9/16" × 21 3/16"; Cols. 8 (Nwsprt. 300; Widths 16", 32") (Black Ink 10,500) (Presses 1-D-wut; Cut off 22¼") (Composing 5-L, 1-Lu; Casters 1-El) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-No, 1-StH; Casting 1-H, 1-D-hbp-t, 1-G-hbfc)

HAMILTON JOURNAL-NEWS; Type pg. 15 21/32" × 22 15/16"; Cols. 8 (Nwsprt. 1,800; Widths 31", 46½", 62") (Black Ink 73,440) (Presses 4-G-wus; Controls 5-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 1-I, 8-L, 2-Lu; TTS 4; Punchers 4; Casters 2-El; Feeders 11-Ma) (Engrav. 1-FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 2-Sd, 1-StH; Casting 1-G-hbfc, 1-W-hdp#) (Tyers 2-Gr)

IRONTON TRIBUNE; Type pg. 16 2/3" × 22½"; Cols. 8 (Nwsprt. 416; Widths 33¼", 16⅝") (Black Ink 13,320; Color 15) (Presses 1-G-wds; Controls 1-CW-dc; Cut off 23 9/16"; ROP Colors 2) (Composing 7-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 1-Ke, 8-Ma) (Scorch'g 1-FOS, 1-StH, 1-WF; Casting 1-G-hbfc, 1-W-sp)

KENTON TIMES; Type pg. 15⅝" × 21"; Cols. 8 (Nwsprt. 175; Widths 32") (Black Ink 7,000) (Presses 4-G-wut; Controls 1-CH-ac; Cut off 22¼"; ROP Colors 4) (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; (Scorch'g 1-Ha, 1-StH; Casting 1-G-t, 1-Ha-hbp)

LIMA NEWS; Type pg. 17⅛" × 22⅜"; Cols. 9 (Nwsprt. 2,997; Widths 68") (Black Ink 93,075; Color 1,000) (Presses 4-G-wus; Controls 1-CW-ac; Cut off 23 9/16") (Composing 13-L, 2-Lu; TTS 5; Punchers 8; Casters 2-El, 1-M; Feeders 18-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-LE-dp; Scorch'g 1-Al, 2-StH; Casting 1-EK-hbfc, 1-StH-hds, 1-We, 1-W-hdp#) (Tyers 1-Gr)

LOGAN NEWS; Type pg. 16½" × 20¾"; Cols. 8 (Nwsprt. 95; Widths 70", 52¾") (Black Ink 3,500) (Presses 1-D-wf) (Composing 4-L; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ma) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

LORAIN JOURNAL; Type pg. 15 9/16" × 22⅛"; Cols. 8 (Nwsprt. 1,600; Widths 62", 46½", 31") (Black Ink 48,707; Color 528) (Presses 8-H-wus; Controls 2-CE-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 9-I, 4-L, 1-Lu; TTS 5; Punchers 6" Casters 1-El, 1-M; Feeders 2-I, 14-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 2-FOS, 1-Ha, 2-StH; Casting 1-EK-hbp, 1-Ha-hds, 1-W-jr, 1-W-hdp#) (Tyers 2-Gr)

MANSFIELD NEWS-JOURNAL; Type pg. 16.324" × 22¾"; Cols. 8 (Nwsprt. 2,326.7; Widths 66") (Black Ink 61,436; Color 700) (Presses 4-G; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 8-I, 8-L, 2-Lu; TTS 6; Punchers 7; Casters 1-El, 2-M; Feeders 21-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 2-Sd, 2-StH; Casting 1-EK-hbp, 1-W-sp, 1-W-hdp#) (Tyers 2-Wt)

MARIETTA TIMES; Type pg. 16 9/16" × 21¼"; Cols. 8 (Nwsprt. 484; Widths 34", 17") (Black Ink 120; Color 86) (Presses 6-D-wdt; Controls 1-CH-ac; Cut off 22¼") (Composing 2-I, 6-L, 1-Lu; TTS 4; Punchers 5; Casters 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH, 1-HM; Casting 1-D-sts-t, 1-Ha-hbfc)

MARION STAR; Type pg. 15¾" × 21½"; Cols. 8 (Nwsprt. 1,466; Widths 31") (Black Ink 56,500; Color 558) (Presses 1-D-wdt; Controls 1-CH-ac; Cut off 22¼"; ROP Colors 1) (Composing 11-L, 2-Lu; TTS 4; Punchers 2; Casters 2-El; Feeders 15-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-FOS, 1-WF; Casting 1-D-hbp#, 1-Ha-hbfc) (Tyers 1-Gr)

MARYSVILLE JOURNAL-TRIBUNE; Type pg. 16½" × 20¾"; Cols. 8 (Nwsprt. 80; Widths 35", 52½", 70") (Black Ink 2,500) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¼") (Composing 6-L; TTS 2; Punchers 1; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Scorch'g 1-HM; Casting 1-EK-hbfc)

MASSILLON INDEPENDENT; Type. pg. 15⅝" × 21⅛"; Cols. 8 (Nwsprt. 861; Widths 15¾", 31¼") (Presses 6-D-wdt; Cut off 22¼") (Composing 10-L, 1-Lu; Casters 1-El; Feeders 8-Ke, 2-Ma, 1-Sr, 1-Str) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-D-t, 1-G-hbfc)

NEWARK ADVOCATE & AMERICAN TRIBUNE; Type pg. 16¼" × 22 11/16"; Cols. 8 (Nwsprt. 1,016; Widths 64", 48", 32", 16") (Black Ink 42,240; Color 275) (Presses 5-D-wus; Controls 2-CW-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 9-I, 2-L, 1-Lu; TTS 5; Punchers 3; Casters 2-El, 1-M; Feeders 5-I, 1-Jo; 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-ER, 1-FOS-3-StH; Casting 1-W-hdp#) (Tyers 2-Gr, 2-Ca)

MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

NEW PHILADELPHIA TIMES; Type pg. 16¼" × 21"; Cols. 8 (Nwsprt. 400; Widths 34") (Black Ink 12,000; Color 100) (Presses 6-D-wdt; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, 2-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 7-Mo) (Engrav. pc) (Strreo-Mould'g 1-G-dp; Scorch'g 1-AP, 1-Ha; Casting 1-G-t#, 1-Ha-hbp) (Tyers 1-Gr)

NILES TIMES; Type pg. 15¾" × 20"; Cols. 8 (Nwsprt. 260; Widths 34") (Presses 1-G-wds; Cut off 21½") (Stereo-Mould'g 1-G-r, 1-No-r; (Casting 1-G)

NORWALK REFLECTOR-HERALD; Type pg. 15¾" × 21"; Cols. 8 (Nwsprt. 100; Widths 66", 49½", 33") (Presses 1-G-wf; Controls 1-GE-ac) (Composing 2-I, 2-L; TTS 2; Punchers 1) (Casting 1-Ha-hbp)

PAINESVILLE TELEGRAPH; Type pg. 15.65" × 21½"; Cols. 8 (Nwsprt. widths 31") (Presses 6-G-wus; Controls 1-CH-ac; ROP Colors 4) (Composing 5-I, 4-L, 1-Lu; TTS 5; Punchers 6; Casters 1-El; Feeders 5-I, 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd, 1-StH; Casting 1-W-sp)

PAQUA CALL; Type pg. 15½" × 22"; Cols. 8 (Nwsprt. 415; Widths 16½", 33", 49½", 66") (Black Ink 9,000) (Presses 3-H-wus; Controls 1-CW-ac; Cut off 23 9/16") (Composing 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS; Casting 1-H-hbp)

PORTSMOUTH TIMES; Type pg. 15 11/16" × 22½"; Cols. 8 (Nwsprt. 2,016; Widths 62", 46½", 31", 15½") (Black Ink 68,406; Color 1,000) (Presses 5-H-wus; Controls 2-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 12-L, 2-Lu; TTS 4; Punchers 4; Casters 2-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-Ha, 1-StH, 1-WF; Casting 1-EK-hbp, 1-W-hdp#) (Tyers 1-Gr)

ST. MARYS LEADER; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 110; Widths 35", 50½", 70") (Presses 1-B, 1-G-wf, 1-Kl, 1-Mi; Cut off 21½") (Composing 2-I, 1-L; Casters 4-Ma; Feeders 2-I, 1-L) (Casting 1-Ha)

SANDUSKY REGISTER-STAR-NEWS; Type pg. 15 9/16" × 21¾"; Cols. 8 (Nwsprt. 900; Widths 31¾", 48", 63½") (Black Ink 2,345; Color 500) (Presses 3-H-wus; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 2-Lu; Casters 1-El) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha, 1-StH; Casting 1-W-sp) (Tyers 1-Gr)

SIDNEY NEWS; Type pg. 17½" × 21⅝"; Cols. 9 (Nwsprt. 365½"; Widths 17½", 35") (Black Ink 13,040; Color 103) (Presses 5-G-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 9-L, 1-Lu; TTS 3; Punchers 3; Feeders 1-Ke, 4-Lw, 5-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd, 1-Sts; Casting 1-G-am#, 1-Ha-hbfc)

SPRINGFIELD NEWS & SUN; Type pg. 15 9/16" × 22½"; Cols. 8 (Nwsprt. 3,000; Widths 62", 46½", 31") (Black Ink 103,354; Color 680) (Presses 6-H-wus; Controls 2-CW-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 19-I, 1-Lu, 2-M; Casters 1-El, 1-M; Feeders 23-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-B-r; Scorch'g 2-Al, 2-FOS, 3-StH; Casting 2-W-hdp#) (Tyers 4-Gr)

STEUBENVILLE HERALD-STAR; Type pg. 15⅛" × 22½"; Cols. 8 (Nwsprt. 2,120; Widths 62", 46½", 31", 15½") (Black Ink 72,900) (Presses 4-S-wus; Controls 1-CH-ac; Cut off 23 9/16") (Composing 6-I, 8-L, 2-Lu; TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 17-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-Al, 1-StH; Casting 1-EK-hbfc, 2-W-sp#) (Tyers 1-Gr)

TIFFIN ADVERTISER-TRIBUNE; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 408; Widths 33½") (Presses 5-D-wut; Controls 1-CE-ac) (Composing 7-I; TTS 2; Casters 1-El) (Stereo-Mould'g 1-D-r; Scorch'g 2-D; Casting 1-G-hdp#-sts, 1-hbfc) (Tyers 1-Wt)

TOLEDO BLADE & TIMES; Type pg. 15 11/16" × 22 13/16"; Cols. 8 (Nwsprt. 31,113; Widths 32¼", 48¾", 64¾") (Black Ink 1,044,947; Color 30,565) (Presses 24-G-wus; Controls 5-CW-dc, 1-GE-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 5-I, 30-L, 3-Lu; TTS 2; Casters 3-El, 2-M; Feeders 43-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dr; Scorch'g 3-StH; Casting 2-G-hbfc, 3-W-jr-sts-hds#) (Tyers 3-SP)

TROY NEWS; Type pg. 16⅜" × 21⅛"; Cols. 8 (Nwsprt. 219; Widths 34", 17") (Black Ink 8,400; Color 25) (Presses 4-G-wdt; Controls 7-Wg-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, 2-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-MTO; Casting 1-G-hbp-sts-t#) (Tyers 1-Gr)

URBANA CITIZEN; Type pg. 16" × 20¾"; Cols. 8 (Nwsprt. 140; Widths 16¾", 33½") (Black Ink 5,000) (Presses 4-D-wut; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 2; Punchers 2) (Stereo-Mould'g 1-G-r; Scorch'g 1-No, 1-Sd; Casting 1-D-t, 1-G-hbfc)

VAN WERT TIMES-BULLETIN; Type pg. 16½" × 22¾"; Cols. 8 (Nwsprt. 220; Widths 34", 17") (Black Ink 9,000; Color 100) (Presses 4-G-wds; Controls 1-CW-ac; Cut off 23 9/16") (Composing 5-L; TTS 2; Punchers 2; Casters 1; Feeders 7-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-G-hbp, 1-W-sp)

WAPAKONETA NEWS; Type pg. 16" × 20¾"; Cols. 8 (Nwsprt. 80; Widths 70", 52¾") (Black Ink 1,000) (Presses 1-A, 2-CP, 1-G-wf, 1-Ky, 1-Kl; Controls 5-CH-ac; Cut off 22¾") (Composing 4-L, 1-Lu) (Casting 1-Ha-hbfc)

WASHINGTON COURTHOUSE RECORD-HERALD; Type pg. 16¼" × 21¾"; Cols. 8 (Nwsprt. 235; Widths 34") (Black Ink 5,500; Color 70) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-Lg, 1-Lu; TTS 3; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-Ha; Casting 1-G-hbp, 1-W-sp#)

WELLSTON SENTINEL; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 60; Widths 35", 52½", 70") (Black Ink 200) (Presses 1-CD-wf; Controls 1-CW-dc) (Composing 1-I, 3-Lap; Casters 1-BN; Feeders 1-I, 3-Ma) (Casting 1-No-hbp)

WILLOUGHBY NEWS-HERALD; Type pg. 16 5/16" × 21½"; Cols. 8 (Nwsprt. 388; Widths 66", 49½", 33") (Black Ink 14,790) (Presses 2-H; Controls 1-CH-ac; Cut off 22¾") (Composing 3-I, 3-L, 1-Lu; TTS 3; Punchers 2; Casters 2-M; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-H-hbfc)

XENIA GAZETTE; Type pg. 16½" × 22½"; Cols. 8 (Nwsprt. 367; Widths 33", 16½") (Black Ink 10,800) (Presses 1-H-wds; Cut off 23 9/16") (Composing 1-I, 5-L; TTS 1; Casters 1-Un; Feeders 7-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS, 1-St; Casting 1-BB-hbfc, 1-EK-hbfc, 1-G-hbp) (Tyers 2-Gr)

YOUNGSTOWN VINDICATOR; Type pg. 15 9/16" × 22¾"; Cols. 8 (Nwsprt. 12,707; Widths 62", 46½", 30⅞") (Black Ink 523,727; Color 7,207) (Presses 12-G-wus; Controls 3-CW-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 26-L, 2-Lu; Casters 2-El, 2-M) (Stereo-Mould'g 1-H-r, 1-LE-dp; Scorch'g 1-FOS, 1-HM, 1-Ir, 2-StH; Casting 1-G-hbfc, 1-H-hbfc, 2-W-hdp#) (Tyers 2-SP)

ZANESVILLE TIMES RECORDER & SIGNAL; Type pg. 17⅛" × 21¾"; Cols. 8 (Nwsprt. 2,258; Widths 16½", 33", 49½", 66") (Black Ink 96,000; Color 1,000) (Presses 3-D-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 9-I, 1-L, 2-Lu; TTS 5; Punchers 6; Casters 2-El) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-ER, 1-Sd, 2-StH; Casting 1-EK-hbp, 1-W-sp#)

OKLAHOMA

ADA NEWS; Type pg. 16½"× 21"; Cols. 8 (Nwsprt. 289; Widths 34") (Black Ink 10,080) (Presses 4-D-wut; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-BN; Feeders 1-BN, 70-Ma, 1-Sr) (Stereo-Mould'g 1-H-r; Scorch'g 1-He, 1-HM; Casting 2-BS-hbp-hbfc, 1-D-t) (Tyers 1-Gr)

ALVA REVIEW-COURIER; Type pg. 16"× 20¾"; Cols. 8 (Nwsprt. 75; Widths 35", 52½", 70") (Black Ink 1,780) (Presses 1-D-wf; Cut off 21½") (Composing 2-L, 1-Lu; TTS 1; Casters 1-BN) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbp, 1-EK-hbfc)

BARTLESVILLE EXAMINER-ENTERPRISE; Type pg. 15½"× 21"; Cols. 8 (Nwsprt. 3,821; Widths 16", 32") (Black Ink 11,080; Color 250) (Presses 1-H; ROP Colors 1) (Composing 2-I, 5-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-H-hbp, 1-H-hbfc, 1-H-sts, 1-H-t)

BLACKWELL JOURNAL-TRIBUNE; Type pg. 15⅝"× 21⅛"; Cols. 8 (Nwsprt. 216; Widths 63¼") (Black Ink 4,000; Color 200) (Presses 1-H-wds; Controls 1-Wg-ac; Cut off 22¾"; ROP Colors 3) (Composing 4-L, 1-Lu; Casters 1-El; Feeders 1-KC, 3-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS; Casting 1-D-hbfc, 1-H-hbp)

CHICKASHA EXPRESS; Type pg. 16½"× 21"; Cols. 8 (Nwsprt. 34", 17") (Presses 4-D-wut; Controls 1-CE-ac; Cut off 22¾") (Composing 5-L; TTS 1; Casters 1-El; Feeders 5-Ma, 1-SH) (Scorch'g 1-He; Casting 1-D-t, 1-EK-hbfc)

CLINTON NEWS; Type pg. 16½"× 21"; Cols. 8 (Nwsprt. 100; Widths 35", 52½", 70") (Black Ink 600) (Presses 1-D-wf) (Composing 3-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Scorch'g 1-WNU; Casting 1-EK-hbfc) (Tyers 1-Cr)

DUNCAN BANNER; Type pg. 15⅝"× 21¼"; Cols. 8 (Nwsprt. 320; Widths 32", 16") (Black Ink 12,000; Color 300) (Presses 4-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 5-L, 1-Lu; TTS 1; Casters 1-BN; Feeders 6-Ma, 1-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sm; Casting 1-G-t, 1-Ha-hbp)

DURANT DEMOCRAT; Type pg. 16⅝"× 20¼"; Cols. 8 (Nwsprt. 150; Widths 35", 52½", 70") (Presses 1-D-wf; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 1; Feeders 4-Ma) (Engrav. FSpe) (Casting 1-EK-hbfc)

EL RENO TRIBUNE; Type pg. 16½"× 21"; Cols. 8 (Nwsprt. 90; Widths 70", 52½", 35") (Black Ink 2,500) (Presses 1-G-wf; Controls 1-CW-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-HM; Casting 1-EK-hbfc)

ENID NEWS & EAGLE; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 34") (Presses 6-D-wdt; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 10-L, 1-Lu; Casters 2-El; Feeders 10-L) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-G-hbfc, 1-G-t#)

GUTHRIE LEADER; Type pg. 15 15/16"× 20½"; Cols. 8 (Nwsprt. 180; Widths 66") (Black Ink 2,000) (Presses 1-D-wf; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 3-Ma)

HENRYETTA FREE LANCE; Type pg. 16½"× 21"; Cols. 8 (Nwsprt. 85; Widths 35", 52½", 70") (Black Ink 200) (Presses 1-D-wf) (Composing 3-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Casting 1-EK)

HOLDENVILLE NEWS; Type pg. 16⅝"× 21"; Cols. 8 (Nwsprt. 64; Widths 17", 35", 52", 70") (Black Ink 2,250) (Presses 1-D-wf; Controls 1-CH-ac, 1-GE-ac; Cut off 22¾") (Composing 3-L, 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-No-r; Casting 1-EK-am)

LAWTON CONSTITUTION & PRESS; Type pg. 15.853"× 21 13/16"; Cols. 8 (Nwsprt. 900; Widths 32") (Black Ink 28,000; Color 1,200) (Presses 5-G-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 2) (TTS 4; Punchers 3; Casters 1-El; Feeders 2-I, 6-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-StH; Casting 1-EK-hbfc, 1-W-hdp#) (Tyers 1-Wt)

McALESTER NEWS-CAPITAL; Type pg. 16 7/12"× 20 5/7"; Cols. 8 (Nwsprt. 260; Widths 34") (Black Ink 6,576) (Presses 1-D-wdt; Controls 1-CH-ac) (Composing 6-L, 1-Lu; TTS 1; Casters 1-El) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd; Casting 1-G-t#)

NORMAN TRANSCRIPT; Type pg. 16 7/12" × 21½"; Cols. 8 (Nwsprt. 330; Widths 33½") (Black Ink 20,000; Color 1,250) (Presses 4-G-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sm; Casting 1-G-t#, 1-Ha-hbp)

OKLAHOMA CITY OKLAHOMAN & TIMES; Type pg. 15⅛"× 22¼"; Cols. 8 (Nwsprt. 25,500; Widths 63½", 58", 47⅞", 43½", 31¼") (Black Ink 797,866; Color 81,695) (Presses 20-G-wus; Controls 8-CE-ac, 12-GE-dc; Cut off 22¾", 21½"; ROP Colors 3) (Composing 26-L, 2-Lu; TTS 8; Punchers 11; Photo-Composers 2-I; Casters 1-El, 4-M; Feeders 33-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 2-Si, 3-StH; Casting 2-G-hbfc, 3-W-jr#, 2-W-hds) (Tyers 2-SP)

OKMULGEE TIMES; Type pg. 15⅛"× 21¾"; Cols. 8 (Nwsprt. 300; Widths 32") (Presses 1-H-wds; Controls 1-K-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, 1-Lu; Casters 1-El; Feeders 3-Ke, 3-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-G-hbfc)

PERRY JOURNAL; Type pg. 16½"× 21"; Cols. 8 (Nwsprt. 70; Widths 70", 52½", 35") (Black Ink 2,400) (Presses 1-G-wf; Cut off 22¾") (Composing 2-I, 1-L; TTS 2; Punchers 2; Casters 1-El; Feeders 2-I, 1-Ke, 2-Sr) (Casting 1-Ha-hbp)

PONCA CITY NEWS; Type pg. 16 9/16"× 21¾"; Cols. 8 (Nwsprt. 467; Widths 34", 17") (Presses 4-D-wdt; Controls 1-GE-ac; ROP Colors 2) (Composing 7-L, 1-Lu; Casters 1-El; Feeders 6-Ma, 3-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-G-hbp-t#)

PRYOR TIMES; Type pg. 16½"× 21"; Cols. 8 (Nwsprt. 30) (Black Ink 200) (Presses 1-D) (Composing 3-L) (Casting 1-A-hbp)

SAPULPA HERALD; Type pg. 16⅝"× 20¼"; Cols. 8 (Nwsprt. 78; Widths 35", 54", 70") (Presses 1-D-wf, Color 1-B) (Composing 3-L, 1-Lu, 1-M; TTS 1; Casters 1-M) (Engrav. FSpe) (Casting 1-EK-hbp)

SEMINOLE PRODUCER; Type pg. 16"× 21"; Cols. 8 (Nwsprt. 140; Widths 35", 52½", 70") (Black Ink 4,000) (Presses 1-D) (Composing 1-I, 4-L; TTS 3; Casters 1-El) (Engrav. FSpe) (Casting EK-hbp)

(Continued on Page 284)

PERFORATOR TAPE

(Treated)

Rolls are 8" Diameter — Approximately 985'
has a 2" diameter center hole

COLOR: BUFF

Packaged 8 to a box and 4 boxes to a carton (32 Rolls)
Approximate shipping weight 32 rolls — 50 lbs.

PRICES AS FOLLOWS:

1 Box	(8 rolls)	$ .38	per roll
1 Carton	(32 rolls)	.36½	per roll
2 Cartons	(64 rolls)	.36	per roll
5 Cartons	(160 rolls)	.34	per roll
10 Cartons	(320 rolls)	.33	per roll
25 Cartons	(800 rolls)	.32	per roll

Prices above are f.o.b. Lynnfield, Mass.

COLORS:

Red and Green	add	$ .03	per roll
Yellow	add	.01¼	per roll
White	add	.01	per roll

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(Continued from Page 283)

SHAWNEE NEWS-STAR; Type pg. 16⅝"× 21¾"; Cols. 8 (Nwsprt. 480; Widths 33") (Black Ink 7,500; Color 250) (Presses 1-G-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, 1-Lu; Casters 1-El; Feeders 1-Ke, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-HM, 1-Sm; Casting 1-G-hbp-t#)

TULSA TRIBUNE & WORLD; Type pg. 15 13/16"× 22"; Cols. 8 (Nwsprt. 20,000; Widths 62") (Black Ink 661,000; Color 22,000) (Presses 8-H-wus, 4-H-wds; Controls 3-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 10-I, 24-L; TTS 4; Composing 5-M; Feeders 42-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 1-AP, 3-FOS, 1-MTO, 1-Si, 4-StH; Casting 2-G-hbfc, 2-W-jr, 1-W-sts, 1-w-bdsf) (Tyers 2-SP)

WEWOKA TIMES; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 67; Widths 35", 52½", 72") (Presses 1-D-wf; Controls 1-GE-ac) (TTS 2, Punchers 1) (Casting 1-Ha-hbp)

OREGON

ALBANY DEMOCRAT-HERALD; Type pg. 15¾"× 21½"; Cols. 8 (Nwsprt. 325; Widths 31½", 15¾") (Black Ink 13,592; Color 350) (Presses 4-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-L, 1-Lu; Casters 1-El; Feeders 4-Lw, 3-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-FOS; Casting 1-G-hbp-hbfc-t#) (Tyers 1-Wt)

ASHLAND TIDINGS; Type pg. 16½"× 20"; Cols. 8 (Nwsprt. 53; Widths 52½", 70") (Black Ink 2,200) (Presses 1-G-wf; Cut off 22¾") (Composing 3-L; TTS 1; Punchers 1; Casters 1-El) (Casting 1-G-hbp)

BAKER DEMOCRAT-HERALD; Type pg. 16½"× 21"; Cols. 8 (Nwsprt. 80; Widths 35", 52½", 70") (Presses 1-D-wf; Controls 1-GE-ac) (Composing 4-L) (Casting 1-Sw-hbfc)

BEND BULLETIN; Type pg. 15½"× 21"; Cols. 8 (Nwsprt. 137, Widths 49½", 33") (Black Ink 4,510) (Presses 1-G-wus, 1-G-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 4-I, 1-Lu; TTS 2; Punchers 2, Casters 1-El) (Engrav. pc) (Casting 1-EK-hbfc, 1-EK-am, 1-EK-sts)

COOS BAY TIMES; Type pg. 15¾"× 21½"; Cols. 8 (Nwsprt. 410.8; Widths 31", 15½") (Black Ink 21,320; Color 95) (Presses 4-G-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-L; TTS 2; Casters 1-El; Feeders 7-L) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-t#, 1-Mo-sts, 1-Ha-hbp) (Tyers 1-Gr)

CORVALLIS GAZETTE-TIMES; Type pg. 17⅝"× 21½"; Cols. 9 (Nwsprt. 250; Widths 34½", 17½") (Black Ink 7,380) (Presses 6-G-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 4-Ke, 2-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-hbp-t#, 1-Ha-hbfc) (Tyers 1-Gr)

EUGENE REGISTER-GUARD; Type pg. 15⅝"× 21⅛"; Cols. 8 (Nwsprt. 2,557; Widths 30", 31⅛", 46⅛", 60½") (Black Ink 66,513; Color 6,315) (Presses 4-H-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 12-L, 2-Lu; Casters 1-El; Feeders 12-Ke, 3-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-Si, 1-StH; Casting 1-H-hbp#, 1-W-sp)

GRANTS PASS COURIER; Type pg. 14.96"× 21½"; Cols. 8 (Nwsprt. 202; Widths 32", 16") (Presses 1-G-wut; Cut off 22¾"; ROP Colors 3) (Composing 5-L; TTS 1; Casters 1-M) (Stereo-Mould'g 1-G-r; Casting 1-G-t#, 1-Ha-hbfc)

KLAMATH FALLS HERALD & NEWS; Type pg. 15 11/16"× 21½"; Cols. 8 (Nwsprt. widths 32") (Black Ink 28,000; Color 1,500) (Presses 1-D-wut; Controls 1-CE-ac; Cut off 22¾") (Composing 3-I, 4-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 3-I, 2-Lw, 2-Ma) (Stereo-Mould'g 1-D-r, Scorch'g 1-FOS; Casting 1-Ha-hbp)

LA GRANDE OBSERVER; Type pg. 15⅝"× 21"; Cols. 8 (Nwsprt. 100; Widths 66", 49½", 33") (Black Ink 3,500) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Casting 1-G-hbfc, 1-H-hds) (Tyers 1-Gr)

MEDFORD MAIL TRIBUNE; Type pg. 16½"× 21⅛"; Cols. 8 (Nwsprt. 805; Widths 16¾", 33½") (Black Ink 32,095; Color 437) (Presses 1-D-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 7-L, 1-Lu; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-hbp, 1-D-t#) (Tyers 1-Gr)

PENDLETON EAST OREGONIAN; Type pg. 15 9/16"× 20⅝"; Cols. 8 (Nwsprt. 275.5; Widths 33", 49½", 66") (Black Ink 11,070) (Presses 1-CD-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 5-I, 1-L, 1-Lu; Casters 1-El; Feeders 6-I) (Engrav. FSpe) (Scorch'g 1-Sm; Casting 1-Ha-hbfc, 1-Ha-hds)

PORTLAND OREGON JOURNAL; Type pg. 15¼"× 22¼"; Cols. 8 (Nwsprt. 19,449; Widths 59") (Black Ink 833,412; Color 84,402) (Presses 16-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 18-I, 14-L, 4-Lu; Casters 3-El, 2-M; Feeders 1-I, 34-Lw, 2-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r, 2-G-r, 1-LE-dp, 1-No, 1-W; Scorch'g 2-Al, 2-Sm, 5-StH; Casting 1-W-am-jr-hds, 1-Ha-hbfc, 2-H-hbp) (Stuffing 2-She-13; Tyers 2-Cr, 1-SP)

PORTLAND JOURNAL OF COMMERCE; Type pg. 15¼" × 20"; Cols. 8 (Nwsprt. 56) (Black ink 1,640) (Presses 1-D) (Composing 3-L)

PORTLAND OREGONIAN; Type pg. 15¼" × 22"; Cols. 8 (Nwsprt. 32,000; Widths 60") (Black ink 1,090,000; Color 120,000) (Presses 15-H-wus, Color 8-H-wds; Controls 1-CH-ac, 4-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 17-I, 22-L, 3-Lu; TTS 4; Punchers 4; Casters 4-El, 1-M; Feeders 1-Lw, 40-Ma, 6-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-H-dp; Scorch'g 1-Al, 1-HM, 5-StH; Casting 1-H-hbfc, 1-STH-hbp#, 1-StH-hbfc#, 1-W-am, 1-W-jr, 1-W-sts, 1-W-hds) (Stuffing 3-She-5-5-8; Tyers 3-SP, 4-Gr)

ROSEBURG NEWS-REVIEW; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 462.5; Widths 33") (Presses 4-G-wut; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-L, 1-Lu; TTS 3; Punchers 4; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-t#, 1-Ha-hbfc) (Tyers 1-Wt)

SALEM OREGON STATESMAN & CAPITAL JOURNAL; Type pg. 17⅛" × 22¼"; Cols. 9 (Nwsprt. 2,161.8; Widths 69½") (Black ink 91,856; Color 1,499) (Presses 1-G-wds; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 13-L, 2-Lu; TTS 3; Punchers 2; Casters 1-El, 1-M; Feeders 1-Jo, 5-Lw, 10-Ma, 1-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-HM, 1-StH; Casting 1-G-hbp, 1-Ha-hbfc, 1-StH-#, 1-W-sp#) (Tyers 2-Gr)

THE DALLES CHRONICLE; Type pg. 15⅝" × 20¼"; Cols. 8 (Nwsprt. 156; Widths 66") (Black ink 3,600) (Presses 1-D-wus, Controls 1-GE-ac) (Composing 5-I; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Casting 1-EK-hbfc)

PENNSYLVANIA

ALLENTOWN CALL & CHRONICLE; Type pg. 15 9/16"× 21½"; Cols. 8 (Nwsprt. 8,750; Widths 62") (Black Ink 320,930; Color 4,870) (Presses 11-H-wus; Controls 2-GE-ac, 1-CH-dc; Cut off 22¾", 21½"; ROP Colors 3) (Composing 22-L, 3-Lu; TTS 10; Punchers 11; Photo-composers 1-Ph; Casters 2-El, 2-M; Feeders 29-Ma) (Engrav. pc, En) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-Ha, 3-StH; Casting 2-W-sp-hdpe) (Tyers 4-Gr)

ALTOONA MIRROR; Type pg. 16.517"× 21¼"; Cols. 8 (Nwsprt. 2,242; Widths 68", 51⅛", 33⅛") (Black Ink 80,930; Color 2,000) (Presses 2-CP-sf, 5-G-wus, 1-Ky-sf, 1-Kl, 2-Me-sf, 1-P-sf, 1-Hi; Controls 1-CE-ac, 1-CW-ac, 1-Wg-ac; Cut off 22¾"; ROP Colors 3) (Composing 12-I, 5-L, 2-Lu, 1-M; Casters 2-El, 1-M; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 2-EK-sp, 2-G-hbp) (Tyers 1-Gr)

ALTOONA TRIBUNE; Type pg. 16 9/16"× 21¼"; Cols. 8 (Nwsprt. 300; Widths 34", 17") (Black Ink 10,550) (Presses 4-G-wds; Controls 1-Sp-dc; Cut off 22¾") (Composing 1-I, 7-L, 1-Lu; Casters 1-El) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-G-hbp, 1-W-sp) (Tyers 2-Wt)

AMBRIDGE CITIZEN; Type pg. 16½"× 21"; Cols. 8 (Nwsprt. 224; Widths 34", 51", 68") (Black Ink 9,700; Color 200) (Presses 4-G-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-L, 4-L, 1-Lu, 1-M; Casters 1-M; Feeders 6-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-hbp, 1-EK-hbp)

BEAVER VALLEY TIMES; Type pg. 15 15/16"× 21¼"; Cols. 8 (Nwsprt. 1,200; Widths 64", 32", 48") (Black Ink 9,000; Color 400) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 9-L, 2-Lu; TTS 2; Punchers 2; Casters 1-El, 1-M; Feeders 13-Ma) (Engrav. FSpe, En) (Stereo-Mould'g 1-G-r; Scorch'g 2-Ha; Casting 1-EK, 1-W) (Tyers 2-Gr)

BEDFORD GAZETTE; Type pg. 16¼"× 21"; Cols. 8 (Nwsprt. 100; Widths 22") (Black Ink 3,120) (Presses 1-G) (Composing 3-L, 1-Lu; Casters 1-BN; Feeders 3-Ma, 1-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-Si; Casting 1-EK-hbp, 1-EK-jr)

BERWICK ENTERPRISE; Type pg. 16½"× 21"; Cols. 8 (Nwsprt. 234; Widths 17", 34") (Black Ink 7,747) (Presses 4-D-wut; Controls 1-Wg-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 6; Casters 1-El; Feeders 7-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-W-r; Scorch'g 1-StH; Casting 1-D-t, 1-G-hbfc)

MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

BETHLEHEM GLOBE-TIMES; Type pg. 15.562"× 21 15/16"; Cols. 8 (Nwsprt. 1,655; Widths 62", 46½", 31") (Black Ink 58,000) (Presses 5-D-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 12-L; TTS 4; Punchers 5; Casters 1-El, 1-M; Feeders 16-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-Ha, 1-StH; Casting 1-W-hdp#) (Tyers 1-Gr)

BLOOMSBURG PRESS; Type pg. 16¼" × 21½"; Cols. 8 (Nwsprt. widths 17", 34") (Presses 4-D-wut; Controls 1-Sp-ac; ROP Colors 1) (Composing 4-L; TTS 2; Punchers 2; Casters 1-El; Feeders 4-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting D-t#, 1-Ha-hbp)

BRADFORD ERA; Type pg. 16½"× 21"; Cols. 8 (Nwsprt. 550) (Black Ink 14,500) (Presses 1-D; Controls 1-Sp-ac; Cut off 22¼") (Composing 6-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t, 1-Ha-hbfc)

BRISTOL COURIER & LEVITTOWN TIMES; Type pg. 15½"× 21½"; Cols. 6 (Nwsprt. 950; Widths 31", 15½") (Black Ink 36,500; Color 600) (Presses 3-G-wut, Color 3-G-wut; Controls 1-GE-ac; Cut off 21½"; ROP Colors 2) (Composing 2-I, 6-L, 2-Lu; TTS 3; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-G-dp; Scorch'g 1-StH; Casting 1-G-hbp, 1-G-hbfc, 1-G-sts, 1-G-t) (Tyers 1-BST)

BROWNSVILLE TELEGRAPH; Type pg. 15¼"× 20½"; Cols. 8 (Nwsprt. 350; Widths 33", 16½") (Black Ink 1,400; Color 107) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 22"; ROP Colors 1) (Composing 3-I, 3-L, 1-Lu; TTS 3; Punchers 2; Casters 1-M; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS; Casting 1-Ha-hbfc, 1-H-hbp) (Tyers 1-Gr)

BUTLER EAGLE; Type pg. 15⅝"× 22"; Cols. 8 (Nwsprt. 1129.7; Widths 63", 47¼", 31½") (Black Ink 41,124) (Presses 3-G-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 10-L, 2-Lu; TTS 3; Punchers 3; Casters 2-El; Feeders 14-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-W-sp) (Tyers 1-Wt)

CANONSBURG NOTES; Type pg. 15"× 21½"; Cols. 8 (Nwsprt. widths 64", 48", 32") (Presses 2-CP, 2-G-wf, 1-Ky; Controls 1-CH-ac) (Composing 5-L, 1-Lu; TTS 3; Punchers 2; Feeders 3-Jo, 2-Ma) (Scorch'g 1-Ha; Casting 1-Ha-hbfc, 1-Ha-sts)

CARLISLE SENTINEL; Type pg. 16 7/12"× 21"; Cols. 8 (Nwsprt. 360; Widths 17", 34") (Black Ink 800) (Presses 1-CP-sf, 4-D-wdt, 1-Ky-sf, 1-Kl-sf, 1-Hi-sf; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 1-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 3-I, 1-Jo, 4-Ke) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP; Casting 1-G-t#, 1-Ha-hbp) (Tyers 1-BST)

CHESTER TIMES; Type pg. 15¼"× 21½"; Cols. 8 (Nwsprt. 2,500; Widths 60") (Black Ink 77,000) (Presses 3-D-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 3-I, 11-L; TTS 6; Punchers 4; Casters 1-El, 1-M; Feeders 18-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-Al, 1-FOS, 2-StH; Casting 1-Ha-hbfc, 2-W-sp#) (Tyers 2-Wt)

CLEARFIELD PROGRESS; Type pg. 15.65"× 22 1/3"; Cols. 8 (Nwsprt. 443; Widths 22") (Black Ink 11,475) (Presses 3-G-wus; Controls 1-GE-ac; Cut off 23 9/16") (Composing 6-L, 2-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 4-Ke, 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP, 1-StH; Casting 1-Ha-hbfc, 1-W-sp) (Tyers 1-Gr)

COLUMBIA NEWS; Type pg. 16½"× 21"; Cols. 8 (Nwsprt. 100; Widths 35", 52½", 70") (Black Ink 4,000) (Presses 1-CD, 1-Me-sf, 1-Hi-sf; Controls 1-CE-ac) (Composing 3-L, 1-Lu; TTS 1; Punchers 1; Casters 1-Di; Feeders 3-Ma) (Engrav. En) (Stereo-Mould'g 1-Ha-dp; Scorch'g 1-No; Casting 1-Bk-sts, 1-Ha-hbp)

CONNELLSVILLE COURIER; Type pg. 15.563"× 21.875"; Cols. 8 (Nwsprt. 440; Widths 31", 15½") (Black Ink 5,000) (Presses 4-G-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-EK-hbfc, 1-W-sp#)

CORRY JOURNAL; Type pg. 12"× 21"; Cols. 8 (Nwsprt. 96; Widths 35", 52½", 70") (Black Ink 275) (Presses 1-G-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 4-L; Casters 1-El) (Casting 1-Ha-hbfc)

DANVILLE NEWS; Type pg. 16"× 21"; Cols. 8 (Nwsprt. widths 70", 52½", 35") (Presses 1-G-wf; Cut off 21¾") (TTS 1; Punchers 1) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-dp; Scorch'g 1-Ha)

(Continued on Page 286)

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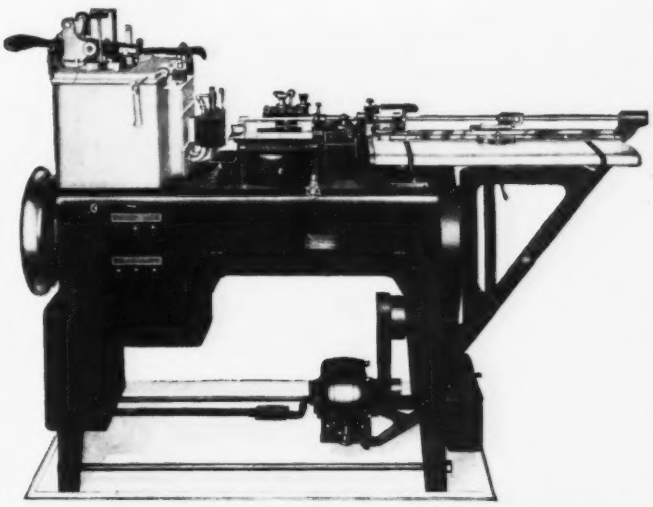

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 285)

DU BOIS COURIER-EXPRESS; Type pg. 16"× 23"; Cols. 8 (Nwsprt. 2,201; Widths 32", 16") (Black Ink 6,000) (Presses 1-D-wdt; Controls 1-CH-ac; Cut off 22¾") (Composing 6-L, 1-Lu; Casters 1-El) (Stereo-Mould'g 1-D; Scorch'g 1-No, 1-StH; Casting 1-No-hbp, 1-We-hbfc) (Tyers 1-Gr)

ELLWOOD CITY LEDGER; Type pg. 16½"× 21¼"; Cols. 8 (Nwsprt. 166; Widths 34", 16¾") (Black Ink 5,850; Color 20) (Presses 1-G-wds; Controls 1-Wg-ac; Cut off 22¾") (Composing 5-L, 2-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 7-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd, 1-StH; Casting 1-G-hbfc, 1-StH#)

ERIE DISPATCH; Type pg. 15 9/16"× 22¾"; Cols. 8 (Nwsprt. widths 30½", 45¾", 61") (Presses 5-S-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 4-I, 11-L, 1-Lu; TTS 3; Punchers 3; Casters 3-M; Feeders 15-Ma) (Stereo-Mould'g 1-S-r; Scorch'g 1-Al, 2-StH; Casting 1-EK-hbp, 1-W-hdp) (Tyers 5-Gr)

FRANKLIN NEWS-HERALD; Type pg. 15⅝"× 21¾"; Cols. 8 (Nwsprt. 1,100; Widths 31½") (Black Ink 3,750) (Presses 5-G-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 8-L, 2-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 2-Ma, 1-Sr, 8-Str) (Engrav. FSpc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-W-hbp-hdp#) (Tyers 2-Wt)

GETTYSBURG TIMES; Type pg. 16¼"× 21"; Cols. 8 (Nwsprt. 260; Widths 17", 34") (Black Ink 7,200) (Presses 1-D-wdt; Controls 1-GE-ac) (Composing 10-Lg; TTS 2; Punchers 2; Casters 1-El; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-No; Casting 1-Ha-hbp)

GREENSBURG REVIEW & TRIBUNE; Type pg. 15 9/16"× 21¾"; Cols. 8 (Nwsprt. 760; Widths 31", 46½", 62") (Black Ink 26,000) (Presses 3-H-wus; Controls 10-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 9-L, 2-Lu; TTS 2; Casters 2-El; Feeders 13-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-Ha-hbfc, 1-W-sp) (Tyers 2-Gr)

GREENVILLE RECORD-ARGUS; Type pg. 16⅝"× 21"; Cols. 8 (Nwsprt. 240; Widths 34⅛", 51⅝") (Black Ink 6,000) (Presses 2½-G-wus; Cut off 22¾") (Composing 5-I, 1-L, 1-Lu; TTS 1; Casters 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-Sd; Casting 1-G-hbp, 1-G-hbfc)

HARRISBURG PATRIOT & NEWS; Type pg. 15¼" × 22¼"; Cols. 9 (Nwsprt. widths 60") (Black Ink 362,000; Color 7,700) (Presses 8-H-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 5-I, 14-L, 2-Lu; TTS 6; Punchers 6; Casters 4-M; Feeders 5-I, 20-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 1-FOS, 1-MTO, 2-StH; Casting 1-EK-hbfc, 2-W-sp#) (Tyers 1-SP)

HOMESTEAD MESSENGER; Type pg. 16⅝"× 22"; Cols. 8 (Nwsprt. 220; Widths 16½", 33", 49½") (Black Ink 9,000) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 23 9/16") (Composing 2-I, 3-Lap, 1-Lu; TTS 1; Casters 1-El) (Stereo-Mould'g 1-W; Scorch'g 1-StH; Casting 1-W-sp) (Tyers 1-Gr)

JEANETTE NEWS-DISPATCH; Type pg. 17 1/6"× 21 1/3"; Cols. 9 (Nwsprt. 271.9; Widths 34¼", 17¼") (Black Ink 7,850) (Presses 1-D-wdt; Controls 1-CH-dc; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 1-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-EK-am, 1-G-t#) (Tyers 1-Gr)

JOHNSTOWN TRIBUNE-DEMOCRAT; Type pg. 16⅛"× 22 3/16"; Cols. 8 (Nwsprt. 4,100; Widths 64", 47⅛", 31⅛") (Black Ink 130,000; Color 2,000) (Presses 5-G-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 12-L, 3-Lu; TTS 4; Punchers 4; Casters 2-El, 2-M; Feeders 24-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 1-FOS, 2-StH; Casting 1-G-hbfc, 2-W-hdp#)

KITTANNING SIMPSONS' LEADER-TIMES; Type pg. 15 13/18"× 21½"; Cols. 8 (Nwsprt. 390; Widths 32", 16") (Black Ink 13,325) (Presses 1-G-wdt; Controls 1-CE-ac; Cut off 22¾") (Composing 6-Lap, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 8-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Ha; Casting 1-EK-hbfc, 1-G-t#) (Tyers 1-Gr)

LANCASTER INTELLIGENCER JOURNAL & NEW ERA; Type pg. 15 9/16"× 22½"; Cols. 8 (Nwsprt. 6,055; Widths 15", 30", 45", 60") (Black Ink 214,700; Color 2,632) (Presses 8-H-wus; Controls 2-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 14-L, 1-Lu; TTS 5; Punchers 5; Casters 2-M) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 2-Al, 3-StH; Casting 1-Ha-hbfc, 2-W-hdp) (Tyers 2-Cr)

LANSDALE NORTH PENN REPORTER; Type pg. 16½"× 22¼"; Cols. 8 (Nwsprt. 246; Widths 34", 17") (Black Ink 8,088) (Presses 1-G-wds; Controls 1-GE-dc; Cut off 23 9/16"; ROP Colors 1) (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-H-hbp)

LATROBE BULLETIN; Type pg. 15 15/16"× 21¼"; Cols. 8 (Nwsprt. widths 31", 15½") (Presses 6-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 8-L, 1-Lu; TTS 1; Casters 1-El; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Gr; Scorch'g 1-Ha, 1-StH; Casting 1-Dt)

LEBANON NEWS; Type pg. 14.995"× 21⅝"; Cols. 8 (Nwsprt. 1,338; Widths 60", 30", 15") (Black Ink 50,000) (Presses 3-H-wus; Controls 1-CH-dc; Cut off 22¾"; ROP Colors 1) (Composing 12-L, 2-Lu, TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 6-Ma, 8-Str) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-Ha-hbfc, 1-W-hdp#) (Tyers 1-Wt)

LEVITTOWN PRESS; Type pg. 16⅝"× 21¾"; Cols. 8 (Presses 1-CP, 4-G-wds, 2-Me; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 7-Lap, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 10-L) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-G-hbfc)

LEWISTOWN SENTINEL; Type pg. 15 9/16"× 21"; Cols. 8 (Nwsprt. 640; Widths 31") (Black Ink 24,700) (Presses 4-CD-wdt, 4-G-wdt; Controls 2-CE-ac; Cut off 22¾") (Composing 7-L, 1-Lu; TTS 2; Punchers 1; Casters 2-El; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-Sd; Casting 1-D-t#, 1-G-hbfc)

LOCK HAVEN EXPRESS; Type pg. 16½"× 21½"; Cols. 8 (Nwsprt. 251; Widths 33", 16½") (Black Ink 10,983) (Presses 5-G-wdt; Controls 1-GE-ac) (Composing 7-L, 2-Lu; Casters 1-El; Feeders 1-Jo, 6-Ke, 3-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-D-t#, 1-EK-hbfc)

MCKEESPORT NEWS; Type pg. 14⅛"× 21⅝"; Cols. 8 (Nwsprt. 2,900; Widths 60") (Black Ink 100,000; Color 3,000) (Presses 7-S-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 14-I, 4-L, 2-Lu; TTS 4; Casters 2-M; Feeders 26-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-Sx-dp; Scorch'g 1-H, 2-StH; Casting 2-W-hdp#, 1-EK-hbfc, 1-H-hbfc) (Tyers 4-Gr)

MEADVILLE TRIBUNE; Type pg. 15 9/16"× 21"; Cols. 8 (Nwsprt. 675; Widths 16", 32") (Black Ink 25,000) (Presses 6-D-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 10-L, 2-Lu; TTS 2; Casters 2-El; Feeders 14-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-D-t, 2-Ha-hbfc)

MILTON STANDARD; Type pg. 16½"× 21"; Cols. 8 (Nwsprt. 150; Widths 70", 52½", 35") (Black Ink 400) (Presses 1-G-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-M) (Scorch'g 1-AP; Casting 1-EK-hbfc)

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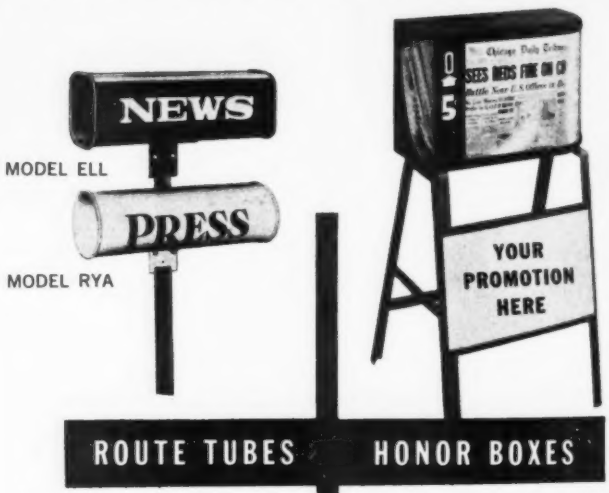

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

MONESSEN INDEPENDENT; Type pg. 16½"× 21 1/6"; Cols. 8 (Nwsprt. 225; Widths 16½", 33") (Black Ink 8,000; Color 50) (Presses 4-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 2-Jo, 4-Ke, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS; Casting 1-G-t#, 1-Ha-hbfc)

MONONGAHELA REPUBLICAN; Type pg. 15"× 21½"; Cols. 8 (Nwsprt. 66; Widths 64", 48", 32") (Black Ink 1,072) (Presses 1-D-wus, 1-D-wf; Cut off 22¾") (TTS 1; Casters 1-El) (Casting 1-Ha-hbfc)

MOUNT CARMEL ITEM; Type pg. 16"× 21"; Cols. 8 (Nwsprt. 165; Widths 17", 34") (Black Ink 5,950) (Presses 4-G-wut; Controls 1-CW-ac; Cut off 22¾") (Composing 6-L, 1-Lu; Casters 1-M; Feeders 6-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-No; Casting 1-G-hbfc, 1-G-t#)

NORRISTOWN TIMES-HERALD; Type pg. 16¼"× 22¾"; Cols. 8 (Nwsprt. 1,394; Widths 66½", 33¼", 49¼") (Black Ink 44,200) (Presses 3-G-wus; Controls 2-CH-ac; Cut off 23 9/16") (Composing 15-L, 2-Lu; Casters 1-El, 2-M; Feeders 20-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 2-StH; Casting 1-Ha-hbfc, 1-W-hdp#) (Tyers 1-Wt)

OIL CITY DERRICK; Type pg. 15⅝"× 21¼"; Cols. 8 (Nwsprt. 1,100; Widths 31½") (Black Ink 3,750) (Presses 5-G-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 8-L, 2-Lu; TTS 3; Punchers 2; Feeders 2-Ma, 1-Sr, 8-Str) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-Ek-hbfc, 1-W-hbp-hdp#) (Tyers 2-Wt)

PHILADELPHIA BULLETIN; Type pg. 15¼"× 21 15/16"; Cols. 8 (Nwsprt. widths 60") (Presses 72-H-wus, Color 6-S-wus; Controls 14-GE-dc; Cut off 22¾", Color 21½"; ROP Colors 3) (Composing 38-I, 10-L, 4-Lu; Casters 4-El, 4-M; Feeders 52-Ma) (Engrav. pc) (Stereo-Mould'g 3-H-r, 1-LE-dp; Scorch'g 3-Ir, 4-StS; Casting 6-W-am, 6-W-hds) (Stuffing 4-She-7; Tyers 8-SP)

PHILADELPHIA INQUIRER; Type pg. 15 7/16" × 22¾"; Cols. 8 (Nwsprt. widths 60", 45", 30") (Presses 72-H, 15-W; Controls 10-GE-ac, 12-CH-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 78-L, 3-Lu, 4-M; Casters 6-M; Feeders 1-Jo, 2-L, 12-Lw, 19-Ma, 55-Str) (Engrav. pc) (Stereo-Mould'g 2-H-r, 1-H-dp; Scorch'g 1-E, 2-Sd, 4-StH; Casting 3-H-hbfc, 6-W-am, 2-W-jr, 1-W-sts, 6-W-hds) (Stuffing 7-She-6; Tyers 13-SP, 5-Gr)

PHOENIXVILLE REPUBLICAN; Type pg. 16⅛" × 21½"; Cols. 8 (Nwsprt. 125; Widths 33½", 16½") (Presses 4-G-wut; Controls 1-CW-ac; ROP Colors 2) (Composing 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Gr; Scorch'g 1-W; Casting 1-Gt#)

PITTSBURGH POST-GAZETTE; Type pg. 15¼" × 22 1/16"; Cols. 8 (Nwsprt. 20,000; Widths 15¼", 30½", 45¾", 61") (Black Ink 600,000; Color 15,000) (Presses 12-H-wus; Controls 4-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 32-I, 2-Lu, 1-M; Casters 1-El, 2-M; Feeders 32-I, 6-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-S-r; Scorch'g 2-Al; Casting 1-W-sts, 1-W-hds#, 1-H-hbfc, 2-W-jr)

PITTSBURGH PRESS; Type pg. 15 9/16" × 23"; Cols. 8 (Nwsprt. 47,000; Widths 61", 45¾", 30½") (Presses 43-H-wus, Color 2-G; Controls 2-CW-ac, 6-GE-ac, 4-GE-dc; Cut off 23 9/16", Color 21½"; ROP Colors 3) (Composing 26-I, 21-L, 2-Lu, 2-M; Casters 2-El, 3-M; Feeders 55-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-dp; Scorch'g 2-Al, 2-MTO, 3-St, 5-StH; Casting 1-G-hbp, 1-G-hbdt, 1-H-hbp#, 3-W-am, 1-W-jr, 3-W-hds#) (Tyers 5-SP)

PITTSBURGH SUN-TELEGRAPH; Type pg. 15 9/16" × 22¾"; Cols. 8 (Nwsprt. widths 61", 45¾", 30½") (Presses 17-G-wus; Controls 3-CW-ac, 1-CW-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 34-I, 3-L, 1-Lu, 2-M; Casters 1-El, 2-M; Feeders 44-Ma) (Stereo-Mould'g 1-G-r, 1-LE-dr; Scorch'g 2-Al, 4-StH; Casting 4-W-am-jr-sts-hds) (Tyers 4-SP)

PITTSTON GAZETTE; Type pg. 15" × 21"; Cols. 8 (Nwsprt. widths 31½") (Presses 1-B-wf, 1-CP-wf, 1-D-wus, 1-Me-wf, 1-Gol-wf, 1-Th-wf; Controls 1-GE-ac) (Composing 4-L, 1-Lu, 1-M) (Stereo-Mould'g 1-D; Scorch'g 1-D; Casting 1-Dhbp)

POTTSTOWN MERCURY; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 1,146; Widths 32") (Black Ink 48,000) (Presses 12-G-wdt; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 12-L, 2-Lu; TTS 1; Casters 2-El; Feeders 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Cm, 1-HM, 1-StH; Casting 1-D-t#, 1-G-hbfc)

POTTSVILLE REPUBLICAN; Type pg. 17⅛" × 21¼"; Cols. 9 (Nwsprt. 1,364; Widths 34") (Black Ink 60,000; Color 300) (Presses 8-D-wus; Controls 2-GE-ac; Cut off 22¾") (Composing 1-I, 8-L, 1-Lu; TTS 3; Punchers 4; Casters 2-M; Feeders 1-L, 1-Lw, 10-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StS; Casting 1-D-t#, 1-EK-hbp)

PUNXSUTAWNEY SPIRIT; Type pg. 15.7" × 21½"; Cols. 8 (Nwsprt. 177; Widths 32", 48", 64") (Black Ink 6,500) (Presses 1-A-sf, 2-CP-sf, 2-D-wus, 1-Ky-sf, 1-Me-sf; Controls 1-Sp-ac, 1-CH-ac, 2-GE-ac, 2-Mr-ac; Cut off 23 9/16") (Composing 3-I, 1-L, 1-Lu; Casters 1-M; Feeders 2-Le, 3-Ma, 1-Str) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Sd; Casting 1-D-hbp-sts, 1-G-hbfc)

ST. MARYS PRESS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 73; Widths 35", 52½", 70") (Black Ink 2,325) (Presses 2-CP-sf, 1-G-wf, 1-Ky-sf, 1-Ki-sf; Controls 1-AB-ac, 1-CW-ac, 1-GE-ac, 2-Ki-ac, 1-Nw-ac; Cut off 22½") (Composing 1-I, 3-L; Casters 1-El; Feeders 3-Ke, 2-Ma) (Scorch'g 1-HM; Casting 1-Ha-hbfc)

SCRANTON TIMES; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 4,148; Widths 62½", 46⅛", 31¼") (Black Ink 163,074) (Presses 8-H-wut; Controls 2-CH-dc; ROP Colors 1) (Composing 30-L, 2-Lu, 3-M; Casters 3-M; Feeders 34-Ma, 1-Sr) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 2-FOS, 2-StH; Casting 1-H-hbfc, 2-W-hdp#) (Tyers 5-Gr)

SHAMOKIN NEWS-DISPATCH; Type pg. 17½" × 21"; Cols. 9 (Nwsprt. 410; Widths 17½", 35") (Black Ink 13,000) (Presses 5-D-wut; Controls 1-GE-ac; Cut off 22¾") (Composing 7-L, 1-Lu; Casters 1-El; Feeders 7-Ma) (Stereo-Mould'g 1-Dr; Scorch'g 1-D; Casting 1-EK-hbp)

SHARON HERALD; Type pg. 15 11/16" × 22½"; Cols. 8 (Nwsprt. 1,500; Widths 64", 48", 32") (Black Ink 45,000) (Presses 4-S-wus; Controls 2-CW-ac; Cut off 23 9/16") (Composing 15-L, 3-Lu; Casters 1-El, 2-M; Feeders 8-Ma, 13-Str) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g, 1-FOS, 1-StH; Casting 1-G-hbfc, 1-Ha-hbfc, 1-W-sp#) (Tyers 2-Gr)

SHENANDOAH HERALD; Type pg. 16 7/12" × 21 4/10"; Cols. 8 (Nwsprt. 246; Widths 17", 34") (Black Ink 7,225) (Presses 1-G-wds; Controls 1-CW-ac; Cut off 22¾") (Composing 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Jo, 1-Str) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd, 1-StH; Casting 1-EK-hbfc, 1-G-hbp) (Tyers 1-Gr)

SOMERSET AMERICAN; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 200; Widths 35", 52½", 70") (Presses 1-D-wf) (Composing 2-I, 2-L, 1-Lu) (Casting 1-A-hbp)

(Continued on Page 288)

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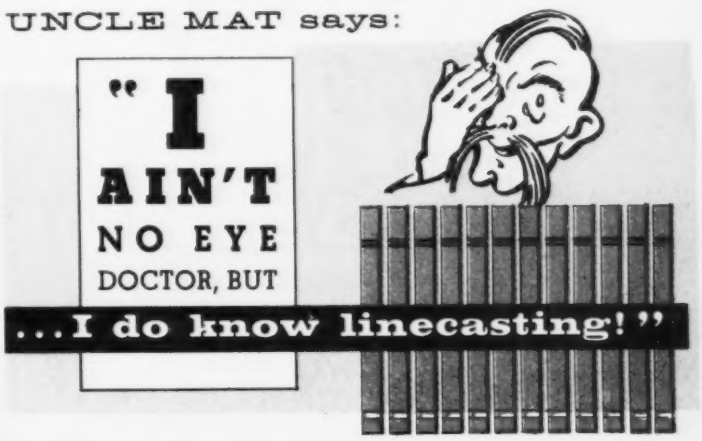

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(Continued from Page 287)

STATE COLLEGE CENTRE TIMES; Type pg. 16.3" × 22¼"; Cols. 8 (Nwsprt. 400; Widths 16¼", 32½") (Black Ink 9,000; Color 90) (Presses 1-G-wds; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 7-L; TTS 2; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-Gr; Scorch'g 1-AP, 1-StH; Casting 1-W-sp#)

SUNBURY DAILY ITEM; Type pg. 16¼" × 21¼"; Cols. 8 (Nwsprt. 900; Widths 16½", 33") (Black Ink 37,655) (Presses 8-G-wut, 1-Ky, 2-Kl, 2-Me; Controls 1-CW-ac; Cut off 22¾") (Composing 11-L, 2-Lu; TTS 1; Casters 1-El, 1-M; Feeders 14-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Gr, 1-No; Scorch'g 1-FOS, 1-StH; Casting 1-Dt#, 1-G-hbp)

TAMAQUA COURIER; Type pg. 16½" × 22"; Cols. 8 (Nwsprt. 146; Widths 34", 17") (Black Ink 3,000) (Presses 2-H-wus; Controls 1-K-ac; Cut off 22¾") (Composing 6-L, 1-Lu; Casters 1-El; Feeders 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-H-hbp)

TITUSVILLE HERALD; Type pg. 16.227" × 21.4375"; Cols. 8 (Nwsprt. 189½; Widths 33", 16½") (Black Ink 6,500) (Presses 1-D-wdt; Controls 1-CH-ac; Cut off 22¾") (Composing 4-I, 2-L, 1-Lu; TTS 2; Casters 1-El; Feeders 8-I) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-AP; Casting 1-D-hbp, 1-EK-hbfc) (Tyers 1-In)

TOWANDA REVIEW; Type pg. 16½" × 23 11/16"; Cols. 8 (Nwsprt. 189; Widths 33", 16½") (Black Ink 6,400) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 23 9/16") (Composing 4-I; TTS 2; Punchers 1; Casters 1-El; Feeders 5-Ma) (Stereo-Mould'g 1-Gr; Scorch'g 2-AP; Casting 1-G-hbp, 1-No-hbfc)

TYRONE HERALD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 100; Widths 70", 52½", 35") (Black Ink 2,500) (Presses 1-G; Controls 1-CW-ac) (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 3-Ma) (Engrav. FSpe) (Scorch'g 1-AP; Casting 1-EK-hpb)

UNIONTOWN HERALD & STANDARD; Type pg. 15 3/16" × 21¼"; Cols. 8 (Nwsprt. 1,380; Widths 61", 45¾", 30½") (Black Ink 58,500; Color 280) (Presses 3-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 3-I, 8-L, 2-Lu; Casters 2-El, 1-M; Feeders 1-I, 11-Ma, 4-Str) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-W-sp#) (Tyers 1-Gr)

VANDERGRIFT NEWS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 75; Widths 17½", 35", 52½", 70") (Presses 1-D-wf; Controls 1-GE-ac; Cut off 21½") (Composing 4-L, 1-Lu; TTS 1; Casters 1-M; Feeders 4-Ma) (Engrav. FSpe)

WARREN TIMES MIRROR; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 280; Widths 34") (Black Ink 10,200; Color 15) (Presses 1-D-wut; Controls 1-GE-ac) (Composing 7-I, 1-L, 2-Lu; Casters 1-El; Feeders 9-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha; Casting 1-G-hbp, 1-G-t, 1-Ha-hbfc)

WASHINGTON OBSERVER & REPORTER; Type pg. 15 9/16" × 21¼"; Cols. 8 (Nwsprt. 1,140; Widths 62", 46½", 31") (Black Ink 41,000; Color 50) (Presses 2-G-wus, 1-Va; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 6-L, 2-Lu; Casters 2-M; Feeders 14-Sr) (Engrav. En) (Stereo-Mould'g 2-G-r; Scorch'g 2-FOS, 1-StH; Casting 1-W-hdp, 1-G-hbfc, 1-Ha-hbfc) (Tyers 2-BST)

WEST CHESTER LOCAL NEWS; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 575; Widths 34", 17") (Black Ink 20,000) (Presses 4-H-wus; Controls 1-CH-dc; Cut off 22¾") (Composing 8-L; TTS 1; Punchers 1; Casters 1-El, 1-M; Feeders 10-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 2-AP; Casting 1-H-hbp, 1-No-hbfc)

WILKES-BARRE RECORD & TIMES-LEADER; Type pg. 15½" × 22"; Cols. 8 (Nwsprt. 4,700; Widths 60", 45", 30") (Presses 8-H-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-I, 15-L, 3-Lu; Casters 1-El, 2-M; Feeders 26-Ma, 3-Sr) (Stereo-Mould'g 2-H-r; Scorch'g 1-Ha, 2-If, 2-Si, 2-StH; Casting 2-EK-hbfc, 2-W-hdp#) (Tyers 4-Gr)

WILKES-BARRE SUNDAY INDEPENDENT; Type pg. 14½" × 21½"; Cols. 8 (Nwsprt. 1,157; Widths 30", 45", 60") (Presses 3-S-wus; Controls 1-GE-ac; Cut off 22¾") (Composing 5-I, 2-Lu; Casters 1-El) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-H-hbfc)

WILLIAMSPORT GRIT; Type pg. 10¾" × 14¾"; Cols. 5 (Nwsprt. 6,661; Widths 61", 45½", 30½") (Black Ink 249,705) (Presses 6-H-wus; Controls 2-CH-ac; Cut off 22¾") (Composing 9-L, 1-Lu; TTS 2; Punchers 3; Casters 2-El; Feeders 12-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-If, 1-StH; Casting 1-EK-hbfc, 1-G-hbfc, 1-Ha-hbfc, 1-H-hbp#) (Stuffing 6-Ca; Tyers 1-Gr)

WILLIAMSPORT SUN-GAZETTE; Type pg. 16 7/24" × 21½"; Cols. 8 (Nwsprt. 1,667; Widths 33", 49½", 66") (Black Ink 57,856) (Presses 4-D-wus; Controls 2-GE-ac; Cut off 22¾") (Composing 6-I, 4-L, 2-Lu; TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 14-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 2-StH; Casting 1-G-hbfc, 1-W-sp, 1-W-hdp)

YORK DISPATCH; Type pg. 16 1/3" × 22 1/2"; Cols. 8 (Nwsprt. 2,200; Widths 66", 49½", 32½") (Black Ink 80,000) (Presses 1-S-wus; Controls 1-GE-ac, 1-GE-dc) (Composing 11-I, 11-L, 1-Lu; TTS 4; Punchers 5; Casters 2-M; Feeders 15-Ma) (Stereo-Mould'g 1-W-r; Scorch'g 2-StH; Casting 1-H-hbfc, 1-W-hdp) (Tyers 2-Gr)

YORK GAZETTE & DAILY; Type pg. 10 7/16" × 16¼"; Cols. 5 (Nwsprt. 1,620; Widths 68", 51", 34") (Black Ink 59,225) (Presses 3-G-wus; Controls 1-Sp-ac; Cut off 22¾") (Composing 10-I, 1-L, 2-Lu; Casters 2-El; Feeders 12-Ma, 1-Mo) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-G-hbfc, 1-No-am, 1-W-sp)

RHODE ISLAND

NEWPORT DAILY NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 520; Widths 34", 17") (Black Ink 19,000) (Presses 5-D-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 3-I, 4-L, 2-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 2-I, 5-Ke, 1-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t, 1-EK-hdp) (Tyers 2-Gr)

PAWTUCKET TIMES; Type pg. 16 5/16" × 22"; Cols. 8 (Nwsprt. 2,600; Widths 66", 49½", 32½") (Black Ink 103,962) (Presses 4-G-wus, 4-H-wus; Controls 2-CH-ac; Cut off 23 9/16") (Composing 11-I, 9-L, 2-Lu; Casters 2-El) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-AP, 1-FOS, 2-StH; Casting 2-H-hbfc)

PROVIDENCE JOURNAL & BULLETIN; Type pg. 15¾" × 22 1/16"; Cols. 8 (Nwsprt. 23,071; Widths 60", 45", 30", 15") (Black Ink 882,208) (Presses 18-S-wus, 8-W-wus; Cut off 22¾") (Composing 37-I, 2-Lu; TTS 4; Punchers 5; Casters 2-El, 2-M) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-S-r; Scorch'g 2-Al, 1-FOS, 1-Si, 3-Sth; Casting 5-H-hbfc, 4-W-jr, 2-W-hds#) (Tyers 8-Gr)

WESTERLY SUN; Type pg. 16" × 21¼" Cols. 8 (Nwsprt. 221; Widths 32") (Black Ink 7,552) (Presses 1-D-wdt; Controls 1-Sp-ac; Cut off 22¾") (Composing 6-L, 1-Lu; TTS 1" Casters 1-El; Feeders 7-Ma, 1-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t, 1-H-hbp, 1-H-hbfc)

WEST WARWICK PAWTUXET VALLEY TIMES; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 176; Widths 17", 34") (Black Ink 5,400) (Presses 4-G-wut; Controls 1-CW-ac) (Composing 4-L; Casters 1-El; Feeders 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-D; Casting 1-EK-am, 1-G-am-sts-t#)

WOONSOCKET CALL; Type pg. 16½" × 22¾"; Cols. 8 (Nwsprt. 1,080; Widths 33", 16½") (Black Ink 51,400) (Presses 6-H-wds; Controls 1-GE-ac; Cut off 22¾") (Composing 2-I, 13-L, 2-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 10-Lw, 3-Ma, 7-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-Ha, 1-StH; Casting 2-H-hbp,hbfc, 1-W-hdp#) (Tyers 2-Wt)

SOUTH CAROLINA

ANDERSON INDEPENDENT & MAIL; Type pg. 15½" × 21¼"; Cols. 8 (Nwsprt. 2,680; Widths 31½", 47¼", 63") (Black Ink 115,605; Color 2,400) (Presses 4-G-ac; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 9-L; TTS 4; Punchers 4; Casters 2-M; Feeders 11-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-H, 1-Sd, 1-StH; Casting 1-EK-hbfc, 1-W-sp) (Tyers 3-Gr)

CHARLESTON NEWS & COURIER AND POST; Type pg. 15¾" × 21¼"; Cols. 8 (Nwsprt. 6,141; Widths 64", 48", 32") (Black Ink 251,239; Color 9,226) (Presses 5-H-wus; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 18-L, 2-Lu; TTS 7; Punchers 7; Casters 2-El; Feeders 3-Ma, 19-Str) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-H-r; Scorch'g 1-AP, 1-FOS, 2-StH; Casting 1-G-hbp, 1-H-hbdt, 1-W-hdp#)

COLUMBIA RECORD & STATE; Type pg. 15¾" × 21¼"; Cols. 8 (Nwsprt. 9,053; Widths 64", 48", 32") (Black Ink 310,000; Color 5,955) (Presses 8-G; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 12-I, 8-L, 2-Lu; TTS 5; Punchers 3; Casters 2-El; Feeders 9-I, 15-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 2-StH; Casting 2-W-sp) (Tyers 2-Gr)

FLORENCE NEWS; Type pg. 94 2/5" × 21½"; Cols. 8 (Nwsprt. 650; Widths 32", 16") (Black Ink 32,400; Color 300) (Presses 1-G-wds; Controls 1-CW-ac, 1-Wg-ac; Cut off 22¾"; ROP Colors 2) (Composing 1-I, 1-Lu; TTS 4; Punchers 3; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-FOS, 1-StH; Casting 1-W-sp#, 1-G-hbfc, 1-Ha-hbfc) (Tyers 1-Wt)

GREENVILLE NEWS; Type pg. 15 7/16" × 22"; Cols. 8 (Nwsprt. 7,360; Widths 62") (Presses 6-G-wus, 4-H-wus; Controls 2-CE-ac, 2-CH-ac; Cut off 22¾") (Composing 4-I, 15-L, 2-Lu; TTS 2; Casters 1-El, 1-M; Feeders 11-Ke, 2-Lw, 10-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-H-r; Scorch'g 2-AP, 2-BM, 2-StH; Casting 1-G-hbfc, 1-H-hbfc, 2-W-hdp#)

MECHANICAL EQUIPMENT —Continued

GREENWOOD INDEX-JOURNAL; Type pg. 16½" × 22¼"; Cols. 8 (Nwsprt. 316; Widths 68", 51", 34", 17") (Black Ink 12,000) (Presses 2-H; Controls 1-CH-ac; Cut off 23 9/16") (Composing 6-L, 1-Lu, 1-M; TTS 2; Punchers 1; Casters 1-M; Feeders 2-Jo, 5-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-EK-hbfc, 1-G-sp) (Tyers 1-Wt)

ORANGEBURG TIMES & DEMOCRAT; Type pg. 15" × 21⅛"; Cols. 8 (Nwsprt. 300; Widths 15", 30") (Presses 1-D-wdt; Controls 1-CH-dc; Cut off 22¾") (Composing 5-L; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Sd; Casting 1-G) (Tyers 1-Gr)

ROCK HILL HERALD; Type pg. 17 2/3" × 22"; Cols. 9 (Nwsprt. 407; Widths 35½", 17¾") (Black Ink 18,952; Color 150) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-L, 2-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-Jo, 1-Ke, 7-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 2-StH; Casting 1-Ha-hbp, hbfc, 1-W-sp)

SPARTANBURG HERALD & JOURNAL; Type pg. 15 9/16" × 22"; Cols. 8 (Nwsprt. 2,158; Widths 15½", 31", 46½", 62") (Black Ink 96,000) (Presses 4-H-wus; Controls 1-GE-ac) (Composing 1-I, 12-L, 2-Lu; Casters 1-El, 1-M; Feeders 17-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-HM, 1-Sd, 1-StH; Casting 1-EK-hbfc, 1-W-sp#)

SUMTER ITEM; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 350; Widths 16", 32") (Black Ink 9,000; Color 450) (Presses 4-G-wdt, Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-t#, 1-Ha-hbfc)

SOUTH DAKOTA

ABERDEEN AMERICAN-NEWS; Type pg. 15⅞" × 22⅞"; Cols. 8 (Nwsprt. 905; Widths 62½") (Black Ink 23,701; Color 275) (Presses 3-G-wus; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 2-I, 7-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El; Feeders 11-Mo) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-Si, 1-Sd, 1-StH; Casting 1-Ha-hbfc, 1-W-sp, 1-Mo-sts) (Tyers 1-Gr)

DEADWOOD PIONEER-TIMES; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 55; Widths 35", 52½", 70") (Black Ink 1,500) (Presses 1-CD-wf; Controls 1-CE-ac; Cut off 22¾") (Composing 2-I, 3-L; TTS 1; Punchers 1; Feeders 1-Lw, 4-Ma) (Engrav. FSpe) (Casting 1-G-hdp, 1-Ha-hbp)

HURON PLAINSMAN; Type pg. 16¼" × 21½"; Cols. 8 (Nwsprt. 427; Widths 45", 22½") (Black Ink 16,000) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 21½") (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 2-FOS; Casting 1-G-jr, 1-Ha-hbfc)

LEAD CALL; Type pg. 16½" & 21½"; Cols. 8 (Nwsprt. 55; Widths 35", 52½", 70") (Black Ink 1,500) (Presses 1-CD-wf; Controls 1-CE-ac; Cut off 22¾") (Composing 2-I, 3-L; TTS 1; Punchers 1; Feeders 1-Lw, 4-Ma) (Engrav. FSpe) (Casting 1-G-hdp, 1-Ha-hbp)

MADISON LEADER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 50; Widths 70", 52½", 35") (Presses 1-D-wf) (Composing 3-I, 1-L, 1-Lu; Casters 1-El; Feeders 6-Ma) (Engrav. FSpe) (Casting 1-EK-hbp-hbfc)

MITCHELL REPUBLIC; Type pg. 15⅝" × 21⅞"; Cols. 8 (Nwsprt. 653½; Widths 31", 15½") (Black Ink 24,000; Color 500) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-L, 2-Lu; TTS 4; Punchers 2; Casters 1-El; Feeders 8-Lw) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-FOS, 1-StH; Casting 1-L-hbp, 1-D-t#, 1-EK-hbp) (Tyers 1-BST)

PIERRE CAPITAL JOURNAL; Type pg. 16½" × 20¾"; Cols. 8 (Nwsprt. 40; Widths 70", 52½", 35") (Presses 1-D-wus; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Ma) (Scorch'g 1-HM; Casting 1-EK-hbfc)

RAPID CITY JOURNAL; Type pg. 15 9/16" × 21½"; Cols. 8 (Nwsprt. 1,354; Widths 16", 32") (Black Ink 47,805; Color 235) (Presses 1-G-wds; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 8-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 9-Ma, 1-Mo) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-G-hbp, 1-Ha-hbfc) (Tyers 2-Gr)

SIOUX FALLS ARGUS-LEADER; Type pg. 15⅞" × 22⅞"; Cols. 8 (Nwsprt. 3,560; widths 64½", 48¼", 32¼") (Black Ink 110,000; Color 3,700) (Presses 6-H-wus; Controls 2-CE-ac, 2-CE-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 12-L, 2-Lu; Casters 2-El; Feeders 16-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-ER, 1-Sd, 2-StH; Casting 1-Ha-hbfc, 1-W-hdp#) (Tyers 4-Gr)

WATERTOWN PUBLIC OPINION; Type pg. 16⅜" × 21⅞"; Cols. 8 (Nwsprt. 431; Widths 33", 16½") (Black Ink 18,000; Color 340) (Presses 5-G-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 6-L, 1-Lu; TTS 1; Casters 1-El; Feeders 1-I, 4-KC, 4-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-G-hbfc, 1-G-t#)

YANKTON PRESS & DAKOTAN; Type pg. 16½" × 20 5/16"; Cols. 8 (Nwsprt. 175; Widths 34", 51") (Presses 1-G-wds; Controls 1-CH-ac; Cut off 21½") (Composing 4-I, 1-Lu; Casters 1-El; Feeders 4-I, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-dp; Scorch'g 2-FOS; Casting 1-G-hbp, 1-G-hbdt, 1-Ha-am)

TENNESSEE

CHATTANOOGA NEWS-FREE PRESS and TIMES; Type pg. 15 2/3" × 21½"; Cols. 8 (Nwsprt. 9,768; Widths 62", 46½", 31") (Black Ink 345,335; Color 12,970) (Presses 5-S-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 22-L, 1-Lu, 2-M; TTS 4; Punchers 3; Casters 2-El, 2-M) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-AP, 2-FOS, 2-StH; Casting 1-StH-hbfc, 2-W-hdp) (Tyers 3-Wt)

CLARKSVILLE LEAF CHRONICLE; Type pg. 18" × 21"; Cols. 9 (Nwsprt. 500; Widths 34") (Presses 1-CP, 1-D-wut, 2-Ky-sf, 1-Kl) (Composing 8-L, 1-Lu; TTS 5; Punchers 3; Casters 2-El; Feeders 9-Ke) (Engrav. FSpe) (Stereo-Mould'g 1-D; Scorch'g 2-Ha, 1-StH; Casting 1-G-t#, 1-Ha-hbfc)

CLEVELAND BANNER; Type pg. 16½" × 20¾"; Cols. 8 (Nwsprt. widths 34", 51", 68") (Presses 2-H-wut; Controls 1-CH-ac) (Composing 1-I, 3-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 1-I, 4-Ma, 1-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-Si; Casting 1-G-hbp, 1-G-sts, 1-Ha-hbfc, 1-No, 1-Si)

COLUMBIA HERALD; Type pg. 16½" × 21"; Cols. 9 (Nwsprt. 216; Widths 34") (Black Ink 8,100; Color 100) (Presses 1-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G; Scorch'g 1-AP, 1-FOS, 1-StH; Casting 1-G-t#, 1-Ha-hdp)

DYERSBURG STATE GAZETTE; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 85; Widths 35", 52¼", 70") (Black Ink 1,800) (Presses 2-CP, 1-G-wf, 1-Kl, 1-Me, 1-Wh-sf; Cut off 21½" (Composing 3-L, 1-Lu; Casters 1-El; Feeders 4-Ma) (Casting 1-Ha-hbp)

ELIZABETHTON STAR; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 165; Widths 16⅝", 33½") (Black Ink 6,000; Color 500) (Presses 4-H-wus; Controls 1-K-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 7-Ma) (Stereo-Mould'g 1-H-dp; Scorch'g 1-Si; Casting 1-EK-am, 1-H-am-sts)

GREENEVILLE SUN; Type pg. 16¼" × 21"; Cols. 9 (Nwsprt. 290; Widths 34") (Presses 24-D-wus; Controls 1-CH-ac; Cut off 21½"; Composing 5-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-dp; Scorch'g 1-Ha, 1-StH; Casting 1-EK-hbp, 1-G-t#)

JACKSON SUN; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 832; Widths 34") (Black Ink 28,070; Color 150) (Presses 1-G-wut; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 1; Casters 1-El; Feeders 9-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t, 1-G#)

JOHNSON CITY PRESS-CHRONICLE; Type pg. 15 13/16" × 22⅞"; Cols. 8 (Nwsprt. 850; Widths 63½", 47⅝", 31¾", 15⅞") (Black Ink 20,000; Color 1,000) (Presses 2-S-wus; Controls 1-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 8-L, 2-Lu; TTS 4; Punchers 2; Casters 2-El, 1-M; Feeders 13-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 3-FOS, 1-StH; Casting 1-W-sp#)

KNOXVILLE NEWS-SENTINEL; Type pg. 15 3/16" × 23"; Cols. 8 (Nwsprt. 846; Widths 60") (Black Ink 330,940; Color 2,910) (Presses 12-H-wus; Controls 2-GE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 19-I, 3-L, 2-Lu; Photo-composers 1-I; Casters 2-El, 2-M; Feeders 10-I, 16-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-Al, 2-Sd, 2-StH; Casting 1-G-hbfc, 2-W-hdp#) (Tyers 1-Wt)

MARYVILLE-ALCOA TIMES; Type pg. 16½" × 20¾"; Cols. 8 (Nwsprt. 274; Widths 34", 17") (Black Ink 6,200) (Presses 1-G-wus; Controls 1-AB-ac; Cut off 21½") (Composing 4-I, 1-Lu; TTS 2; Punchers 2; Casters 11-M) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha; Casting 1-EK-hbp, 1-Km-hbp)

MEMPHIS COMMERCIAL APPEAL & PRESS SCIMITAR; Type pg. 15¼" × 22⅞"; Cols. 8 (Nwsprt. 38,271; Widths 60") (Black Ink 1,600,000; Color 68,000) (Press 20-G-wus, 18-H-wus, Color 4-G; Cut off 23 9/16, 22¾", Color 22¾"; Controls 3-AB-ac, 4-CE-ac, 1-GE-ac; ROP Colors 3) (Composing 39-I, 4-L, 2-Lu; Casters 2-El, 2-M; Feeders 49-Ma) (Engrav. pc) (Stereo-Mould'g 1 [illegible]-r, 1-H-r; Scorch'g 4-Al, 2-FOS, 2-StH; Casting 1-H-hbp, 2-H-hbfc, 1-H-sts, 2-W-jr, 1-W-sts, 1-W-[illegible]) (Stuffing 3-She-8, 5-Hv-5, 1-Hv-4; Tyers 3-SP, 2-Wt)

NASHVILLE BANNER & TENNESSEAN; Type pg. 15⅞" × 21 3/7"; Cols. 8 (Nwsprt. 22,659; Widths 16", 32", 48", 64") (Black Ink 798,783; Color 65,552) (Presses 12-G-wus; Controls 2-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 30-L; Casters 3-El, 2-M; Feeders 15-Lw, 15-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 1-Si, 2-StH; Casting 1-G-hbfc#, 1-W-hbfc, 2-W-hdp#)

(Continued on Page 290)

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 289)

OAK RIDGE OAK RIDGER; Type pg. 16 5/16" × 21½"; Cols. 8 (Nwsprt. 27; Widths 33", 49½") (Black Ink 6,600) (Presses 1-D-wus; Controls 1-WE-ac; Cut off 22¾") (Composing 5-L; TTS 3; Punchers 3; Casters 1-El; Feeders 7-Ma) (Engrav. FSpe) (Scorch'g 1-StH; Casting 1-D-hbp) (Tyers 1-Sa)

PARIS POST-INTELLIGENCER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 75; Widths 52½", 70") (Black Ink 1,760) (Presses 1-D-wf; Cut off 22¾") (Composing 4-L, 1-Lu; Casters 1-El; Feeders 1-I, 2-Ke, 2-Ma) (Engrav. FSpe) (Casting 1-Ha-hbfc)

SHELBYVILLE TIMES-GAZETTE; Type pg. 16 3/5" × 21"; Cols. 8 (Nwsprt. 65; Widths 35", 52½", 70") (Black Ink 1,500) (Presses 1-D-wf; Cut off 22½") (Composing 3-I, 1-L, 1-Lu; Casters 1-El; Feeders 3-I, 3-Ma) (Engrav. FSpe) (Scorch'g 1-No; Casting 1-Ha-hbp)

TEXAS

ABILENE REPORTER-NEWS; Type pg. 15 9/16" × 21⅛"; Cols. 8 (Nwsprt. 3,342; Widths 31") (Black Ink 145,000; Color 3,500) (Presses 8-G-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (TTS 5; Punchers 4; Casters 2-El; Feeders 15-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 2-StH; Casting 1-W-hdp#)

ALICE ECHO; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 110; Widths 70", 52½") (Presses 1-CD-wf; Controls 1-CW-ac; Cut off 21½") (Composing 1-L, 1-Lu; Casters 1-El; Feeders 4-Ma) (Casting 1-EK-hbfc)

AMARILLO NEWS & GLOBE-TIMES; Type pg. 15 11/16" × 21¾"; Cols. 8 (Nwsprt. 5,655; Widths 63") (Black Ink 208,885; Color 10,659) (Presses 4-S-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 7-L; TTS 2; Casters 2-El; Feeders 7-I, 7-Ma, 4-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-W-hdp#)

ATHENS REVIEW; Type pg. 16⅝" × 20½"; Cols. 8 (Nwsprt. 64½"; Widths 35", 52", 70") (Black Ink 1,765) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 2-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 3-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbfc, 1-We-hbp)

AUSTIN AMERICAN & STATESMAN; Type pg. 16¾" × 22¼"; Cols. 9 (Nwsprt. 5,303; Widths 65½", 49⅛", 32¾") (Black Ink 177,280; Color 4,642) (Presses 6-G-wus; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 17-L, 2-Lu; TTS 4; Casters 2-El; Feeders 17-Ma, 4-Sr; Engraving 3-FSpe) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-Al, 2-StH; Casting 1-G-hbfc, 1-W-hdp#) (Tyers 1-SP, 2-Gr)

BAYTOWN SUN; Type pg. 16¼" × 21"; Cols. 8 (Nwsprt. 300; Widths 32½") (Black Ink 5,392) (Presses 2-G-wds; Controls 1-CW-ac; Cut off 22¾") (Composing 3-I, 2-L, 1-Lu; TTS 1; Casters 1-El; Feeders 6-Ma, 2-Sr) (Stereo-Mould'g 1-S-r; Scorch'g 1-FOS, 1-Si, 1-StH; Casting 1-G-hbfc, 1-H-hbp) (Tyers 2-Wt)

BEAUMONT ENTERPRISE & JOURNAL; Type pg. 17 9/16" & 22"; Cols. 9 (Nwsprt. 6,500; Widths 68½", 51⅞", 34¼", 28½") (Black Ink 235,000; Color 33,000) (Presses 8-G-wus, Color 1-G; Controls 5-CW-ac; Cut off 22¾", Color 21½"; ROP Colors 3) (Composing 17-L, 2-Lu; TTS 8; Punchers 5; Casters 2-El, 1-M; Feeders 22-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 1-FOS, 1-Ha, 2-Ir, 2-StH; Casting 1-EK-hbfc, 1-H-hbp#, 1-W-sp#, 1-W-hdp#) (Tyers 5-Gr)

BIG SPRING HERALD; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 458; Widths 31½", 15¾") (Black Ink 11,000; Color 250) (Presses 4-D-wdt; Controls 1-Wg-ac; Cut off 22¾" ROP Colors 1) (Composing 6-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 6-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-t#) (Tyers 1-Gr)

BROWNSVILLE HERALD; Type pg. 17 9/16" × 21⅛"; Cols. 9 (Nwsprt. 460; Widths 17⅛", 34¼") (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 2-Ke, 5-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-t#, 1-Ha-hbfc)

BROWNWOOD BULLETIN; Type pg. 16¼" × 23"; Cols. 8 (Nwsprt. 230; Widths 32½") (Black Ink 11,000) (Presses 4-D-wdt) (Composing 6-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 7-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Ha; Casting 1-D-t#, 1-Ha-hbfc)

CHILDRESS INDEX; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 138; Widths 35", 52¾", 70") (Black Ink 2,175) (Presses 1-D-wf; Controls 1-Wg-ac) (Composing 1-I, 2-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

CONROE COURIER; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 75; Widths 22⅝", 45¼") (Black Ink 2,000; Color 50) (Presses 6-S-wus; Controls 1-GE-ac; Cut off 21½") (Composing 1-I, 1-L, 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha; Casting 1-Ha-hbp

CORPUS CHRISTI CALLER & TIMES; Type pg. 15 3/16" × 21½"; Cols. 8 (Nwsprt. 9,000; Widths 60", 45", 30") (Black Ink 144,000; Color 6,000) (Presses 8-G-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 9-L, 10-Lap, 2-Lu; TTS 9; Punchers 10; Casters 2-El; Feeders 19-Ma, 2-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 1-Al, 2-Au; Casting 2-W-sp#) (Tyers 3-Gr)

CUERO RECORD; Type pg. 15 15/16" × 20½"; Cols. 8 (Nwsprt. 130; Widths 16½", 33", 49½") (Black Ink 5,700; Color 290) (Presses 3-H-wus; Controls 1-GE-ac; Cut off 21½"; ROP Colors 1) (Composing 1-I, 3-L, 1-Lu; Casters 1-El; Feeders 4-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Sm; Casting 1-EK-hbfc, 1-H-hpb, 1-H-hbfc) (Tyers 1-In)

DALHART TEXAN; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 50; Widths 35", 52½", 70") (Black Ink 165) (Presses 1-CD) (Composing 3-I; TTS 1; Punchers 1; Casters 1-BN; Feeders 3-Ma) (Stereo-Mould'g 1-Ha-dp; Casting 1-Ha-hbp)

DALLAS NEWS; Type pg. 15¼" × 22"; Cols. 8 (Nwsprt. 29,449) (Black Ink 912,919; Color 64,020) (Presses 24-H-wus; Controls 4-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 36-I, 2-Lu; TTS 5; Punchers 5; Casters 2-El, 3-M; Feeders 43-Ma) (Stereo-Mould'g 1-D-r, 1-H-DP; Scorch'g 1-AP, 1-Ir; Casting 1-G-hbfc, 1-H-hbfc, 2-W-jr-hds#); (Tyers 3-SP, 4-Gr)

DALLAS TIMES-HERALD; Type pg. 15 3/16" × 22"; Cols. 8 (Nwsprt. 27,000; Widths 60") (Black Ink 924,327; Color 35,386) (Presses 21-S-wus; Controls 2-CE-ac, 1-CH-ac, 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 13-I, 28-L, 1-M; Casters 2-El, 2-M; Feeders 43-Ma, 5-Sr) (Stereo-Mould'g 1-D-r, 2-G-r; Scorch'g 2-AP, 2-FOS, 1-HM, 4-StH; Casting 4-W-jr, 1-W-sts, 2-W-hds, 1-G-hbfc, 1-StH-hbfc#) (Stuffing 2-She-5; Tyers 4-SP)

DALLAS WALL STREET JOURNAL; Type pg. 16¼" × 21½"; Cols. 6 (Nwsprt. 1,324; Widths 33", 16½") (Black Ink 31,587) (Presses 6-D-wdt; Controls 1-CE-ac; Cut off 22¾") (Composing 12-I; Casters 1-El; Feeders 12-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-Si, 1-StH; Casting 1-D-hbp-t#, 1-StH-hbfc#)

EDINBURGH REVIEW; Type pg. 16¾" × 21"; Cols. 8 (Nwsprt. 55; Widths 70", 52½", 35") (Presses 1-G-wf) (Composing 2-I, 1-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 2-I, 1-Ma) (Engrav. FSpe) (Scorch'g 1-Sh; Casting 1-Ha-hbp)

EL PASO HERALD-POST & TIMES; Type pg. 15⅝" × 22 13/16"; Cols. 8 (Nwsprt. 7,900; Widths 61", 45⅛", 30½") (Black Ink 247,000; Color 3,500) (Presses 8-H-wus; Controls 2-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 17-L, 2-Lu; TTS 4; Punchers 3; Casters 2-El; Feeders 12-Ke, 7-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 2-StH, 1-Al, 1-AP, 1-Si, 1-Sd; Casting 2-G-hbfc, 2-W-hdp#)

FORT WORTH PRESS; Type pg. 14⅝" × 11⅛"; Cols. 6 (Nwsprt. 2,770; Widths 60") (Black Ink 93,379; Color 3,848) (Presses 6-H-wus; Controls 2-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 12-I, 2-Lu; Casters 1-El, 1-M; Feeders 4-I, 11-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 2-StH; Casting 1-StH-hbp#, 2-W-sp#) (Tyers 2-Gr)

FORT WORTH STAR-TELEGRAM; Type pg. 15¼" × 21 13/16"; Cols. 8 (Nwsprt. 25,411; Widths 60", 45", 30") (Black Ink 884,002; Color 91,848) (Presses 19-G-wus, Color 1-G-wus; Controls 3-CW-ac, 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 33-L, 2-Lu; TTS 6; Punchers 6; Casters 1-El, 4-M; Feeders 43-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-LE-dp; Scorch'g 1-AP, 2-Si, 3-StH; Casting 1-G-hbp#, 1-StH-hbfc#, 2-W-jr#) (Tyers 2-SP)

GALVESTON NEWS & TRIBUNE; Type pg. 16¼" × 21¼"; Cols. 8 (Nwsprt. 2,100; Widths 32", 28½") (Black Ink 63,094; Color 7,655) (Presses 1-D-wut; Controls 1-CW-dc; Cut off 22¾"; ROP Colors 3) (Composing 14-I, 1-Lu, 1-M; TTS 6; Punchers 4; Casters 1-El, 1-M; Feeders 16-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-Ha; Casting 1-G-hbp, 1-G-hbfc, 1-G-t#) (Tyers 2-Gr)

GARLAND NEWS; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 96; Widths 16½", 33") (Black Ink 5,000; Color 250) (Presses 12-G-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 3-L, 1-Lu; TTS 1; Punchers 1) (Engrav. FSpe) (Stereo-Mould'g 1-OS-dr; Scorch'g 1-StH; Casting 1-BS-hbp, 1-G-t)

GONZALES INQUIRER; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 50; Widths 35", 52½", 70½") (Black Ink 1,650) (Presses 1-G-wf; Controls 1-Wg-ac; Cut off 22¾") (Composing 1-L, 1-Lap, 1-Lu; TTS 1; Casters 1-In; Feeders 2-Ma, 1-Mo, 1-Sr) (Stereo-Mould'g 2-Ha-r; Casting 1-Ha-hbfc)

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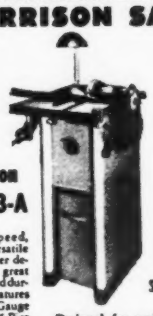

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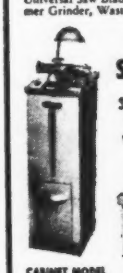

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

GREENVILLE BANNER; Type pg. 15⅛" × 22"; Cols. 8 (Nwsprt. 132.5; Widths 31½") (Black Ink 4,500; Color 291) (Presses 4-D-wut; Cut off 22¾"; ROP Colors 1) (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-BN; Feeders 1-BN, 4-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-BB-hbfc, 1-D-t#, 1-H-hbp)

GREENVILLE HERALD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 200; Widths 35", 52½", 70") (Black ink 900) (Presses 1-D-wf; Controls 1-GE-dc) (Composing 1-I, 3-L, 1-Lu; Feeders 6-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-am)

HARLINGEN VALLEY MORNING STAR; Type pg. 17 8/16" × 21⅛"; Cols. 9 (Nwsprt. 745; Widths 34¾", 17⅛") (Presses 5-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 4-I, 3-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 8-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-SH; Casting 1-EK-hbfc, 1-G-t#)

HOUSTON CHRONICLE; Type pg. 15⅛" × 21⅛"; Cols. 8 (Nwsprt. 35,291; Widths 30", 45", 60") (Black ink 1,700,000; Color 61,000) (Presses 22-G-wus; Controls 6-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 30-I, 7-L, 1-Lu, 4-M; Casters 1-El, 3-M; Feeders 26-I, 18-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-E-r, 1-LE-dp; Scorch'g 3-Al, 6-StH; Casting 4-W-jr#, 1-W-sts, 2-W-hds) (Tyers 3-SP)

HOUSTON POST; Type pg. 15 3/16" × 21 15/16"; Cols. 8 (Nwsprt. widths 60") (Presses 15-G-wus; Controls 3-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 32-I, 2-Lu, 2-M; Casters 6-M; Feeders 32-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-LE-dp; Scorch'g 2-Al, 1-MTO, 2-Si, 3-StH; Casting 2-G-hbfc, 2-W-jr, 1-W-sts, 1-W-hds) (Tyers 3-Wt)

HOUSTON PRESS; Type pg. 15¼" × 23"; Cols. 8 (Nwsprt. 7,000; Widths 60", 45", 30") (Black ink 280,000; Color 5,900) (Presses 6-G-wus, 8-S-wus; Controls 4-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 14-I, 6-L, 2-Lu; Casters 2-El, 1-M; Feeders 3-I, 20-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-S-r; Scorch'g 2-Al, 3-FOS, 1-Si, 2-StH; Casting 1-G-hbfc, 2-W-sp#)

JACKSONVILLE PROGRESS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 100; Widths 35", 52½", 70") (Presses 1-G-wf) (Composing 2-I, 2-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Casting 1-EK)

KILGORE NEWS HERALD; Type pg. 15 9/16" × 21¼"; Cols. 8 (Nwsprt. 180; Widths 31½", 15⅝") (Black ink 8,139; Color 142) (Presses 4-D-wdt; Controls 1-Wg-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-L, 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t#, 1-Ha-hbp)

KILLEEN HERALD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 45; Widths 35", 52½", 70") (Black ink 2,650) (Presses 1-D-wf) (Composing 3-L; TTS 1; Punchers 1; Casters 1-El; Feeders 2-Ma) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-Ha; Casting 1-EK-hbfc)

LAMESA REPORTER; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 36; Widths 35", 52¾", 70") (Black ink 1,660) (Presses 1-D-wf; Controls 1-CH-ac) (Composing 1-I, 2-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 1-I, 2-Ke, 2-Sr) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbfc, 1-Mo-sts)

LAREDO TIMES; Type pg. 16⅛" × 21 6/16"; Cols. 8 (Nwsprt. 620; Widths 33") (Black ink 40,000; Color 2,300) (Presses 5-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-StH; Casting 1-D-t#, 1-G-hbp) (Tyers 1-Wt)

LEVELLAND SUN NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 100; Widths 35", 52½", 70") (Black ink 3,000) (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 2-I, 1-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 2-I, 1-Ma) (Engrav. pc) (Scorch'g 1-Ha; Casting 1-EK-hbp)

LUBBOCK AVALANCHE & JOURNAL; Type pg. 15 9/16" × 21 7/16"; Cols. 8 (Nwsprt. 5,762; Widths 31½") (Black ink 122,710; Color 9,360) (Presses 10-D-wut; Controls 2-GW-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 5-L, 2-Lu; TTS 3; Casters 3-El; Feeders 7-I, 6-Ma, 4-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-D-t#, 1-Ha-hbfc) (Tyers 1-SP, 2-Gr)

LUFKIN NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 240; Widths 33½") (Presses 4-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 4-I, 1-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 3-I, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t#, 1-EK-hbfc)

McALLEN VALLEY EVENING MONITOR; Type pg. 17 9/16" × 21⅛"; Cols. 9 (Nwsprt. 515; Widths 17⅛", 14¼") (Presses 5-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 3-I, 4-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-SH; Casting 1-G-t#)

MARLIN DEMOCRAT; Type pg. 16⅝" × 21½"; Cols. 8 (Nwsprt. 32; Widths 35", 52¾", 70") (Black ink 1,200) (Presses 1-G-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 3-L; Casters 1-El; Feeders 3-Ma) (Casting 1-Ha-hbfc)

MARSHALL NEWS-MESSENGER; Type pg. 15⅛" × 22"; Cols. 8 (Nwsprt. 500; Widths 31½", 34") (Black ink 18,000; Color 500) (Presses 1-H-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 6-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El; Feeders 4-Ke, 2-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-No, 1-StH; Casting 1-Ha-hbfc, 1-H-hbp)

MEXIA NEWS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 38; Widths 70", 52¾", 35") (Black ink 1,638) (Presses 1-D-wf; Controls 1-GE-dc; Cut off 22¾") (Composing 2-L, 1-Lu) (Engrav. FSpe) (Casting 1-Ha-hbp)

MIDLAND REPORTER-TELEGRAM; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 906; Widths 33½", 16¾") (Black ink 49,040; Color 2,000) (Presses 6-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-L, 1-Lu; Casters 2-El; Feeders 8-Ma, 3-Sr) (Stereo-Mould'g 1-D-dp; Scorch'g 1-FOS; Casting 1-D-t#, 1-Ha-hbfc) (Tyers 1-Wt)

ODESSA AMERICAN; Type pg. 15 9/16" × 22¾"; Cols. 8 (Nwsprt. 1,620; Widths 63", 47¼", 31½", 15¾") (Black ink 56,822; Color 800) (Presses 4-G-wus; Controls 1-CW-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 6-I, 3-Lg, 1-Lu; TTS 3; Punchers 1; Casters 2-El; Feeders 8-I, 1-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 1-StH; Casting 1-EK-am, 1-W-sp#) (Tyers 1-Gr)

PALESTINE HERALD-PRESS; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 190; Widths 17", 34") (Black ink 4,000; Color 70) (Presses 1-D-wut; Cut off 22¾"; ROP Colors 1) (Composing 4-L; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha; Casting 1-D-t, 1-Ha-hbp) (Tyers 1-Wt)

PAMPA NEWS; Type pg. 16½" × 21⅛"; Cols. 8 (Nwsprt. 32½") (Black ink 11,707) (Presses 1-G-sc; Controls 1-CH-ac; Cut off 22¾") (Composing 2-I, 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-I, 2-L, 5-Lw) (Stereo-Mould'g 1-H-r; Scorch'g 1-Si, 1-StH; Casting 1-EK-hbp, 1-EK-sp#) (Tyers 1-Wt)

PARIS NEWS; Type pg. 15 15/16" × 21 13/16"; Cols. 8 (Nwsprt. 435; Widths 31½") (Black ink 16,200; Color 250) (Presses 5-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 6-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 4-Ma, 4-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-EK-hbfc#) (Tyers 1-Gr)

PLAINVIEW HERALD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 200; Widths 33½", 16⅝") (Presses 1-CP, 1-D, 1-Ki, 1-Le, 1-Wb; Controls 1-CH-ac; ROP Colors 3) (Composing 4-I, 2-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-D, 1-Ha) (Tyers 1-Wt)

SAN ANGELO STANDARD-TIMES & STANDARD; Type pg. 15⅛" × 22⅛"; Cols. 8 (Nwsprt. 2,830; Widths 15¾", 31½") (Black ink 95,610) (Presses 8-G-wds; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-I, 11-L, 2-Lu; TTS 5; Punchers 6, Casters 1-El; Feeders 1-Jo, 11-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-AP, 2-StH; Casting 1-G-hbp, 1-G-hbic, 1-StH-hbfc#, 1-W-sp) (Tyers 3-Gr)

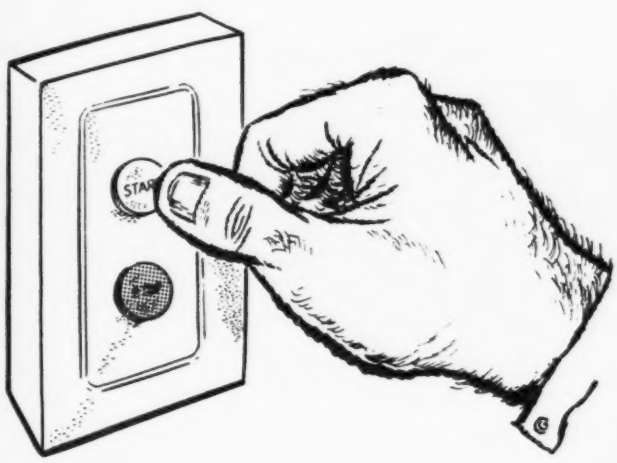
SAN ANTONIO EXPRESS & NEWS; Type pg. 15.2305" × 21⅛"; Cols. 8 (Nwsprt. 16,000; Widths 60", 45", 50", 15") (Black ink 300,000; Color 8,000) (Presses 10-G-wus; Controls 3-CH-ac; Cut off 22¾"; ROP Colors 3) (Controls 27-I, 3-Lu; TTS 10; Punchers 9; Casters 4-El, 3-M; Feeders 34-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 1-Sd, 3-StH, 1-AP, 1-Sh, 1-Sm; Casting 2-G-hbfc, 2-W-jr-hds) (Tyers 2-SP)

SAN ANTONIO LIGHT; Type pg. 15 9/16" × 20½"; Cols. 8 (Nwsprt. widths 61", 45¾", 30½") (Presses 12-H-wds; Controls 4-CW-ac; Cut off 21½"; ROP Colors 3) (Composing 2-I, 2-L, 2-Lu; Casters 4-El; Feeders 26-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorchig 1-Al, 1-If, 2-Si, 2-StH; Casting 2-W-jr#, 2-W-sts) (Tyers 2-SP)

SHERMAN DEMOCRAT; Type pg. 16⅛" × 21½"; Cols. 8 (Nwsprt. 550; Widths 16½", 33") (Black ink 16,380; Color 100) (Presses 4-D; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 1-I, 6-L, 1-Lu; TTS 3; Punchers 1; Casters 1-El; Feeders 2-Lw, 5-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-D-hbp, 1-D-t#, 1-G-hbfc) (Tyers 1-Gr)

TEMPLE TELEGRAM; Type pg. 16 7/18" × 21½"; Cols. 8 (Nwsprt. 915; Widths 33", 16½") (Black ink 3,563; Color 275) (Presses 5-G-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 6-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-Lw, 8-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha; Casting 1-Ha-hbfc, 1-StH-am#, 1-W-hdp#, 1-Mo) (Tyers 2-Wt)

(Continued on Page 292)



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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 291)

TERRELL TRIBUNE; Type pg. 16 7/12" × 21"; Cols. 8 (Nwsprt. 78; Widths 35", 52¼", 70") (Black ink 2,000) (Presses 1-G-wf; Controls 1-GE-ac; Cut off 21½") (Composing 2-I, 1-Lu; Casters 1-El; Feeders 2-Ma) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbp)

TEXAS CITY SUN; Type pg. 16 5/16" × 20½"; Cols. 8 (Nwsprt. 33", 49½", 66") (Black ink 4,000) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 21½") (Composing 5-L, 1-M; Punchers 1; Casters 1-BN; Feeders 1-BN, 6-Ma) (Stereo-Mould'g 1-No; Scorch'g 1-Ha, 1-StH; Casting 1-EK-hbp, 1-G-hbp, 1-H-hbp, 1-StH-hbp)

TYLER COURIER-TIMES & TELEGRAPH; Type pg. 16" × 21¼"; Cols. 8 (Nwsprt. 1,525; Widths 33½") (Black ink 43,000; Color 1,500) (Presses 4-S-wds; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 7-L, 1-Lu; Casters 1-El; Feeders 6-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH. Casting 1-H-hbp, 1-We-hbfc) (Tyers 2-Gr)

VERNON RECORD; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 210; Widths 34") (Black ink 6,000; Color 175) (Presses 4-D-wut; Controls 1-GE-ac, 1-SD-ac; Cut off 21½"; ROP Colors 2) (Composing 1-I, 4-L; Casters 1-El; Feeders 1-I, 4-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-D; Casting 1-G-hbp-t#, 2-Ha-hbfc)

VICTORIA ADVOCATE; Type pg. 16½" × 21⅛"; Cols. 8 (Nwsprt. 549; Widths 33") (Black ink 13,660; Color 250) (Presses 3-G-wut; Controls 1-CW-ac; Cut off 21½"; ROP Colors 3) (Composing 8-L, 1-Lu; TTS 3; Punchers 1; Casters 2-El; Feeders 11-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha; Casting 1-G-hbp, 1-G-t#)

UTAH

LOGAN HERALD-JOURNAL; Type pg. 16" × 23"; Cols. 8 (Nwsprt. widths 32") (Black ink 7,980; Color 120) (Presses 3-D-wut; Controls 1-GE-ac; Cut off 21½"; ROP Colors 1) (Composing 2-I, 4-L, 1-Lu; Casters 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-hbp, 1-D-sts, 1-D-sp, 1-D-t, 1-G-hbfc) (Tyers 1-Wt)

OGDEN STANDARD-EXAMINER; Type pg. 15⅛" × 21¾"; Cols. 8 (Nwsprt. 1,728; Widths 32") (Black ink 63,165; Color 1,089) (Presses 8-D-wut; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 10-L, 2-Lu; Casters 2-El, 1-M; Feeders 2-Jo, 4-Lw, 1-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-Ir, 1-StH; Casting 1-G-hbfc-t#)

SALT LAKE TRIBUNE & DESERET NEWS-TELEGRAM; Type pg. 15 11/16" × 20½"; Cols. 8 (Nwsprt. 20,000; Widths 62", 46½", 31", 60", 58", 45", 43½", 30") (Black ink 708,000; Color 79,000) (Presses 8-G-wus, 7-H-wus, Color 8-G; Controls 1-CW-ac, 1-GE-ac; Cut off 21½"; ROP Colors 3) (Composing 3-I, 3-Lu; Casters 3-El, 1-M; Feeders 13-Lw, 24-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-LE-dr; Scorch'g 3-StH; Casting 2-H-hbfc, 3-W-hds) (Tyers 1-SP, 7-Gr)

VERMONT

BARRE TIMES; Type pg. 18" × 21¾"; Cols. 9 (Nwsprt. 250; Widths 36¼", 18¼") (Black ink 8,000) (Presses 2-H-wds; Controls 1-GE-ac) (Composing 6-L; TTS 2; Punchers 2; Feeders 5-Ke, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 2-AP; Casting 1-H-hbp, 1-H-hbfc)

BENNINGTON BANNER; Type pg. 17½" × 22½"; Cols. 8 (Nwsprt. 120; Widths 35", 52½", 70") (Black ink 2,735) (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 2-I, 2-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 4-Ma, 2-Sr) (Engrav. FSpe) (Scorch'g 1-FOS; Casting 1-Ha-hbp)

BRATTLEBORO REFORMER; Type pg. 15.562" × 21½"; Cols. 8 (Nwsprt. 200; Widths 32") (Black ink 6,209) (Presses 4-Cr-wdt; Controls 1-GE-ac; Cut off 22¾") (Composing 1-I, 5-L, 1-Lu; Casters 1-El; Feeders 1-I, 5-Ma, 1-Sr) (Stereo-Mould'g 1-Gr; Scorch'g 1-AP, 1-Ha; Casting 1-G-t#, 1-Ha-hbfc) (Tyers 1-Gr)

BURLINGTON FREE PRESS; Type pg. 17 7/12" × 22"; Cols. 9 (Nwsprt. 1,528; Widths 69", 51¾", 34½") (Black ink 47,270; Color 325) (Presses 4-H-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 8-L, 1-Lu; TTS 5; Punchers 6; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ir, 1-StH; Casting 2-G-hbfc#, 1-H-hbdt) (Tyers 1-Gr)

MONTPELIER ARGUS; Type pg. 16" × 20½"; Cols. 8 (Nwsprt. 130; Widths 70") (Black ink 2,250) (Presses 1-D-wf) (Composing 2-I, 1-L, 1-Lu; TTS 1) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-Ha-hbfc, 1-Ha-sm)

NEWPORT EXPRESS; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 95; Widths 70", 52¾", 35") (Black ink 2,580) (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 1; Feeders 4-Ke) (Engrav. pc) (Casting 1-Ha-hbfc)

RUTLAND HERALD; Type pg. 16.322" × 21.563"; Cols. 8 (Nwsprt. 883; Widths 66", 49½", 33") (Black ink 25,000) (Presses 3-H-wus; Controls 2-GE-ac; Cut off 22¾") (Composing 9-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 10-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-G-hbfc, 1-H-hbp-hbfc) (Tyers 1-Gr)

ST. JOHNSBURY CALEDONIAN-RECORD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 114; Widths 35", 52½", 70") (Black ink 3,049) (Presses 1-D-wf; Controls 1-GE-ac) (Composing 4-I, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 1-I, 5-Ma) (Engrav. pc) (Casting 1-EK-hbp)

VIRGINIA

ALEXANDRIA GAZETTE & ARLINGTON SUN; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 750; Widths 17", 34", 51", 68") (Black ink 24,000) (Presses 1-H-wus; Controls 7-CH-ac; Cut off 21½") (Composing 2-I, 5-L, 1-Lu; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-No; Casting 1-Ha-hbfc, 1-H-hbp) (Tyers 1-Sa)

BRISTOL HERALD COURIER; Type pg. 15¾" × 22"; Cols. 8 (Nwsprt. 1,400; Widths 64", 48", 32") (Presses 4-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 10-L, 1-Lu; TTS 2; Casters 1-El, 1-M; Feeders 13-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd, 1-StH; Casting 1-Ha-hbfc, 1-W-hdp#)

BRISTOL VIRGINIA-TENNESSEAN; Type pg. 15¾" × 22"; Cols. 8 (Nwsprt. 1,400; Widths 64", 48", 32") (Black ink 54,000; Color 300) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 22¾") (Composing 10-L, 1-Lu; TTS 2; Casters 1-El, 1-M; Feeders 13-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd, 1-StH; Casting 1-Ha-hbfc, 1-W-hdp#)

CHARLOTTESVILLE PROGRESS; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 568; Widths 16½", 33") (Black ink 13,000) (Presses 6-D-wut; Controls 1-CW-ac; Cut off 23 9/16") (Composing 3-I, 6-L; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-sts-t#, 1-EK-hbfc)

CLIFTON FORGE REVIEW; Type pg. 16½" × 20½"; Cols. 8 (Nwsprt. 40; Widths 52½", 70") (Black ink 1,000) (Presses 1-G-wf; Cut off 22¾") (Composing 3-L) (Casting 1-EK-hbfc)

DANVILLE REGISTER & BEE; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 1,500; Widths 33", 49½", 66") (Black ink 50,000) (Presses 3-S-wus; Controls 2-CH-ac; Cut off 22¾") (Composing 11-L, 2-Lu; Casters 1-M; Feeders 14-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-W-sp)

FREDERICKSBURG FREE LANCE-STAR; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 360; Widths 34", 17¼") (Black ink 10,200) (Presses 4-D-wdt; Controls 1-CH-ac; Cut off 22¾") (Composing 6-L, 1-Lu; Casters 1-El; Feeders 7-Ma, 1-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 2-AP; Casting 1-D-t#, 1-Ha-hbfc)

HARRISONBURG NEWS-RECORD; Type pg. 16 1/3" × 20½"; Cols. 8 (Nwsprt. 2,080; Widths 17", 34") (Black ink 18,000; Color 200) (Presses 1-G-wut; Controls 1-CE-ac; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 2-D-t, 1-Ha-hbp)

HOPEWELL NEWS; Type pg. 16" × 22¼"; Cols. 8 (Nwsprt. 120; Widths 34") (Black ink 2,000) (Presses 1-H-wds; Cut off 23 9/16") (Composing 4-L, 1-Lu, 1-M; Casters 1-El) (Engrav. FSpe)

LYNCHBURG NEWS & ADVANCE; Type pg. 15 13/18" × 21¾"; Cols. 8 (Nwsprt. 2,023; Widths 63", 47¼", 31½") (Black ink 69,750) (Presses 4-S-wus; Controls 1-CE-ac, 1-CH-ac; Cut off 22¾") (Composing 2-I, 12-L, 2-Lu; TTS 3; Punchers 3; Casters 2-El) (Engrav. FSpe) (Stereo-Mould'g 2-G-r; Scorch'g 1-Ap, 2-St-H; Casting 2-W-sp, 1-H-hbp, 1-No, 1-StH) (Tyers 1-Gr)

NEWPORT NEWS PRESS & TIMES HERALD; Type pg. 15" × 21"; Cols. 8 (Nwsprt. 4,397½; Widths 32", 48", 64") (Black ink 161,818; Color 1,006) (Presses 5-H-wus; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 15-L, 2-Lu; TTS 2; Casters 2-El; Feeders 19-Ma) (Stereo-Mould'g 1-H-r; Scorch'g 2-StH; Casting 1-EK-hbfc, 2-W-sp-hdp#)

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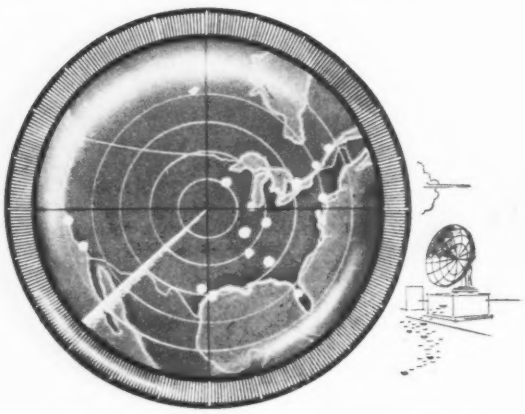

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

NORFOLK LEDGER-DISPATCH & VIRGINIAN PILOT & PORTSMOUTH STAR; Type pg. 15¼" × 21½"; Cols. 8 (Nwsprt. 21,174; Widths 64", 32", 48", 16") (Black ink 664,567; Color 10,701) (Presses 8-G-wus, 8-E-wus; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-I, 22-L, 3-Lu, 7-M; TTS 4; Casters 7-M; Feeders 50-Ma) (Engrav. pc) (Stereo-Mould'g 2-G-r, 1-H-r; Scorch'g 1-Al, 2-FOS, 3-StH; Casting 2-W-hds, 1-W-sp-#, 2-EK-hbfc, 2-W-jr)

PETERSBURG PROGRESS-INDEX; Type pg. 16⅛" × 21¼"; Cols. 8 (Nwsprt. 1,100; Widths 66", 49½", 33") (Black ink 22,500) (Presses 3-G-wus; Controls 10-CH-ac; Cut off 22¾") (Composing 11-L, 2-Lu; TTS 4; Punchers 4; Casters 1-El; Feeders 14-Ma) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ir, 1-StH; Casting 1-Ha-hbp, 1-W-sp) (Tyers 1-Gr)

PORTSMOUTH TIMES; Type pg. 15" × 21½"; Cols. 8 (Nwsprt. 62", 46½", 31") (Presses 6-H; Controls 2-CH-ac; ROP Colors 2) (Composing 12-L, 1-Lu; Casters 1-El, 2-M; Feeders 3-Jo, 12-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-StH; Casting 1-No-hbp, 2-W-jr-sts)

PULASKI SOUTHWEST TIMES; Type pg. 16¼" × 21"; Cols. 8 (Nwsprt. 115; Widths 52½", 70") (Black ink 5,000) (Presses 1-G-wf; Cut off 21½") (Composing 1-I, 3-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ma) (Engrav. FSpe) (Casting 1-G-hbp-hbfc)

RICHMOND TIMES-DISPATCH & NEWS LEADER; Type pg. 15 3/16" × 21⅛"; Cols. 8 (Nwsprt. 26,500; Widths 60", 45", 30") (Black ink 805,000; Color 14,400) (Presses 16-H-wus; Controls 3-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 32-I, 2-Lu, 2-M; Casters 4-M; Feeders 40-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 3-StH; Casting 1-H-hbfc, 3-W-jr, 1-W-sts, 1-W-hds#) (Tyers 2-SP)

ROANOKE TIMES & WORLD NEWS; Type pg. 15 29/32" × 21 15/16"; Cols. 8 (Nwsprt. 6,368; Widths 56¼", 48¼", 32¼", 16¼") (Black ink 205,000) (Presses 6-G-wus; Controls 1-CW-ac; Cut off 22¾") (Composing 19-L, 2-Lu, 1-M; Casters 2-El, 2-M; Feeders 26-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-Ledp; Scorch'g 1-FOS, 1-If, 2-StH; Casting 2-W-hdp#)

STAUNTON LEADER & NEWS-LEADER; Type pg. 17½" × 21½"; Cols. 9 (Nwsprt. 452; Widths 36", 18¼") (Black ink 16,000) (Presses 1-H-wds; Controls 1-CH-ac; Cut off 22¾") (Composing 3-I, 3-L, 1-Lu; TTS 3; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-He; Casting 1-Ha-hbfc, 1-H-hbp) (Tyers 1-Gr)

SUFFOLK NEWS-HERALD; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. widths 17", 34") (Black ink 9,000) (Presses 1-S-wds; Controls 1-GE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 3-Ma) (Stereo-Mould'g 1-W-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-EK-hbfc)

WAYNESBORO NEWS-VIRGINIAN; Type pg. 16½" × 21½"; Cols. 8 (Nwsprt. 310; Widths 33") (Black ink 8,300; Color 410) (Presses 2-D-wut; Controls 1-GE-ac; ROP Colors 3) (Composing 7-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 4-Ke, 1-Lw, 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-No; Casting 1-G-t#, 1-H-hbfc)

WINCHESTER STAR; Type pg. 16" × 21"; Cols. 8 (Nwsprt. widths 34", 17") (Black ink 11,250) (Presses 4-D-wut; Controls 1-CE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-D-dp; Scorch'g 1-AP, 1-No; Casting 1-D-t#, 1-Ha-hbp, 1-Ha-hbfc)

WASHINGTON

ABERDEEN WORLD; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 675; Widths 33", 16½") (Black ink 26,000; Color 300) (Presses 2-D-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-Lu; TTS 2; Casters 1-El; Feeders 1-I, 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t, 1-H-hbfc)

ANACORTES AMERICAN BULLETIN; Type pg. 15⅝" × 20½"; Cols. 8 (Nwsprt. 30; widths 33¾", 50⅞", 67½", 83¼") (Black ink 900) (Presses 1-D-wf; cut off 22¾") (Composing 1-I, 2-L; Casters 1-BN; Feeders 2-I, 1-Lw) Engrav. FSpe) (Casting 1-EK-hbfc)

BELLINGHAM HERALD; Type pg. 17½" × 22½"; Cols. 9 (Nwsprt. 1,070¼) (Black ink 33,429; Color 915) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 23 9/16") ROP Colors 1) (Composing 9-L, 1-Lu; TTS 2; Casters 1-El, 1-M; Feeders 9-L) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-StH; Casting 1-W-sp) (Tyers 2-Gr)

BREMERTON SUN; Type pg. 15 9/16" × 21¼"; Cols. 8 (Nwsprt. 1,058; Widths 31½", 15¾") (Black ink 38,000; Color 940) (Presses 2-D-wut; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 7-I, 1-L, 1-Lu; Casters 1-El; Feeders 3-I, 1-Lw, 5-Ma, 1-Sr) (Stereo-Mould'g. 1-G-r; Scorch'g 1-StH; Casting 1-G-t#, 1-H-hbfc) (Tyers 1-Gr)

CENTRALIA-CHEHALIS CHRONICLE; Type pg. 16 1/3" × 21"; Cols. 8 (Nwsprt. 348; Widths 16¾", 32½") (Black ink 20,000; Color 500) (Presses 4-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-I, 4-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 2-Lw, 3-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-StH; Casting 1-D-t, 1-SE-hbp)

ELLENSBURG RECORD; Type pg. 16 9/16" × 20½"; Cols. 8 (Nwsprt. 94; Widths 35", 52½", 70") (Black ink 6,120) (Presses 1-D-wf; Controls 2-GE-ac; Cut off 22½") (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 4-KC, 1-Ma) (Engrav. FSpe) (Casting 1-EK-hbp)

EPHRATA GRANT COUNTY JOURNAL; Type pg. 17" × 20"; Cols. 8 (Nwsprt. 75; Widths 52", 70") (Black ink 1,800) (Presses 1-G-wf; Controls 1-GE-ac; Cut off 21½") (Composing 1-I, 2-L; TTS 1; Casters 1-M; Feeders 1-I, 1-L, 1-Ma) (Engrav. FSpe) (Casting 1-EK-hbfc)

EVERETT HERALD; Type pg. 15⅝" × 22"; Cols. 8 (Nwsprt. 1,773; Widths 62½", 46⅝", 31¼") (Black ink 85,000; Color 1,000) (Presses 4-G-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 3-I, 7-L, 2-Lu; TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 13-Be) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-HM, 2-StH; Casting 1-EK-hbp, 1-W-hdp)

LONGVIEW NEWS; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 835; Widths 31½", 15¾") (Black ink 27,000; Color 400) (Presses 8-D-wdt; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 3-Ke, 7-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ir, 1-StH; Casting 1-G-t#, 1-H-hbfc)

MOSES LAKE COLUMBIA BASIN HERALD; Type pg. 15 11/16" × 22"; Cols. 8 (Nwsprt. 185; Widths 32", 48", 64") (Black ink 6,000; Color 125) (Presses 3-H-wds; Controls 1-Wg-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 3-I, 1-L, 1-Lu; TTS 1; Punchers 1-Lu; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-D-dp; Scorch'g 1-Ir, 1-StH; Casting 1-EK-hbp, 1-W-hdp#)

MOUNT VERNON SKAGIT VALLEY HERALD; Type pg. 15" × 20½"; Cols. 8 (Nwsprt. 150; Widths 61", 45¾", 30½", 15¾") (Black ink 6,800) (Presses 2-H-wus; Controls 1-CH-ac; Cut off 21½"; ROP Colors 1) (Composing 4-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP; Casting 1-G-hbp, 1-Ha-hbfc)

PASCO COLUMBIA BASIN NEWS; Type pg. 16" × 21½"; Cols. 8 (Presses 1-G-wds; Controls 1-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 4-L, 1-Lu; Casters 1-El; Feeders 1-Ke, 2-Lw, 1-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-S-tH; Casting 1-Ha-hbfc, 1-H-hbp)

PASCO, KENNEWICK, & RICHLAND TRI-CITY HERALD; Type pg. 15⅛" × 22"; Cols. 8 (Nwsprt. widths 84") (Presses 5-S-wus; Cut off 22¾"; ROP Colors 3) (Composing 2-I, 6-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 2-I, 4-L, 2-Ma, 3-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-StH; Casting 1-W-sp#)

PORT ANGELES NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 204; Widths 70", 52½", 35") (Black ink 6,154) (Presses 1-D-wf; Controls 1-GE-ac; Cut off 22¾") (Composing 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-r; Scorch'g 1-Ha; Casting 1-Ha-hbfc) (Tyers 1-Wt)

SEATTLE TIMES; Type pg. 15⅝" × 22 13/16"; Cols. 8 (Nwsprt. widths 62½", 46⅝", 58½", 45", 31¼", 15⅝", 30", 43¼") (Presses 24-G-wus, Color 1-G-wds; Controls 1-CW-ac; Cut off 24"; ROP Colors 3) (Composing 31-I, 8-L, 5-M, 2-T; Casters 5-M) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 2-Al, 2-HM, 1-Sm, 4-StH; Casting 1-G-hbp, 2-G-hbfc, 1-StH-hbp, 3-W-jr, 1-W-sts#, 1-W-hds#) (Stuffing 1-She-8; Tyers 3-Wal)

SPOKANE CHRONICLE & SPOKESMAN-REVIEW; Type pg. 15⅝" × 21⅛"; Cols. 8 (Nwsprt. 14,274; Widths 63½", 47⅝", 31¾") (Black ink 509,907; Color 66,618) (Presses 9-G-wus, Color 10-H-wds; Controls 4-GE-ac, 1-CH-dc; Cut off 22¾"; ROP Colors 3) (Composing 9-I, 15-L, 3-M; Casters 3-M; Feeders 2-I, 22-Ma) (Engrav. pc) (Stereo-Mould'g 2-LE-dp; Scorch'g 1-ER, 1-Sm, 2-StH; Casting 1-Ha-hbfc, 2-W-hdp#) (Stuffing 4-She-5; Tyers 1-SP)

TACOMA NEWS-TRIBUNE; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 8,423; Widths 63", 47¼", 31½", 30") (Black ink 315,700; Color 11,234) (Presses 12-H-wus; Controls 4-CH-ac, 1-WE-ac; ROP Colors 3) (Composing 21-I, 1-M; Casters 1-El, 1-M; Feeders 24-Ma) (Stereo-Mould'g 2-G-r; Scorch'g 2-Ir, 3-StH, 1-Sl; Casting 2-StH-hbfc#, 2-W-hdp#) (Tyers 6-Gr)

(Continued on Page 294)

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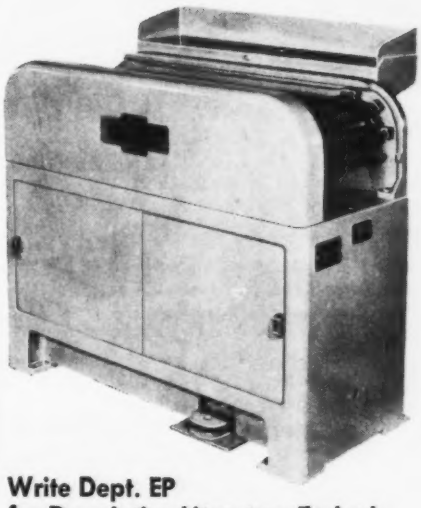

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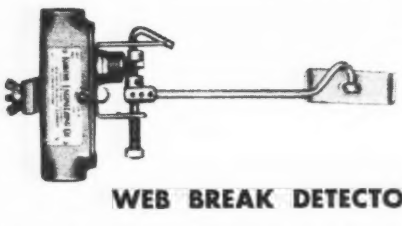

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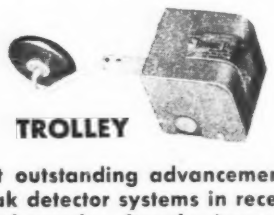

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(Continued from Page 293)

VANCOUVER COLUMBIAN; Type pg. 15⅝" × 22½"; Cols. 8 (Nwsprt. 735; Widths 62") (Presses 4-H-wds; Cut off 24"; ROP Colors 3) (Composing 3-I, 5-L, 1-Lu; TTS 1; Casters 1-El; Feeders 3-I, 2-KC, 5-Lw) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-HM, 2-StH; Casting 1-G-hbp, 1-G-hbfc#, 1-H-hbfc)

WALLA WALLA UNION BULLETIN; Type pg. 15⅝" × 21⅜"; Cols. 8 (Nwsprt. 906; Widths 32", 16") (Black ink 31,500) (Presses 8-D-wut; Controls 1-CE-ac; Cut off 22¼"; ROP Colors 3) (Composing 1-Lu; TTS 3; Punchers 3; Casters 1-El) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-AP, 1-StH; Casting 1-D-t#) (Tyers 2-Gr)

WENATCHEE WORLD; Type pg. 17.098" × 21⅜"; Cols. 9 (Nwsprt. 745; Widths 68", 51", 34") (Black ink 23,625; Color 400) (Presses 4-H-wus; Controls 1-CH-ac; Cut off 22¼") (Composing 10-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-Ha, 1-Ir, 1-StH; Casting 1-Ha-hbp, 1-H-hbp) (Tyers 1-Gr)

YAKIMA HERALD & REPUBLIC; Type pg. 15 9/16" × 22"; Cols. 8 (Nwsprt. 2,192; Widths 15", 21½", 30") (Black ink 86,750; Color 4,194) (Presses 8-G-wus; Controls 2-CW-ac; Cut off 22¼"; ROP Colors 3) (Composing 13-I, 2-Lu; TTS 3; Punchers 3; Casters 1-El, 1-M; Feeders 8-I, 6-Ma, 3-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-StH; Casting 1-G-hbfc)

WEST VIRGINIA

BECKLEY POST-HERALD & RALEIGH REGISTER; Type pg. 15⅝" × 22½"; Cols. 8 (Nwsprt. 1,400; Widths 15¼", 31½") (Black ink 43,860; Color 260) (Presses 1-CP-sf, 4-G-wds, 1-Ky-sf, 1-Kl-sf; 1-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 10-L, 1-Lu; TTS 3; Punchers 5; Casters 1-El; Feeders 7-Ma, 3-Mo, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-Ha-hbfc, 1-W-hdp)

CHARLESTON GAZETTE; Type pg. 15½" × 21⅜"; Cols. 8 (Nwsprt. 7,200; Widths 64") (Black ink 300,000; Color 7,000) (Presses 6-G-wus; Controls 2-GE-ac; Cut off 22¼"; ROP Colors 1) (Composing 16-L, 2-Lu; TTS 2; Casters 1-El, 2-M; Feeders 21-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-Ha-hbfc, 1-W-hdp#) (Tyers 1-SP)

CHARLESTON MAIL; Type pg. 15 9/16" × 21¼"; Cols. 8 (Nwsprt. 4,516; Widths 63", 47¼", 31½") (Black ink 160,000; Color 1,500) (Presses 7-S-wus; Controls 2-CH-dc; Cut off 22¼"; ROP Colors 1) (Composing 18-L, 2-Lu; TTS 7; Punchers 5; Casters 1-El, 2-M; Feeders 7-Lw, 13-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-Ha-hbp, 1-StH-am#, 1-W-hdp) (Tyers 3-Gr)

CLARKSBURG EXPONENT & TELEGRAM; Type pg. 16½" × 20 5/16"; Cols. 8 (Nwsprt. 1,854; Widths 34", 51", 68") (Black ink 79,050) (Presses 1-G-wds; Controls 1-CH-ac; Cut off 21½"; ROP Colors 1) (Composing 2-I, 9-L, 2-Lu; Casters 1-El, 1-M; Feeders 1-I, 4-Ma, 10-Str) (Stereo-Mould'g 1-G-r; Scorch'g 2-AP; Casting 1-G-hbfc, 1-W-hdp) (Tyers 1-Wt)

FAIRMONT TIMES & WEST VIRGINIAN; Type pg. 15 9/16" × 21½"; Cols. 8 (Nwsprt. 920; Widths 32", 16") (Black ink 30,000) (Presses 6-D-wdt; Controls 1-GE-ac; Cut off 22¼") (Composing 9-L, 1-Lu; TTS 3; Casters 1-El; Feeders 1-Jo, 1-Ma, 8-Str) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS, 1-Sd; Casting 1-D-t*, 1-Ha-hbfc)

HINTON NEWS; Type pg. 15½" × 22"; Cols. 8 (Nwsprt. 57; Widths 32¼") (Black ink 2,040) (Presses 1-CP, 1-S-wds; Controls 1-CE-ac; Cut off 22¼") (Composing 3-I, 1-L, 1-Lu; TTS 1; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-S-r, 1-S-dp; Scorch'g 1-AP; Casting 1-G-hbp)

HUNTINGTON ADVERTISER & HERALD-DISPATCH; Type pg. 15⅝" × 22"; Cols. 8 (Nwsprt. 5,400; Widths 63", 47¼", 31½", 15¼") (Black ink 184,946) (Presses 4-H-wus; Controls 2-CH-ac; Cut off 22¼") (Composing 22-L, 2-Lu; TTS 6; Punchers 6; Casters 1-El, 2-M) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-ER, 2-StH; Casting 1-EK-hbfc, 2-W-sp#)

MARTINSBURG JOURNAL; Type pg. 16⅝" × 22"; Cols. 8 (Nwsprt. 360; Widths 34", 17") (Black ink 14,000) (Presses 1-G-wds; Controls 1-CH-ac; Cut off 23 9/16") (Composing 2-I, 6-L, 1-Lu; TTS 4; Punchers 2; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-AP; Casting 1-Ha-hbfc, 1-H-hbp)

MORGANTOWN DOMINION-NEWS & POST; Type pg. 16⅝" × 21½" Cols. 8 (Nwsprt. 790; Widths 33¼", 16⅝") (Black ink 30,960) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¼") (Composing 3-I, 7-L, 1-Lu; TTS 2; Casters 2-El; Feeders 10-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-hbp, 1-G-t) (Tyers 1-Gr)

MOUNDSVILLE ECHO; Type pg. 16 7/12" × 21¼"; Cols. 8 (Nwsprt. 51[illegible]; Widths 17", 34") (Presses 1-H-wds; Controls 1-Sp-ac; Cut off 22¼"; ROP Colors 1) (Composing 5-L; TTS 1; Punchers 1; Casters 1-BN; Feeders 1-BN, 1-Lw, 1-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Casting 1-H-hbp, 1-H-hbfc)

WEIRTON TIMES; Type pg. 15 11/16" × 22"; Cols. 8 (Nwsprt. 259; Widths 64", 48", 32") (Black ink 9,025) (Presses 3-H-wus; Cut off 23 9/16") (Composing 4-I, 2-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 5-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP; Casting 1-H-hbp, 1-H-hbfc)

WELLSBURG HERALD; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 30; Widths 35", 52½") (Black ink 1,000) (Presses 1-G-wf) (Scorch'g 1-HM; Casting 1-H-hbfc)

WHEELING INTELLIGENCER & NEWS-REGISTER; Type pg. 15 11/16" × 22¼"; Cols. 8 (Nwsprt. 4,113; Widths 64", 48", 32") (Black ink 183,564; Color 1,050) (Presses 5-G-wus; Controls 1-CW-ac, 1-CW-dc; Cut off 23 9/16"; ROP Colors 1) (Composing 20-I, 2-L, 2-Lu; TTS 4; Casters 2-El, 2-M; Feeders 28-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r, 1-S-r; Scorch'g 1-StH; Casting 1-W-sp#) (Tyers 2-Gr)

WILLIAMSON NEWS; Type pg. 16" × 21"; Cols. 8 (Nwsprt. 360) (Black ink 720; Color 30) (Presses 4-G-wut; Controls 1-Wg-dc) (Composing 1-I, 5-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 6-Ke, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP; Casting 1-G-t#, 1-Ha-hbfc) Tyers 1-Wt)

WISCONSIN

ANTIGO JOURNAL; Type pg. 17" × 21"; Cols. 8 (Nwsprt. 150; Widths 23") (Presses 1-G-wus; Controls 1-CH-ac) (Composing 6-L; TTS 2; Punchers 1) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, Casting 1-G-hbp)

APPLETON POST-CRESCENT; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 2,808; Widths 31½", 15¾") (Black ink 76,856; Color 2,314) (Presses 2-D-wdt, 1-G-wdt; Controls 1-CH-ac, 2-GE-ac; Cut off 22¼"; ROP Colors 2) (Composing 20-L, 1-M; TTS 5; Punchers 4; Casters 2-M; Feeders 23-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-Ha, 2-StH; Casting 1-D-t#, 1-G-hbp, 1-G-t#, 1-Ha-hbp) (Tyers 2-Gr)

BEAVER DAM CITIZEN; Type pg. 16¾" × 21¼"; Cols. 8 (Nwsprt. 160; Widths 33", 16½") (Black ink 5,600) (Presses 1-D-wdt; Controls 1-CH-ac; Cut off 22¼") (Composing 5-L, 1-Lu; Feeders 2-Ma, 4-Str) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-Ha, 1-Sd; Casting 1-D-t#, 1-Ha-hbfc)

BELOIT NEWS; Type pg. 16¾" × 21¼"; Cols. 8 (Nwsprt. 958; Widths 33") (Black ink 35,564; Color 340) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¼"; ROP Colors 1) (Composing 10-L, 1-Lu; Casters 1-El; Feeders 11-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-StH; Casting 1-D-t#, 1-Ha-hbp) (Tyers 1-Wt)

CHIPPEWA FALLS HERALD-TELEGRAM; Type pg. 16¾" × 20½"; Cols. 8 (Nwsprt. 180; Widths 33¼") (Black ink 9,000; Color 25) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 21½"; ROP Colors 1) (Composing 3-I, 3-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 7-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-FOS, 1-StH; Casting 1-G-hbp-hbfc) (Tyers 1-Gr)

EAU CLAIRE LEADER & TELEGRAM; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 1,109; Widths 32", 16") (Black ink 40,000; Color 1,000) (Presses 3-D-wdt; Controls 1-GE-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 2; Punchers 3; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-D-t#, 1-WNU-hbp, 1-WNU-hbfc)

FOND DU LAC COMMONWEALTH REPORTER; Type pg. 15⅝" × 21½"; Cols. 8 (Nwsprt. 941; Widths 32") (Black ink 3,800; Color 150) (Presses 10-D-wdt; Controls 1-CW-ac; Cut off 22¼"; ROP Colors 1) (Composing 5-I, 6-L, 2-Lu; Casters 1-El, 1-M; Feeders 2-L, 9-Str) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-t#) (Tyers 1-Gr)

GREEN BAY PRESS-GAZETTE; Type pg. 15 9/16" × 22½"; Cols. 8 (Nwsprt. 3,100; Widths 64", 48", 32") (Black ink 98,000; Color 1,500) (Presses 5-D-wus; Controls 2-CH-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 3-I, 15-L, 2-Lu; Casters 2-El, 2-M; Feeders 22-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-LE-dp; Scorch'g 2-FOS, 1-StH; Casting 1-G-hbfc, 1-W-hdp#) (Tyers 2-Gr)

JANESVILLE GAZETTE; Type pg. 16¼" × 21⅜"; Cols. 8 (Nwsprt. 1,100; Widths 33¼", 16⅝") (Black ink 35,585; Color 240) (Presses 3-G-wut; Controls 1-CW-ac; Cut off 22¼"; ROP Colors 2) (Composing 10-I, 2-Lu; TTS 3; Punchers 3; Casters 2-El) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-G-hbp-hbfc-t#)

KENOSHA NEWS; Type pg. 15 11/16" × 22 7/16"; Cols. 8 (Nwsprt. 1,088; Widths 62½", 46¼", 31¼", 15¾") (Black ink 41,070; Color 390) (Presses 5-G-wus; Controls 2-CE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 11-L, 2-Lu, 1-M; Casters 1-El, 1-M; Feeders 16-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-FOS, 2-StH; Casting 1-G-hbfc, 1-W-sp#)

MADISON CAPITAL TIMES & WISCONSIN STATE JOURNAL; Type pg. 15¾" × 22 9/16"; Cols. 8 (Nwsprt. 7,768; Widths 60", 45", 30") (Black ink 193,680; Color 4,991) (Presses 8-D-wus; Controls 1-CW-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 20-L, 2-Lu; TTS 4; Punchers 3; Casters 2-El, 2-M; Feeders 18-Ma, 8-Str) (Engrav. pc) (Stereo-Mould'g 2-G-r; Scorch'g 2-Au, 1-ER, 2-FOS, 2-StH; Casting 1-W-ft, 1-W-hds, 1-W-hdp#) (Tyers 4-Wt)

MECHANICAL EQUIPMENT —Continued

MANITOWOC HERALD-TIMES; Type pg. 16½" × 21"; Cols. 9 (Nwsprt. 950; Widths 35", 17½") (Black ink 32,623; Color 180) (Presses 6-D-wdt, 3-G-wdt; Controls 2-CE-ac; Cut off 22¾"; ROP Colors 1) (Composing 4-I, 6-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 13-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-StH; Casting 1-D-t#, 1-Ha-hbfc) (Tyers 1-Wt)

MARINETTE EAGLE-STAR; Type pg. 16 3/5" × 21 2/5"; Cols. 8 (Nwsprt. 350) (Black ink 16,000; Color 500) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 8-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-D-t#, 1-G-hbfc)

MARSHFIELD NEWS-HERALD; Type pg. 15 13/16" × 21 15/16"; Cols. 8 (Nwsprt. 350) (Black ink 12,000) (Presses 1-G-wdt; Controls 1-CH-ac; ROP Colors 1) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-G-t, 1-Ha-hbp)

MERRILL HERALD; Type pg. 16½" × 20"; Cols. 8 (Nwsprt. 120; Widths 35", 52½", 70") (Black ink 2,824) (Presses 1-G-wf; Controls 1-GE-ac) (Composing 3-I, 2-Lap; TTS 2; Punchers 1; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-Ha; Casting 1-Ha-hbfc)

MILWAUKEE JOURNAL; Type pg. 15 7/16" × 22"; Cols. 8 (Nwsprt. 79,423; Widths 62¾") (Black ink 2,456,682; Color 433,423) (Presses 28-H-wus, Color 1-H; Controls 4-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 27-I, 10-Lap, 3-Lu; Photo-composers 2-I; Casters 2-El, 3-M; Feeders 18-I, 18-Ma, 9-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-H-dp, 2-LE-dp; Scorch'g 1-AP, 1-Ha, 2-HM, 6-StH; Casting 1-G-hbfc, 1-H-hbp, 2-H-hbfc, 3-W-am, 1-W-jr, 3-W-hds#) (Stuffing 2-She; Tyers 4-SP; 1-Gr)

MILWAUKEE SENTINEL; Type pg. 15 9/16" × 20⅝"; Cols. 8 (Nwsprt. 17,359; Widths 61", 59½", 45⅝", 30½") (Black ink 594,689; Color 12,899) (Presses 10-S-wus, 3-H-wds; 1-CH-ac; Cut off 21½"; ROP Colors 3) (Composing 3-I, 27-L, 2-Lu, 3-M; Casters 2-El, 2-M) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 3-StH; Casting 2-W-hbp, 1-W-hbdt, 2-jr#) (Tyers 2-Wal)

NEENAH TWIN CITY NEWS-RECORD; Type pg. 16" × 20"; Cols. 8 (Nwsprt. 100; Widths 35", 52⅝", 70") (Black ink 2,000) (Presses 1-G-wf) (Composing 4-L; Feeders 4-Ma) (Casting 1-EK-hbp)

OSHKOSH NORTHWESTERN; Type pg. 15½" × 21¾"; Cols. 8 (Nwsprt. 1,050; Widths 62", 46½", 31") (Black ink 40,000; Color 300) (Presses 4-G-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 2) (Composing 10-L, 2-Lu; TTS 5; Punchers 5; Casters 1-El, 2-Mo; Feeders 15-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-ER, 2-StH; Casting 1-G-hbp, 3-G-hbfc, 1-W-hbp, 1-W-sp, 1-W-hdp#) (Tyers 1-Gr)

PORTAGE REGISTER; Type pg. 16⅝" × 21"; Cols. 8 (Nwsprt. 35", 52½", 70") (Presses 1-D-wf; Controls 1-CH-ac; Cut off 22¾") (Composing 4-L, 1-Lu; TTS 2; Casters 1-El; Feeders 1-Ma, 4-Str) (Engrav. En) (Casting 1-EK-hbfc) (Tyers 1-BST)

RACINE JOURNAL-TIMES & BULLETIN; Type pg. 15⅝" × 21¾"; Cols. 8 (Nwsprt. 2,397; Widths 32", 16") (Black ink 72,620; Color 1,349) (Presses 1-D-wut, 1-G-wut; Controls 2-GE-ac; ROP Colors 3) (Composing 17-I, 2-Lu; Casters 1-El, 1-M; Feeders 21-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 2-StH; Casting 1-H-hbfc, 1-D-t#, 1-G-hbp-hbfc) (Tyers 4-Gr)

RHINELANDER NEWS; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 104; Widths 35", 52½", 70") (Black ink 3,150) (Presses 1-D-wf; Controls 1-Wa-ac) (Composing 4-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 6-Ma) (Scorch'g 1-FOS; Casting 1-Ha-hbfc)

SHEBOYGAN PRESS; Type pg. 15⅝" × 21¼"; Cols. 8 (Nwsprt. 1,701; Widths 62") (Black ink 54,315; Color 565) (Presses 5-G-wus; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 3) (Composing 8-I, 4-L, 2-M; Casters 1-El, 1-M; Feeders 1-Lw, 14-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-EK-hbfc, 1-W-sp#) (Tyers 1-Wt)

STEVENS POINT JOURNAL; Type pg. 16½" × 21¼"; Cols. 8 (Nwsprt. 258; Widths 34", 17½") (Black ink 8,000) (Presses 4-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 3-I, 3-L, 1-Lu; TTS 1; Casters 1-El; Feeders 8-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS; Casting 1-D-t#, 1-EK-hbfc)

SUPERIOR TELEGRAM; Type pg. 15 11/16" × 20½"; Cols. 8 (Nwsprt. 1,200; Widths 62") (Black ink 36,000; Color 200) (Composing 3-I, 6-L, 2-Lu; TTS 2; Casters 1-El; Feeders 12-Mo) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-Al, 1-Sd, 1-StH; Casting 1-Ha-hbfc, 1-W-hdp#) (Tyers 1-Wt)

WATERTOWN TIMES; Type pg. 16½" × 21"; Cols. 8 (Nwsprt. 200; Widths 35", 52¾", 70") (Black ink 4,353) (Presses 1-D-wf; Cut off 22¾") (Composing 2-I, 3-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbp)

WAUKESHA FREEMAN; Type pg. 15 29/32" × 21½"; Cols. 8 (Nwsprt. 410; Widths 31") (Black ink 12,600; Color 91) (Presses 16-D-wut; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; TTS 3; Punchers 5; Casters 1-El; Feeders 5-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-D-t#, 1-Ha) (Tyers 1-Gr)

WAUSAU RECORD-HERALD; Type pg. 15⅝" × 21 7/16"; Cols. 8 (Nwsprt. 930; Widths 31½") (Presses 3-D-wdt; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 10-L, 1-Lu; TTS 4; Punchers 3; Casters 1-El, 1-M; Feeders 1-Jo, 12-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-AP, 1-StH; Casting 1-D-t#, 1-Ha-hbp, 1-Ha-hbfc)

WISCONSIN RAPIDS TRIBUNE; Type pg. 17½" × 22"; Cols. 9 (Nwsprt. 260; Widths 35⅝", 17¾") (Black ink 9,050) (Presses 4-G-wds; Controls 1-CH-ac; Cut off 23 9/16") (Composing 2-I, 4-L; TTS 1; Casters 1-El; Feeders 3-I, 3-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-hbp, 1-Ha-hbfc)

WYOMING

CASPER TRIBUNE-HERALD & STAR; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 800; Widths 16½", 33") (Black ink 27,513; Color 204) (Presses 6-D-wdt; Controls 1-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 3; Punchers 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t#, 1-Ha-hbp, 1-Ha-hbfc); (Tyers 1-Wt)

CHEYENNE WYOMING EAGLE & WYOMING STATE TRIBUNE; Type pg. 10⅝", 16½" × 16", 20½"; Cols. 5, 8 (Nwsprt. 638; Widths 66", 49½", 33", 16½") (Black ink 42,000; Color 800) (Presses 3-H-wus; Controls 1-CE-ac; Cut off 21¾"; ROP Colors 1) (Composing 2-I, 8-L, 1-Lu; Casters 1-El, 1-M; Feeders 1-I, 6-Ke, 4-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-H-hbp, 1-H-hbdt, 1-H-hbfc#)

LARAMIE BULLETIN & REPUBLICAN-BOOMERANG; Type pg. 16½" × 21¾"; Cols. 8 (Nwsprt. 131; Widths 16½", 33") (Black ink 500; Color 40) (Presses 1-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-L, 1-Lu; Casters 1-M; Feeders 5-Ke, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-t, 1-Ha-hbfc)

RAWLINS TIMES; Type pg. 10½" × 16 3/16; Cols. 5 (Nwsprt. 90; Widths 34", 51") (Black ink 1,800; Color 30) (Presses 1-G-wds; Controls 1-GE-ac; Cut off 21½"; ROP Colors 1) (Composing 4-L, 1-Lu) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-StH; Casting 1-G-hbp, 1-Ha-hbfc)

ROCK SPRINGS ROCKET; Type pg. 16" × 22"; Cols. 8 (Nwsprt. widths 65", 48⅝", 32½") (Black ink 3,000; Color 150) (Presses 4-H-wds; Controls 1-CE-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 4-I, 1-Lap; Casters 1-El; Feeders 5-L) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-EK-hbfc, 1-G-hbp, 1-G-jr)

CANADA

ALBERTA

CALGARY HERALD; Type pg. 15 15/16" × 22 9/16"; Cols. 8 (Nwsprt. 5,237; Widths 64½") (Black ink 217,549) (Presses 6-H-wus; Controls 2-CH-ac; Cut off 23 9/16") (Composing 15-L, 2-Lu, 1-M; TTS 4; Punchers 4; Casters 1-El, 1-Ma, 2-M; Feeders 21-Ma) (Engrav. 1-Klg) (Stereo-Mould'g 1-D-r; Scorch'g 1-M, 2-StH, 1-Tt; Casting 2-H-hbfc, 1-W-sp, 1-W-hdp#)

EDMONTON JOURNAL; Type pg. 15 9/16" × 22¾"; Cols. 8 (Nwsprt. 8,565; Widths 62", 46½", 31", 30") (Presses 12-H-wus, Color 4½-S-wds; Controls 3-CH-ac; Cut off 23 9/16") (Composing 2-I, 19-L, 4-Lu; TTS 5; Punchers 6; Casters 1-El, 2-M; Feeders 26-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 2-D-r; Scorch'g 1-Al, 1-AP, 2-StH; Casting 2-H-hbfc, 1-W-jr#, 1-W-sts, 1-W-sp)

LETHBRIDGE HERALD; Type pg. 15 15/16" × 21 5/16"; Cols. 8 (Nwsprt. 846; Widths 32") (Black ink 29,054) (Presses 1-D-wdt, 1-G-wut; Controls 2-CW-ac; Cut off 22¾") (Composing 1-I, 6-L, 2-Lu; Casters 1-El; Feeders 10-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-t, 1-Ha-hbfc)

MEDICINE HAT NEWS; Type pg. 16½" × 22 3/16"; Cols. 8 (Nwsprt. 180; Widths 33¾") (Black ink 6,000) (Presses 2-G-wds; Controls 2-GE-ac; Cut off 23 9/16") (Composing 5-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 5-Ke, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 2-HM, 1-StH; Casting 1-G-hbfc, 1-W-jr)

BRITISH COLUMBIA

KAMLOOPS SENTINEL; Type pg. 15⅛" × 21"; Cols. 8 (Nwsprt. widths 32½", 16¼") (Presses 1-CP, 1-D-wt, 1-Le, 1-Mi, 1-Hi; ROP Colors 1) (Composing 4-L, 1-Lu; Casters 1-El) (Engrav. 1-Klg.) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-hbp, 1-D-t, 1-Ha-hbfc)

(Continued on Page 296)

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MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

(Continued from Page 295)

NANAIMO FREE PRESS; Type pg. 16" × 21½"; Cols. 8 (Nwsprt. 250; Widths 33") (Presses 6-D-wut; Controls 1-Wg-ac; Cut off 21½") (Composing 2-I, 5-Lg, 1-Lu; TTS 1; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-EK-hbfc, 1-Ha-hbfc)

NELSON NEWS; Type pg. 15 7/12" × 20¼"; Cols. 8 (Nwsprt. 235; Widths 32½", 16¼") (Black ink 7,764; Color 346) (Presses 3-G-wds; Controls 1-CH-ac; Cut off 21½"; ROP Colors 2) (Composing 4-L, 1-Lu; Casters 1-El) (Scorch'g 1-FOS, 1-Ha; Casting 1-EK-hbfc, 1-G-hbp-hbdt)

NEW WESTMINSTER BRITISH COLUMBIAN; Type pg. 16" × 20½"; Cols. 8 (Nwsprt. 700; Widths 63½") (Black ink 12,000; Color 1,000) (Presses 2-H-wus; Cut off 21½"; ROP Colors 1) (Composing 7-L, 1-Lu; Casters 1-El; Feeders 5-Ke, 2-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-hbp-hbfc)

TRAIL TIMES; Type pg. 15½" × 21¼"; Cols. 8 (Nwsprt. 134; Widths 22½") (Black ink 5,857; Color 100) (Presses 1-G-wus; ROP Colors 1) (Composing 5-L, 1-Lu; Casters 1-El; Feeders 3-Be, 2-Ma) (Engrav. FSpe) (Scorch'g 1-AP; Casting 1-G-hbp, 1-G-sts, 1-Hm-hbfc)

VANCOUVER HERALD; Type pg. 15 11/16" × 22½"; Cols. 8 (Nwsprt. 1,450) (Black ink 70,000; Color 1,800) (Presses 4-G-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 14-L, 1-Lu; TTS 2; Casters 1-El; Feeders 2-HM, 1-I, 2-L, 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-MTO, 1-StH; Casting 1-StH-hbfc#, 1-W-hdp#)

VANCOUVER PROVINCE; Type pg. 15 9/16" × 22½"; Cols. 8 (Nwsprt. 13,439; Widths 31", 46½", 62") (Black ink 477,995; Color 52,181) (Presses 14-H-wus, Color 4-H-wus; Controls 1-GE-ac, 2-CH-dc; Cut off 23 9/16", Color 21½"; ROP Colors 3) (Composing 27-L, 2-Lu; TTS 5; Punchers 4; Casters 1-El, 2-M; Feeders 32-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-H-dp; Scorch'g 2-Al, 3-StH; Casting 1-H-hbfc#, 1-W-jr#, 1-W-sts) (Tyers 2-Wal)

VANCOUVER SUN; Type pg. 15½" × 22 13/16"; Cols. 8 (Nwsprt. 22,641; Widths 62") (Black ink 816,317; Color 89,954) (Presses 18-S-wus, Color 1-H-wus; Controls 4-CE-ac, 1-Sp-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 18-I, 11-L, 3-Lu; TTS 3; Punchers 4; Casters 2-El, 2-M; Feeders 35-Ma) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 2-Al; Casting 2-W-jr-sts#) (Stuffing 1-She-4; Tyers 3-Wal)

VICTORIA COLONIST & TIMES; Type pg. 15" × 22½"; Cols. 8 (Nwsprt. 3,900; Widths 15", 30", 32", 48", 64") (Black ink 165,000; Color 20,000) (Presses 5½-G-wus, Color 4½-G-wds; Controls 3-GE-ac; Cut off 23 9/16", Color 21½"; ROP Colors 2) (Composing 9-I, 11-L, 2-Lu, 2-M; TTS 2; Casters 1-El, 2-M) (Stereo-Mould'g 2-G-r; Scorch'g 1-HM, 2-StH; Casting 1-G-hbfc, 2-W-sp#) (Tyers 1-Sa)

MANITOBA

WINNIPEG FREE PRESS; Type pg. 15 11/16" × 22¼"; Cols. 8 (Nwsprt. 16,032; Widths 64") (Black ink 519,053; Color 142,989) (Presses 10-G-wus, 6-S-wus, Color 1-H; Controls 1-CW-ac, 1-K-ac, 2-CW-dc; Cut off 23 9/16"; ROP Colors 2) (Composing 14-I, 9-L, 2-Lu; TTS 4; Punchers 10; Casters 2-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-H; Scorch'g 2-StH; Casting 2-W-jr#, 2-W-sts)

WINNIPEG TRIBUNE; Type pg. 15 15/16" × 22½"; Cols. 8 (Nwsprt. 6,195; Widths 64¼", 48¼", 32¼", 29") (Black ink 213,922; Color 26,392) (Presses 7-G-wus; Controls 1-GE-dc; Cut off 23 9/16") (Composing 12-I, 7-L, 2-Lu; TTS 4; Punchers 4; Casters 1-El, 1-M; Feeders 23-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-H-r; Scorch'g 1-HM, 2-StH; Casting 1-G-hbfc, 2-W-sp#) (Tyers 1-Wal, 3-Gr)

NEW BRUNSWICK

MONCTON TIMES & TRANSCRIPT; Type pg. 16 28/72" × 21¼"; Cols. 8 (Nwsprt. widths 33") (Presses 1-D-wdt; Controls 1-CW-ac; Cut off 22¼"; ROP Colors 1) (Composing 1-I, 5-L, 1-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 1-I, 3-L, 2-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-Ha-hbp, 1-D-t) (Tyers 1-Sa)

SAINT JOHN TELEGRAPH-JOURNAL & TIMES-GLOBE; Type pg. 16½" × 22¼"; Cols. 8 (Nwsprt. widths 33", 49½", 66") (Presses 4-H-wus; Controls 1-CH-ac, 1-GE-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 3-I, 12-L, 2-Lu; TTS 3; Punchers 3; Casters 2-M; Feeders 3-I, 11-Ke, 5-Ma) (Engrav. pc) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-H-hbp, 2-H-hbfc, 1-H-am)

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NEWFOUNDLAND

CORNER BROOK WESTERN STAR; Type pg. 16½"× 21"; Cols. 8 (Nwsprt. 125; Widths 70", 52½", 35") (Black Ink 6,000) (Presses 1-D-wf) (Composing 3-I, 3-L, 2-Lu; TTS 1; Punchers 1; Casters 1-El; Feeders 3-I, 2-Ke, 1-L, 3-Sr) (Engrav. FSpe) (Scorch'g 1-Ha; Casting 1-EK-hbfc, 1-H-hbfc)

ST. JOHN'S TELEGRAM; Type pg. 16"× 21"; Cols. 8 (Nwsprt. 1,200; Widths 34", 51", 68") (Black Ink 25,000) (Presses 2-H-wus; Cut off 22¾") (Composing 3-I, 5-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-D-dp; Scorch'g 1-Ha, 1-StH; Casting 1-Ha-hbfc, 1-H-t) (Tyers 1-Wt)

NOVA SCOTIA

HALIFAX MAIL-STAR & CHRONICLE-HERALD; Type pg. 15 9/16"× 21¼"; Cols. 8 (Nwsprt. 6,553; Widths 63", 47¼", 31½") (Black Ink 187,085; Color 4,813) (Presses 6-H-wus; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 3) (Composing 5-I, 16-L, 2-Lu, 1-M; TTS 2; Casters 2-M; Feeders 26-Ma) (Stereo-Mould'g 1-H-r, 1-H-dp; Scorch'g 1-Ha, 2-StH; Casting 1-H-hbfc, 2-W-hdp#) (Tyers 1-Gr, 1-Wal)

NEW GLASGOW NEWS; Type pg. 16½"× 21¼"; Cols. 8 (Nwsprt. widths 34", 17") (Presses 1-D-wut; Controls 1-GE-ac; ROP Colors 1) (Composing 9-L; Casters 1-M; Feeders 8-Ke, 2-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-D-t, 1-H-hbfc)

ONTARIO

BELLEVILLE ONTARIO-INTELLIGENCER; Type pg. 16½"× 20"; Cols. 8 (Nwsprt. 492; Widths 68", 51", 34") (Black Ink 20,240) (Presses 1-G; Controls 1-GE-ac) (Composing 10-L, 2-Lu; TTS 2; Punchers 1; Casters 1-El; Feeders 10-Ke, 1-Ma, 1-Sr) (Stereo-Mould'g 1-G-r; Scorch'g 1-Sd; Casting 1-Ha-hbfc, 1-EK, 1-G)

BRANTFORD EXPOSITOR; Type pg. 15 9/16"× 21½"; Cols. 8 (Nwsprt. 1,100; Widths 31") (Black Ink 34,135; Color 295) (Presses 12-G-wut; Controls 2-CH-ac; ROP Colors 3) (Composing 5-I, 10-L, 2-Lu; TTS 2; Casters 2-El; Feeders 19-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-AP, 1-StH; Casting 1-G-t#)

BROCKVILLE RECORDER & TIMES; Type pg. 16½"× 21½"; Cols. 8 (Nwsprt. 240; Widths 34", 17") (Presses 4-D-wut; Controls 1-GE-ac) (Composing 7-L, 2-Lu; Casters 1-El; Feeders 8-Ke) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP; Casting 1-D-hbp, 1-D-hbfc, 1-D-t)

CHATHAM NEWS; Type pg. 17⅝"× 21 13/14"; Cols. 9 (Nwsprt. 703.9; Widths 35", 52½", 70") (Black Ink 22,052; Color 106) (Presses 5-D-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 8-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 1-I, 7-Ke, 1-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 1-D-r, Scorch'g 2-FOS, 1-StH; Casting 1-D-t#, 1-EK-hbfc) (Tyers 1-Gr)

CORNWALL STANDARD-FREEHOLDER; Type pg. 16.3"× 21½"; Cols. 8 (Nwsprt. 660; Widths 33") (Black Ink 26,000; Color 1,000) (Presses 10-G-wut; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 8-L, 2-Lu; TTS 2; Punchers 2; Casters 1-El) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-No; Casting 1-G-hbp, 1-G-t#, 1-No-hbfc)

FORT WILLIAM TIMES-JOURNAL; Type pg. 16⅛"× 21¼"; Cols. 8 (Nwsprt. 844.5; Widths 33", 16½") (Black Ink 27,720; Color 100) (Presses 8-G-wut; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 9-L, 2-Lu; TTS 2; Punchers 1) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-G-sts-t#, 1-Ha-hbfc)

GALT REPORTER; Type pg. 15⅝"× 21½"; Cols. 8 (Nwsprt. 592; Widths 31½") (Black Ink 16,522; Color 115) (Presses 8-D-wdt; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 6-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 2-I, 2-Ke, 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-t, 1-Ha-hbfc)

GUELPH MERCURY; Type pg. 15⅝"× 21½"; Cols. 8 (Nwsprt. 900; Widths 31½", 15¾") (Black Ink 22,200; Color 150) (Presses 2-D-wdt; Controls 8-GE-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 2-I, 6-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 5-Ke, 3-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-StH; Casting 1-D-hbp, 1-D-t#, 1-EK-hbp) (Tyers 1-Wt)

HAMILTON SPECTATOR; Type pg. 15⅝"× 22 9/16"; Cols. 8 (Nwsprt. 10,389; Widths 62", 46½", 31") (Black Ink 434,797; Color 2,640) (Presses 13-H-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 5-I, 19-L, 2-Lu; TTS 3; Punchers 5; Casters 2-El, 1-M; Feeders 2-Ke, 20-Ma, 5-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r, 1-H-r; Scorch'g 1-Al, 1-Sd, 2-StH; Casting 1-G-hbfc, 2-WNU-jr#, 2-W-sts)

KINGSTON WHIG-STANDARD; Type pg. 15⅝"× 21½"; Cols. 8 (Nwsprt. 1,200; Widths 64", 48", 32") (Black Ink 51,700; Color 275) (Presses 1-H-wus; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 13-L, 2-Lu; TTS 2; Casters 2-El; Feeders 7-I, 6-Ma, 4-Sr) (Engrav. pc) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 2-Ha-hbp, 1-Ha-am, 1-W-sp#) (Tyers 2-BST)

KIRKLAND LAKE NORTHERN NEWS; Type pg. 16½"× 21½"; Cols. 8 (Nwsprt. 224; Widths 33") (Black Ink 7,341; Color 25) (Presses 5-D-wdt; Controls 1-Wg-ac; ROP Colors 1) (Composing 4-I, 3-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 4-I, 3-Ke, 1-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS, 1-Ha; Casting 1-D-t, 1-Ha-hbp)

KITCHENER-WATERLOO RECORD; Type pg. 15⅝"× 21¼"; Cols. 8 (Nwsprt. 2,120; Widths 31½") (Black Ink 54,506; Color 224) (Presses 12-G-wut; Controls 2-CH-ac; Cut off 22¾"; ROP Colors 2) (Composing 15-L, 2-Lu, 1-M; TTS 3; Punchers 2; Casters 2-El, 1-M; Feeders 10-HM, 1-Ke, 1-Lw, 5-Ma, 3-Sr) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS, 1-StH; Casting 1-D-t#, 1-Ha-hbp, 1-Ha-hbfc)

LONDON FREE PRESS; Type pg. 15 9/16"× 22¼"; Cols. 8 (Nwsprt. 8860.5; Widths 62", 46½", 30 15/16") (Black Ink 256,265; Color 2,092) (Presses 7-G-wus, Color 1-G-wus; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 16-I, 5-L, 2-Lu; Casters 1-El, 2-M; Feeders 7-I, 15-Ma, 5-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-LE-dp, 1-W-r; Scorch'g 1-ER, 1-FOS, 1-Ha, 2-StH; Casting 2-H-hbfc, 1-W-sp, 1-W-hdp) (Tyers 2-Na)

NIAGARA FALLS REVIEW; Type pg. 16"× 21"; Cols. 8 (Nwsprt. 710; Widths 33") (Black Ink 18,000; Color 200) (Presses 4-D-wds, 4-G-wds; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 10-L; TTS 2; Punchers 2; Feeders 10-Ma) (Stereo-Mould'g 1-D-r; Scorch'g 1-Al, 1-StH; Casting 1-A-hbp, 1-G-t#)

NORTH BAY NUGGET; Type pg. 16½"× 21½"; Cols. 8 (Nwsprt. 625; Widths 34", 17") (Black Ink 20,200; Color 25) (Presses 1-D-wdt, Controls 1-CW-ac, Cut off 22¾") (Composing 3-I, 5-L, 2-Lu; TTS 2; Casters 1-El; Feeders 3-I, 6-Ma, 1-Sr) (Engrav. pc, FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t, 1-Ha-hbfc, 1-No-hbfc)

OSHAWA TIMES-GAZETTE; Type pg. 17½"× 21½"; Cols. 9 (Nwsprt. 61[illegible]; Widths 35", 17½") (Presses 11-D-wut; Controls 1-GE-ac, 1-CH-dc; Cut off 22¾"; ROP Colors 1) (Composing 12-L, 2-Lu; TTS 4; Punchers 3; Casters 2-El; Feeders 2-Ke, 4-Lw, 8-Ma, 1-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-FOS, 1-StH; Casting 1-D-t#, 1-Ha-hbp)

OTTAWA CITIZEN; Type pg. 15 11/12"× 22¼"; Cols. 8 (Nwsprt. 5,244; Widths 64½") (Black Ink 164,214; Color 1,128) (Presses 6-H-wus; Controls 1-CE-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 14-L, 2-Lu; TTS 3; Punchers 3; Casters 1-El, 1-M; Feeders 18-Ma) (Engrav. FSpe, Klg) (Stereo-Mould'g 1-D-r; Scorch'g 2-StH; Casting 1-W-sp#) (Tyers 1-Wal)

OTTAWA JOURNAL; Type pg. 15 11/16"× 22¼"; Cols. 8 (Nwsprt. 5,781; Widths 63", 31½", 15¾") (Black Ink 190,000) (Presses 6-H-wus; Controls 1-CE-ac; Cut off 23 9/16"; ROP Colors 3) (Composing 18-L; Casters 3-M; Feeders 18-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, 1-S-r; Scorch'g 2-StH; Casting 4-H-hbfc, 2-W-sp#) (Tyers 1-Wal)

OTTAWA LE DROIT; Type pg. 15⅛"× 22½"; Cols. 8 (Nwsprt. 1,532; Widths 64", 48", 32", 16") (Black Ink 50,004; Color 550) (Presses 5-H-wus, Color 5-H; Controls 2-CH-ac, Cut off 23 9/16"; ROP Colors 2) (Composing 12-L, 2-Lu; TTS 1; Punchers 1; Casters 2-M; Feeders 12-Ke, 1-Ma) (Engrav. 2-FSpe) (Stereo-Mould'g 1-D-r, 1-McF-dp; Scorch'g 1-AP, 2-StH; Casting 3-W-sp-hdp, 1-H-hbfc, 1-StH-hbfc)

OWEN SOUND SUN-TIMES; Type pg. 16¼"× 21½"; Cols. 8 (Nwsprt. 500; Widths 33", 16½") (Black Ink 14,000; Color 750) (Presses 6-G-wdt; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-I, 8-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 5-Ke, 4-Ma, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-FOS; Casting 1-D-t, 1-Ha-hbfc)

PETERBOROUGH EXAMINER; Type pg. 15¾"× 22½"; Cols. 8 (Nwsprt. 1,107; Widths 64", 48", 32") (Black Ink 42,420; Color 200) (Presses 5-H-wus; Controls 1-GE-ac; Cut off 23 9/16"; ROP Colors 2) (Composing 1-I, 10-L; TTS 2; Casters 1-El; Feeders 10-Ke, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-H-r; Scorch'g 1-FOS, 1-StH; Casting 1-EK-hbp, 1-W-sp)

PORT ARTHUR NEWS-CHRONICLE; Type pg. 15½" × 21"; Cols. 8 (Nwsprt. widths 31½") (Presses 9-G-wut; Controls 2-CW-ac; Cut off 22¾"; ROP Colors 1) (Composing 8-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El; Feeders 10-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-S-r; Scorch'g 1-Ha, 1-StH; Casting 1-G-t#, 1-Ha-hbp)

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(Continued on Page 298)

CROSS-INDEX OF EQUIPMENT (Composing, Engraving, Press, etc.) BEGINS ON PAGE 300.

MECHANICAL EQUIPMENT IN NEWSPAPER PLANTS—Continued

PORT HOPE GUIDE; Type pg. 14½"× 20"; Cols. 7 (Nwsprt. 21.5; Widths 31", 46½", 62") (Black Ink 840) (Presses 1-G-wf; Controls 1-CH-ac; Cut off 22 3/16") (Composing 1-I, 2-L) (Casting 1-Ha-hbfc)

ST. CATHARINES STANDARD; Type pg. 16½"× 22 5/7"; Cols. 8 (Nwsprt. 2,000; Widths 33", 49½", 66") (Presses 4-G-wus; Controls 1-CH-ac; Cut off 23 9/16"; ROP Colors 1) (Composing 1-I, 13-L, 2-Lu; TTS 2; Casters 2-El, 1-Ma; Feeders 1-L, 17-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 3-StH; Casting 1-B-sp#)

ST. THOMAS TIMES JOURNAL; Type pg. 16¼"× 21½"; Cols. 8 (Nwsprt. 550; Widths 33", 16½") (Black Ink 21,000; Color 750) (Presses 2½-W-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 9-L, 1-Lu; TTS 2; Casters 1-El; Feeders 9-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-HM, 2-StH; Casting 1-G-hbp, 1-W-sp#) (Tyers 1-Gr)

SARNIA CANADIAN OBSERVER; Type pg. 15¾"× 21½"; Cols. 8 (Nwsprt. 721) (Black Ink 23,700; Color 775) (Presses 10-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 1-I, 8-L, 1-Lu; TTS 1; Punchers 3; Casters 1-El; Feeders 4-Ke, 6-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-Ha, 1-StH; Casting 1-D-t#, 1-EK-hbp)

SAULT STE. MARIE STAR; Type pg. 16½"× 22"; Cols. 8 (Nwsprt. 670; Widths 34") (Presses 6-D-wut, 1-G-wu; Controls 2-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 8-L, 1-Lu; TTS 2; Casters 1-El; Feeders 8-L) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-StH; Casting 1-G-t#)

STRATFORD BEACON-HERALD; Type pg. 16.3"× 21½"; Cols. 8 (Nwsprt. 440; Widths 33", 16½") (Black Ink 13,500; Color 275) (Presses 2½-W-wus; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 3) (Composing 10-L, 1-Lu, 1-T; TTS 2; Photo-composers 1-I; Casters 1-El; Feeders 10-Ke, 1-Ma) (Engrav. Klg) (Stereo-Mould'g 1-Cbt-dp; Scorch'g 1-FOS, 1-Ha, 1-StH; Casting 1-G-hbfc, 1-W-sp#)

SUDBURY STAR; Type pg. 15¾"× 21½"; Cols. 8 (Nwsprt. 1,600; Widths 32") (Black Ink 48,000; Color 1,000) (Presses 10-G-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 2) (Composing 4-I, 8-L, 2-Lu; TTS 1; Punchers 3; Casters 1-El; Feeders 15-Ma) (Engrav. pc, FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-G-t#, 1-Ha-hbfc)

TIMMINS PRESS; Type pg. 16½"× 21½"; Cols. 8 (Nwsprt. 43.7; Widths 33") (Black Ink 14,245; Color 100) (Presses 6-G-wdt; Controls 1-CW-ac; ROP Colors 1) (Composing 7-L, 1-Lu; TTS 3; Punchers 2; Casters 1-El) (Engrav. pc) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-G-hbp, 1-H-hbfc, 1-H-sts)

TORONTO GLOBE & MAIL; Type pg. 15½"× 22 7/16"; Cols. 8 (Nwsprt. 22,598; Widths 62", 49½", 31") (Black Ink 750,000; Color 10,000) (Presses 28-H-wus; Controls 3-CE-ac, 3-GE-ac; Cut off 23 9/16") (Composing 11-I, 35-L, 2-Lu, 3-M; Casters 1-El; Feeders 1-I, 32-Ke, 13-Ma) (Engrav. pc) (Stereo-Mould'g 1-B-r, 1-H-dp; Scorch'g 4-StH; Casting 2-W-am, 2-W-jr, 1-W-sts, 2-W-hds) (Tyers 2-SP)

TORONTO STAR; Type pg. 17½"× 22½"; Cols. 9 (Nwsprt. 77,100; Widths 70", 74⅝") (Black Ink 2,570,000; Color 750,000) (Presses 44-H-wus; Controls 1-CW-ac, 1-GE-ac, 13-CW-dc; Cut off 23 9/16"; ROP Colors 2) (Composing 14-I, 46-L, 4-Lu, 1-T; Casters 3-El, 1-M; Feeders 14-I, 52-Ma, 2-Sr) (Engrav. pc) (Stereo-Mould'g 3-H-r, 2-LE-dp; Scorch'g 4-StH; 5-WF, 3-Al, 1-AP, 2-MTO; Casting 6-W-am-hds#, 2-G-hbfc#, 1-B-hbp-hbfc#) (Stuffing 1-She; Tyers 6-Wal)

TORONTO TELEGRAM; Type pg. 17½"× 22½"; Cols. 9 (Nwsprt. 31,000; Widths 69½", 52⅛", 34⅝") (Black Ink 74,800; Color 4,000) (Presses 33-H-wus; Controls 3-CH-ac, 4-CH-dc; Cut off 23 9/16"; ROP Colors 3) (Composing 50-L, 3-Lu, 1-M; Casters 2-El; Feeders 53-Ma) (Engrav. pc) (Stereo-Mould'g 1-G-r, 1-B-r; Scorch'g 2-Ir, 4-StH; Casting 4-H-hbfc, 1-StH-hbfc#, 4-W-am, 4-W-sts) (Stuffing 1-She-5; Tyers 1-SP, 2-Gr)

WELLAND TRIBUNE; Type pg. 15⅝"× 21⅝"; Cols. 8 (Nwsprt. 746; Widths 31½") (Black Ink 25,292; Color 300) (Presses 9-G-wut; Controls 2-CW-dc; Cut off 22¾"; ROP Colors 1) (Composing 9-L, 1-Lu; TTS 3; Punchers 3; Casters 1-El; Feeders 9-Ke, 2-Sr) (Engrav. FSpe) (Stereo-Mould'g 1-D-r, Casting 1-Ha-hbfc)

WINDSOR STAR; Type pg. 15 13/16"× 22"; Cols. 8 (Nwsprt. 7,500; Widths 62") (Black Ink 224,600; Color 8,650) (Presses 8-Cbt-wus; Controls 1-GE-dc; Cut off 22¾"; ROP Colors 3) (Casters 2-El; Feeders 28-Ke, 5-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-Cbt-dp; Scorch'g 1-D, 2-StH; Casting 1-Ha-hbfc, 2-W-hdp#) (Tyers 1-Wal)

WOODSTOCK SENTINEL-REVIEW; Type pg. 16½"× 21½"; Cols. 8 (Nwsprt. 385; Widths 33", 16½") (Black Ink 11,227; Color 31) (Presses 6-D-wus; Cut off 22¾"; ROP Colors 1) (Composing 2-I, 6-L, 1-Lu; TTS 2; Punchers 2; Casters 1-El; Feeders 1-I, 4-Ke, 4-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS; Casting 1-Ha-hbp) (Tyers 1-Wt)

PRINCE EDWARD ISLAND

CHARLOTTETOWN GUARDIAN; Type pg. 17⅛"× 21¼"; Cols. 9 (Nwsprt. 550; Widths 17⅛", 35¼") (Black Ink 16,500) (Presses 5-D-wut; Controls 1-CH-ac; Cut off 22¾") (Composing 2-I, 5-L; TTS 3; Punchers 3; Casters 1-El; Feeders 5-L, 2-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-D-r; Scorch'g 1-AP, 1-FOS, 1-Ha, 1-StH; Casting 1-D-t#) (Tyers 1-Gr)

QUEBEC

GRANBY LA VOIX DE L'EST; Type pg. 15⅛"× 21"; Cols. 8 (Nwsprt. 300; Widths 66") (Presses 2-G-wus, Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 1-I, 5-L, 1-Lu; TTS 1; Casters 1-El) (Engrav. En) (Casting 1-G-hbp, 1-G-sts, 1-G-sp)

MONTREAL GAZETTE; Type pg. 15 9/16"× 21¼"; Cols. 8 (Nwsprt. 7,515; Widths 31½", 47¼", 63") (Black Ink 247,228; Color 4,965) (Presses 6-H-wus-sc; Controls 1-CH-ac; Cut off 22¾"; ROP Colors 3) (Composing 25-L, 2-Lu; Casters 1-El; Feeders 27-Ma, 1-Sr) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 2-StH. Casting 2-H-hbfc, 2-W-sp#) (Tyers 4-Gr)

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MONTREAL STAR; Type pg. 15⅝"× 22¼"; Cols. 8 (Nwsprt. 19,154; Widths 15¾", 31½", 47¼", 63") (Black Ink 638,829((Presses 24-H-wus; Controls 7-CH-ac; Cut off 23 9/16") (Composing 48-I, 10-L, 2-Lu; Casters 2-El, 3-M; Feeders 10-I, 48-Ma) (Engrav. pc) (Stereo-Mould'g 2-H-r; Scorch'g 2-FOS, 3-StH; Casting 4-H-hbfc, 2-W-am#, 2-W-jr#, 1-W-sts, 2-W-hds) (Tyers 3-SP)

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QUEBEC LE SOLEIL & L'EVENEMENT JOURNAL; Type pg. 15⅛"× 21⅛"; Cols. 8 (Nwsprt. 8,300; Widths 63", 47¼", 31½") (Black Ink 300,925; Color 8,911) (Presses 3-H-wds, 5-S-wus; Controls 1-CH-ac, 4-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 5-I, 15-L, 2-Lu; Casters 2-M; Feeders 20-Ma) (Engrav. pc) (Stereo-Mould'g 1-D-r, 1-H-r; Scorch'g 2-StH; Casting 2-W-sp#) (Tyers 2-Gr)

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SASKATCHEWAN

MOOSE JAW TIMES-HERALD; Type pg. 16⅝"× 22"; Cols. 8 (Nwsprt. 380; Widths 33", 16½") (Black Ink 13,500; Color 40) (Presses 2-D-wut; Controls 1-Wg-dc; Cut off 22¾"; ROP Colors 2) (Composing 2-I, 6-L, 1-Lu; TTS 2; Punchers 3; Casters 1-El; Feeders 8-Ma) (Engrav. FSpe) (Stereo-Mould'g 1-Ha-dp; Scorch'g 1-AP; Casting 1-EK-t, 1-Ha-hbfc)

PRINCE ALBERT HERALD; Type pg. 16½"× 21½"; Cols. 8 (Nwsprt. 225; Widths 33", 16½") (Presses 5-D-wut; Controls 1-GE-ac; Cut off 22¾"; ROP Colors 1) (Composing 6-L, 1-Lu; TTS 2; Punchers 2; Casters 1-M) (Engrav. FSpe) (Stereo-Mould'g 1-G-r; Scorch'g 1-StH; Casting 1-D-am-t, 1-Ha-hbfc)

REGINA LEADER-POST; Type pg. 15⅝"× 21⅝"; Cols. 8 (Nwsprt. 3,460; Widths 64½", 48⅜", 32¼", 29⅛") (Black Ink 106,369; Color 3,034) (Presses 4-D-wus, 2-G-wds; Controls 1-CW-ac, 1-CH-ac; Cut off 23 9/16", 22¾"; ROP Colors 3) (Composing 8-I, 4-L, 2-Lu; TTS 3; Casters 2-El; Feeders 4-I, 10-Ma) (Engrav. Fspe) (Stereo-Mould'g 1-G; Scorch'g 1-Au, 1-StH; Casting 1-G-hbfc, 1-W-sp-hdp#)

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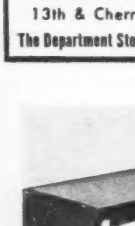

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United States Rubber Co.

ADHESIVES (see Stereotype)

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Coxhead Corp., Ralph C.

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Ace Belting Co.
Star Parts, Inc.
U. S. Rubber Co.

CHASES & GALLEYS
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American Type Founders Co., Inc.
Beard Newsprint & Warehouse Co., Inc.
Carlson Co., Chesley F.
Foster Mfg. Co.
Missouri-Central Type Foundry
Sandblom Steel Chase Co.

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American Wood Type Mfg. Co.
Disston Div., Henry
Hardened Steel Publication Headings
Missouri-Central Type Foundry
Rouse & Co., H. B.
Starrett Co., L. S.

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Lanston Monotype Machine Corp.
Ludlow Typograph Co.
Mergenthaler Linotype Co.

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Atkins Saw Div., Borg-Warner Corp.
Automatic Saw Co.
Cascade Saw & Tool, Inc.
Craftsmen Machinery Co.
Disston Division, H. K. Porter Co.
Eastern Newspaper Supply, Inc.
Hammond Machinery Builders
Miller Printing Machinery
Missouri-Central Type Foundry
Mohr Lino-Saw Co.
Monomelt Co.
Morrison Co., The
North American Products Corp.
Onsrud Cutter Mfg. Co.
Pioneer-Toledo Corp.
Richards Co., J. A.
Rouse & Co., H. B.
Royle & Sons, John
Tarpley Co., George
Universal-Mono-Tabular Corp.
Wesel Mfg. Co.

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Davidson Corp.
Electric Heating Co.
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U. S. Steel Supply Co.

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Hardened Steel Publication Headings

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Electric Heating Co.
Independent Electric Mchy. Co.

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American Type Founders Co., Inc.
Filmotype Corp.
Intertype Corp.
Lanston Monotype Machine Co.
Mergenthaler Linotype Co.
Photon, Inc.

PROOF PRESSES
Cottrell Co., The
Vandercook & Sons, Inc.
Wesel Mfg. Co.

QUADDERS (Automatic)
Intertype Corp.
Mergenthaler Linotype Co.
Star Parts, Inc.

ROUTERS (see Stereo)

SAWS (see Cutting Tools)

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Hartco Mfg. Co.

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Angle Steel, Inc.
Foster Mfg. Co.
Hamilton Mfg. Co.
Hobard Cabinet Co.
Ludlow Typograph Co.
S & M Mfg. Co.
Thompson Cabinet Co.

STRIP CASTERS
Lanston Monotype Machine Co.
Ludlow Typograph Co.

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Gates Acoustinet Co.
Link Paper Co.
Paper Manufacturers Co.
Shaffstall Equipment, Inc.
Tape Production Corp.
Telemechanics
Teletypesetter Corp.

TURTLES
International Newspaper Supply
Nolan Corp.
Oxford Co., George C.
S & M Mfg. Co.
Shaw Machine & Tool Co.

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American Type Founders Co., Inc.
American Wood Type Mfg. Co.
Hamilton Mfg. Co.
Missouri-Central Type Foundry
Northwest Type Foundry

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Federated Metals
Hiertz Metal Co., Theo.
Imperial Type Metal Co.
Midwest Matrix Mart
United American Metals Corp.

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ADHESIVES (See Stereotype)

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Anaconda Co.
Federated Metals Div.
Revere Copper & Brass, Inc.
Union Carbide & Carbon Co.

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Atlas Electric Devices Co.
Davidson Corp.
Douthitt Corp., The
Gelb Co.
Macbeth Arc Lamp Co.
Strong Electric Corp., The

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Master Etching Machine Co.

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Chemco Photoproducts, Co., Inc.
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Douthitt Corp.
Eastman Kodak Co.
Gelb Co., Jos.
Huebner Laboratories
Lacey-Luci Products Co.
Robertson Photo-Mechanix, Inc.
Rutherford Machinery Co.

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Bridgeport Engravers Supply Co.
Chemco Photoproducts Co., Inc.
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Eastman Kodak Co.
Harris-Seybold Co.
Hunt Co., Philip A.
Mallinckrodt Chemical Works
Tenneck Chemical Co., Inc.

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Craftint Mfg. Co.
Curtis Laboratories, Inc.
Huebner Laboratories
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Elgrama, Ltd.
Fairchild Graphic Equipment, Inc.

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Chemco Photoproducts Co., Inc.
Douthitt Corp., The
Dow Chemical
Master Etching Machine Co.
U. S. Stoneware Co., The
Wire Coating & Mfg. Co.

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Consolidated-Hammer Dry Plate & Film Co.
Cramer Dry Plate Co.
Dupont de Nemours & Co., Inc., E. I.
Eastman Kodak Co.

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Capital Tool & Mfg. Co.
Starrett Co., The L. S.
Unitronics, Inc.
Vandercook & Sons, Inc.

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Bridgeport Engravers Supply Co.
Dow Chemical Co.
Edes Mfg. Co., The
Rolled Plate Metal Co.

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Bache & Co., Semon
Bausch & Lomb Optical Co.
Curtis Laboratories, Inc.
Goerz American Optical Co., The C. P.
Huebner Laboratories
Robertson Photo-Mechanix, Inc.
Unitronics, Inc.

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Graphic Photoengraving Co., Inc.
Levy & Co., Max
Repro Art Machinery Co.
Robertson Photo-Mechanix, Inc.

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Chemco Photoproducts Co., Inc.
Master Etching Machine Co.

TANKS, PIPING
U. S. Stoneware Co.

WHIRLERS
Chemco Photoproducts Co., Inc.
Douthitt Corp., The
Master Etching Machine Co.
Robertson Photo-Mechanix
Rutherford Machinery Co.
Wesel Mfg. Co.

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Elliot Addressing Machine Co.
Pollard-Alling Mfg. Co.

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Jampol Co., Inc.
National Bundle Tyer Co.
Signode Steel Strapping Co.
Wesel Mfg. Co.
Wiretyer Corp.

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Dick Mailer, The
Jampol Co., Inc.
Pitney-Bowes, Inc.

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Sheridan Co., T. L. & C. G.

TUBES, RACKS
Newspaper Boys of America, Inc.
Steel City Mfg. Co.

VENDING MACHINES
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United Sound & Signal Co.

PRESS ROOM

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Economy Baler Co.

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Eastern Newspaper Supply, Inc.
Goodyear Tire & Rubber Co.
Hi-Speed Roller Co., Inc.
House & Sons, Inc., Chas. W.
Minnesota Mining & Mfg. Co.
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Shaw Machine & Tool Co.
Tingue Brown & Co.
United States Rubber Co.
Vulcan Rubber Products, Inc.

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Sta-Hi Corp.
Wood Newspaper Machinery Corp.

CONVEYOR SYSTEMS
Cutler-Hammer, Inc.
Jampol Co., Inc., The
Link-Belt Co.

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DRIVES & CONTROLS (Press)
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Cutler-Hammer, Inc.
General Electric Co.
Link-Belt Co.
Oilgear Corp.

ELEVATORS (See Conveyors - STEREOTYPE)

FLOORING (See COMPOSING ROOM)

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Dexter Folder Co.
Turner Printing Machinery, Inc.
(All press manufacturers)

FOUNTAINS
Bar-Plate Mfg. Co.
Capital Tool & Mfg. Co.
Printing Machinery Co.
(All press manufacturers)

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Blacker Printing Inks, Inc.
Braden-Sutphin Ink Co.
California Ink Co., Inc.
Carlson Inc., John C.
Flint Ink Co., Howard
General Printing Ink Co.
Herrick Ink Co., Wm. C.
Huber Corp., J. M.
Interchemical Corp.
E. J. Kelly Co.
Kohl & Madden Printing Ink Corp.
Levey Co., Inc., Fred'k H.
Morrill Co., Geo. H.
Siebold, Inc., J. H. & G. B.
Sinclair & Carroll Co., Inc.
Sinclair & Valentine Co.
Sleight & Hellmuth, Inc.
Superior Printing Ink Co., Inc.
U. S. Printing Ink Corp.

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Baker-Raulang Co., The
Capital Elevator & Mfg. Co.
Clark Equipment Co.
Cline Electric Mfg. Co.
Colson Corp.
Dilts Machine Works
Elwell-Parker Electric Co.
Goss Printing Press Co.
Hoe & Co., Inc.
Hyster Co.
Jampol Co.
Kohler System Co.
Lamson Corp.
Link-Belt Co.
Norman, William A.
Scott & Co., Inc., Walter
Sheppard Co., Lewis
Wood Newspaper Machinery Corp.
Yale & Towne Mfg. Co.

PASTERS (Flying)
Cline Electric Mfg. Co.
Dilts Machine Works
Goss Printing Press Co.
Hoe & Co., Inc. R.
Kohler System Co.
Scott & Co., Inc., Walter
Wood Newspaper Machinery Corp.

PRESSES (Gravure)
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American Type Founders, Inc.
Goss Printing Press Co.
Harris-Seybold Co.
Hoe & Co., R.
Miehle Printing Press & Mfg. Co.
Miller Printing Machinery Co.
Scott & Co., Inc., Walter

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Babcock Printing Press Co.
Cottrell Co., The
Goss Printing Press Co.
Harris-Seybold Co.
Hoe & Co., Inc., R.
Miehle Printing Press & Mfg. Co.
Miller Printing Machinery Co.
Scott & Co., Inc., Walter
Turner Printing Machinery, Inc.
Wood Newspaper Machinery Corp.

REELS
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Goss Printing Press Co.
Hoe & Co., R.
Kohler System Co.
Scott & Co., Inc., Walter
Wood Newspaper Machinery Corp.

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Dilts Machine Works

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(Continued on Page 302)

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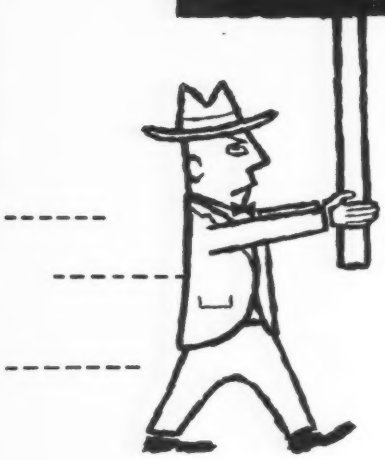

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(Continued from Page 301)

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- Simco Co., The
- Western Brush Co., Inc.

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- Cline Electric Mfg. Co.
- Cutler-Hammer, Inc.
- Dilts Machine Works
- Electric Eye Equipment Co.
- General Electric Co.
- Goss Printing Press Co.
- Hoe & Co., R.
- Kohler System Co.
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- Wood Newspaper Machinery Corp.

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- E. A. Booth Rubber Co.
- Commercial Paste Co.
- Corkpak Co., Inc., The
- Goodrich Co., B. F.
- Hart Co., William C.
- LePage's, Inc.
- National Starch Products, Inc.
- Rogers Isinglass & Glue Co.
- Teaneck Chemical Co.
- United States Rubber Co.

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- American Publishers Supply, Inc.
- Corkpak Co., Inc.
- Coyne & Paddock, Inc.
- Eastern Newspaper Supply, Inc.
- Goodrich Co., The B. F.
- Goodyear Tire & Rubber Co.
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Hoe & Co.
Missouri-Central Type Foundry
Northwest Type Foundry
Parsons & Whittemore
Scott & Co., Walter
Shaw Machine & Tool Co.
Sta-Hi Corp.
Stereotype Equipment Co.
Wesel Mfg. Co.
Wood Newspaper Machinery Corp.

CHIPPING BLOCKS
Carlson Co., Chesley F.
Oxford Co., Geo. C.

CONVEYORS
Capital Elevator & Mfg. Co.
Cline Electric Mfg. Co.
Jampol Co., The
Lamson Corp.
Link-Belt Co.

CUTTING TOOLS (See COMPOSING ROOM)

DRY MATRICES (See Mats)

DRYERS & FORMERS
American Publishers Supply, Inc.
International Newspaper Supply Corp.
Parsons & Whittemore, Inc.
Sta-Hi Corp.

FEEDERS (See COMPOSING ROOM)

FLOORING (See COMPOSING ROOM)

GAUGES (See ENGRAVING)

MATRIX PRESSES
Hoe & Co.
Lake Erie Engineering Corp.
Parsons & Whittemore, Inc.

MATS
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Burgess Cellulose Co.
Certified Dry Mat Co.
Flexideal Dry Mat Corp.
International Newspaper Supply Corp.
Wood Flong Co.

MELTING POTS (Furnaces)
American Publishers Supply Co.
Kemp Mfg. Co., The C. M.
Wood Newspaper Machinery Corp.

PRESSES (See Matrix Presses)

ROUTERS & ROUTER BITS
American Type Founders
Automatic Saw Co.
Eastern Newspaper Supply, Inc.
Hammond Machinery Builders
Hoe & Co., R.
Goss Printing Press Co.
Morrison Co., The
Onsrud Cutter Mfg. Co.
Richards Co., J. A.
Royle & Sons, John
Sta-Hi Corp.
Tarpley Co., George
Wesel Mfg. Co.

SAWS & ACCESSORIES (See COMPOSING ROOM)

SCORCHERS
Alico, Inc.
American Publishers Supply Co.
Hammond Machinery Builders, Inc.
Infra-Matic Products Co.
Shaw Machine & Tool Co.
Sta-Hi Corp.

SHAVERS
Hammond Machinery Builders, Inc.
Hoe & Co.
Monomelt Co., Inc.
Parsons & Whittemore
Sta-Hi Corp.
Wesel Mfg. Co.
Wood Newspaper Machinery Corp.

TURTLES (See COMPOSING ROOM)

TYPE METAL (See COMPOSING ROOM)

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(COMPILED BY THE INTER-RACIAL PRESS OF AMERICA INC.)

CALIFORNIA

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Los Angeles	Japanese	Calif. Daily News 4,732 (e)	2.00*	Mrs. Tatsuyo Fujii (Pub) Kazuo Terada (e)	Hiro E. Hishiki (gm, am)
	Japanese	New Japanese American News 9,500 (e ex Sat) 11,200 (S)	3.33*(e) 3.51*(S)	Saburo Kido (Pub.-e)	Taketomi Takei(gm)
	Japanese	Rafu Shimpo 8,867 (e)	1.80*	Akira Komai (Pub) Teiho Hashida (e)	Itaro Nagai (gm) Jiro Tami (am)
	Spanish	La Opinion, ABC 10,495 (m) 13,086 (S)	.17 (m) .19 (S)	Ignacio E. Lozano, Jr. (Pub.) Alfredo Gonzalez (e)	Ignacio E. Lozano, Jr. (gm) J. Icaza (am)
San Francisco	Chinese	Chinese Daily Post 3,600 (m)	2.25*	Chin Dook Jow (Pub.) P. C. Liu (e)	Tsick W. Wong (gm)
	Chinese	Chinese Times, 8,800 (e)	3.65*	Chinese Times Publishing. (Pub.) Kwai Fong Chan (e)	Lee Shee Gang (gm) Thomas Sue (am)
	Chinese	Chinese World, 9,500 (m)	.17	Chinese World, Ltd. (Pub.) Dai Ming Lee (e)	Dai Ming Lee (gm) Edwin Shum (am)
	Chinese	Young China, 4,367 (m)	2.00*	Young China Pub. Co. (Pub.) W. Fong Yue (e)	Wong Wah Poy (gm-am)

* Chinese inch.

	Italian	L'Italia and La Voce del Popolo 14,991 (m ex Mon.) 16,500 (S)	.22	L'Italia Press Co. (Pub.) Renato Marrazzini (e)	Renato Marrazzini (am-gm)
	Japanese	Hokubei Mainichi 6,000 (m)	2.00*	Hokubei Mainichi, Inc. (Pub.) Iwao Shimizu (e)	K. Ichimaru (gm) Wataru Yanagi (am)
	Japanese	The Nichi Bei Times, 6,255 (m ex Mon.) (S)	2.80*	Nichi Bei Times Company (Pub.) Y. W. Abiko (e)	T. Kobayashi (gm-am)
	Russian	Russian Life, 2,103 (m ex Mon.)	.143	Serge A. Shah-Nazaroff (Pub.) Mrs. A. I. Delianich (e)	Mrs. A. I. Delianich (gm) N. A. Katagoshin (am)
	Russian	Novaya Zarya, 2,352 (est.) (m ex Mon.)	.10	G. T. Soohoff (Pub.-e)	.....

COLORADO

Denver	Japanese	Colorado Times, 2,521 (e ex Sat.)	1.50*	Ted Kenzo Ogasawara (Pub.-e)	Ted Kenzo Ogasawara (gm-am)

FLORIDA

Miami	Spanish	Diario Las Americas 14,258 (m ex Mon.) (S)	.12	Francisco Aguirre (Pub.) Dr. Horacio Aguirre (e)	Horacio Aguirre (gm) Eliseo Riera-Gomez (am)
	Spanish	Traduccion-Prensa, 5,000 (m ex Mon.) 6,000 (S)	.14	A. A. Fernandez (Pub.-e)	Ramon Hernandez (gm) Cesar Rovero (am)

ILLINOIS

Chicago	Chinese	San Min Morning Paper 4,525 (m)	2.40*	Sun Mon Corp. (Pub.) W. S. Lee (e)	L. T. Suen (gm) Gat Wong (am)
	Czech	Denni Hlasatel, 46,933 (m & S)	.20	The Denni Hlasatel Ptg. & Pub. Co. (Pub.) Edward Rezabek (e)	Edward Rezabek(gm) Vladimir Spatny(am)
	Czech	Svornost, 33,500 (e); 40,500 (S)	.25(e) .27(S)	Geringer Press, Inc. (Pub.) Henry K. Weber (e)	John C. Kysela (gm) Paul Vlcek (am)
	German	Abendpost 23,456 (e ex Sat.) (S)	.26 (e) .28 (S)	The Abendpost Company (Pub.) Paul H. Ortmann (e)	Joseph Noe (gm) John H. Reichel (am)
	Jewish	Jewish Daily Forward 14,450 (m); 16,500 (S)	.35	Forward Association (Pub.) Jacob Siegel (e)	Morris L. Polin (gm) David Shier (am)
	Lithuanian	Draugas, 54,320 (m)	.14	Lithuanian Catholic Press Society (Pub.) Leonard Simutis (e)	Jos. Valaitis (gm) Rev. Peter P. Clinikas (am)
	Lithuanian	Naujienos, 44,917 (m)	.25	Lithuanian News Pub. Co. (Pub.) Dr. Pius Grigaitis (e)	Martin Gudelis (gm-am)
	Lithuanian	Vilnis, 32,000 (m)	.20	The Workers' Pub. Asso., Inc. (Pub.) Alice Yonik (e)	Jacob Pauliukas (gm-am)
	Polish	Dziennik Chicagoski 25,250 (m)	.20	Polish Pub. Co. (Pub.) Jos. S. Bednowicz (e)	Theo S. Klopotowski (gm) Joseph S. Bednowicz (am)
	Polish	Polish Daily Zgoda, ABC 15,240 (e ex Sat.) 18,507 (Sat.)	22	Alliance Printers & Publishers, Inc (Pub) Karol Piatkiewicz (e)	J. Stan Swierczynski (gm) Emil J. Kolasa (am)
	Slovene	Prosveta 14,775 (e ex Sat.)	214	Slovene National Benefit Society (Pub.) Frank Zaitz (e)	Milan Medvesek (gm-am)

MASSACHUSETTS

Boston	Armenian	Baikar, 2,740 (m ex Mon.) (S)	.072	Baikar Association, Inc. (Pub.) Hratch Yervant (e)	Hratch Yervant (gm-am)
	Armenian	Hairenik, 3,975 (m ex Mon.) (S)	.072	Hairenik Association, Inc. (Pub.) Kourken Mekhitarian (e)	Varoujan Azablar (gm-am)
	Italian	La Notizia, 32,885 (m ex Sat.)	.25	Graziano N. Longarini (Pub.) Augusto Martini (e)	Graziano N. Longarini (gm-am)
	Polish	Kuryer Codzienny, 28,520 (m)	.25	Richard Chmielinski (Pub.) Karol Jaskolski (e)	Joseph Thotias (gm) John Chmielinski (am)
Fall River	French	L'Independent, 5,240 (e)	.09	Louis P. Clapin (Pub.) Philippe A. Lajoie (e)	Jean Louis Clapin (gm-am)
Fitchburg	Finnish	Raivaaja, 4,988 (e ex Sat.)	.07	Raivaaja Publishing Co. (Pub.) Elis Sulkanen (e)	Henry Puranen (gm-am)
New Bedford	Portuguese	Diario de Noticias, 9,204 (e ex Sat.)	.079	Joao R. Rocha (Pub.) Antonio F. Cacella (e)	Joao R. Rocha (gm-am)

MICHIGAN

Detroit	Polish	Polish Daily News, 32,671 (e & S)	.21	Mrs. S. Januszewski (Pub.) J. Ostrowski (e)	Mrs. S. Januszewski (gm) Louis Svendsen (am)

MINNESOTA

Duluth	Finnish	Industrialisti, 4,168 (e ex Sat.)	.072	Workers Soc. Pub. Co. (Pub.) Ivar Vapaa (e)	Reynold Alava (gm-am)

NEW JERSEY

Jersey City	Ukrainian	Svoboda, 20,500 (m ex Mon.)	.10	Ukrainian National Association, Inc. (Pub.) Anthony Dragan (e)	Dmytro Halychyn (gm) Josephine Gibbons (am)

NEW YORK

Buffalo	Polish	Polish Everybody's Daily, 24,443 (e)	.22	Everybody's Publ. Co. (Pub.) Alois F. Laszewski (e)	Mathew W. Pelcynski (gm) Lucien M. Baranski (am)
New York	Arabic	Al Hoda, 5,000 (e ex Sat.)	.143	Estate of S. A. Mokarzel (Pub.) Mary Mokarzel (e)	Mary Mokarzel (gm) A. A. Anton (am)
	Chinese	China Daily News, 5,000 (m)	1.50*	China Daily News, Inc. (Pub.) Eugene Moy (e)	Ann Moy (gm-am)
	Chinese	Chinese Journal, 17,500 (e)	3.50*	Chinese Amer. World Pub. Corp. (Pub.) S. T. Liang (e)	David Wu (gm) (am)
	Chinese	Chinese Nationalist Daily, 10,000 (m)	3.00*	Mun Hey Pub. Co. (Pub.) Henry Mao (e)	Wu Kam Way (gm-am)
	Chinese	China Tribune, 10,000 (m)	3.00*	Chinese-American Cultural Corp. (Pub.) Y. Y. Pan (e)	D. L. Chin (gm) C. P. Chen (am)

*Chinese inch

	German	Staats-Zeitung & Herold, ABC 22,239 (m); 40,007 (S)	.35	August Steuer (Pub.) Erwin Single (e)	John A. Borst (gm) Carl Rudolph (am)

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COLLEGE—PROFESSIONAL—BUSINESS AND SPECIAL SERVICE DAILIES

AGRICULTURAL

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		ILLINOIS		
Chicago (9)	Drovers Journal (livestock) (d ex. Sat. & Sun.) 32,219	(5¢) (UP) 35¢ li. (74)	Corn Belt Publishers, Inc. Ward A. Neff, Pres. Allan W. McGhee (e)	W. E. Hutchinson, (exec. VP) Foster C. Palmer (am)
East St. Louis	Livestock Reporter (livestock) (d ex. Sat. & Sun.) 7,406	($7.50 per yr.) (UP) 10¢ li. (74)	Corn Belt Publishers, Inc. Ward A. Neff, Pres. Donald L. Weiss (e)	W. E. Hutchinson, (exec. VP) Wm. S. Cook (VP-bm) T. H. Tillman (am)
		MINNESOTA		
Minneapolis (15)	Daily Market Record (grain trade) (d ex. Sat. & Sun.) 3,255	....	Daily Market Record, Inc. E. C. Maul, Pub. H. C. Quackenbush (e)	.....
		MISSOURI		
Kansas City (2)	Drovers Telegram (livestock) (d ex. Sat. & Sun.) 19,323	($7.50 per yr.) (UP) 20¢ li. (74)	Corn Belt Publishers, Inc. Ward A. Neff, Pres. Lloyd Linford (e)	W. E. Hutchinson (exec. VP) Walter W. Slack (VP) Ralph Watkins (am)
		NEBRASKA		
Omaha (7)	Journal-Stockman (livestock) (d ex. Sat. & Sun.) 18,429	(5¢) (UP) 20¢ li. (74)	Corn Belt Publishers, Inc. Ward A. Neff, Pub. Kirby Kittoe (e)	W. E. Hutchinson, (exec. VP) Phil W. Moore (bm) Robert Rudbeck (am)
		NEW YORK		
New York (13)	Fruit and Vegetable Reporter (fruit & vegetables) (d ex Sat.) 1,230	($4.50 mo) $2.00	N. Y. Daily Fruit & Vegetable Reporter Julius Leitzer (pub., e)	Lucille Field (bm) Hattie Leitzer (am)
New York (7)	Producer's Price Current (N.Y. wholesale market quotations on all perishable foods.) (d ex Sat. and holidays) 3,099	($40.00 per yr.) $10.00	Urner-Barry Co. Harold E. Taber, Pres.	.....
		OKLAHOMA		
Oklahoma City (6)	Livestock News (livestock) (Mon., Tues., Thurs.) 2,050	..... 5¢ li. 70¢ in.	W. R. Martineau, Pub. Clarence Achgill (e)	.....

APPAREL, CLOTHING, TEXTILES

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		NEW YORK		
New York (1)	Daily Mill Stock Reporter (burlap, paper, textiles, raw materials) (d ex. Mon. & Sun.)	....	National Business Press, Inc. Charles H. Lipsett, Pub. R. S. Carraway (e)	.....
New York (3)	Daily News Record (textiles, domestics, men's and boys' apparel) (d ex Sat.) 22,000	(10¢) DJ 90¢ li.	Fairchild Publications, Inc. Louis W. Fairchild, Pres. Harry Riemer (e)	Emery P. Laskey (am)
New York (3)	Women's Wear Daily (apparel, fabrics, accessories) (d ex. Sat.) 47,160	(10¢) (DJ) $1.00 li.	Fairchild Publications, Inc. Louis W. Fairchild, Pres. Earl Elhart (me)	Irving Koch (am)

BUILDING CONSTRUCTION AND ENGINEERING

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA		
Fresno (7)	Daily Real Estate Report (d ex. Sat. & Sun.) 610	(20¢) $1.35	M. S. Webster Sons N. A. Webster, Mgr.	N. A. Webster (am)
San Francisco (3)	Daily Pacific Builder (bldg. & eng.) (d ex. Mon.) 4,013	(40¢) $5.00	F. W. Dodge Corp.	G. E. McGavran (pub. e)
		COLORADO		
Denver (4)	Daily Journal (building construction, engineering) (d ex. Sun. & Mon.) 1,818	Construct. Edit. ($60.00 per yr.) 25¢ li.	F. W. Dodge Corp. Carl S. Bennett, V. P. Allan Clevenger (pub., e)	Allan Clevenger (me) Fletcher Trunk (am)
		ILLINOIS		
Chicago	Construction News (bldg. & eng.) (d ex. Sat.) 4,500	(25¢) $4.50	F. W. Dodge Corp. G. R. Stratton (e)	G. R. Stratton (adv-sales mgr.)
		LOUISIANA		
New Orleans	Journal of Commerce (bldg. & com.) (d ex. Sat.)	....	Guide Pub. Co., Inc. E. Washofsky (e)	.....

PRINCIPAL FOREIGN LANGUAGE DAILIES OF THE UNITED STATES—Continued

NEW YORK—Continued

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
	Greek	Atlantis, 18,843 (e & S)	.20	Solon G. Vlasto (Pub.) Vladimir Constantinidis (e)	Solon G. Vlasto (gm) John Vretos (am)
	Greek	National Herald, 17,050 (m & S)	.20	National Herald, Inc. (Pub.) B. J. Marketos (e)	E. Joannides (gm) James Karabatos (am)
	Hungarian	Amerikai Magyar Nepszava 20,133 (m)	.18	Liberty Publ. Co. (Pub.) Zoltan Gombos (e)	Zoltan Gombos (gm) Emery Vecsey (am)
	Italian	Il Progresso Italiano, ABC 61,200 (m) 57,764 (S)	.50	Il Progresso-Italo Americano Publishing Co., Inc. (Pub.) Fortune Pope (e)	Gene Rea (gm-am)
	Jewish	The Day—Jewish Journal, ABC 59,179 (m ex Sat.) 48,663 (Sat.) 57,765 (Sun.)	.42	Morris Weinberg (Pub.) Solomon Dingol and David Meckler (e)	Arthur L. Jacobs (gm) Louis Shack (am)
	Jewish	Jewish Daily Forward, ABC 64,516 (m); 66,239 (S)	.42	Forward Asso. (Pub.) Harry Rogoff (e)	Alexander Kahn (gm) Paul F. Rubinstein (am)
	Jewish	Morning Freiheit, 10,300 (m & S)	.30	Morgen Freiheit, Inc. (Pub.) Paul Novick (e)	Chaim Suller (gm) S. Feldman (am)
	Polish	Nowy Swiat, 20,984 (m)	.20	Nowy Swiat Publishing Co. (Pub.) Ignacy Morawski (e)	Tadeusz Sztybel (gm-am)
	Russian	Novoye Russkoye Slovo, 21,825 (m & S)	.22	Novoye Russkoye Slovo Publishing Co (Pub.) Mark Weinbaum (e)	Victor Shimkin (gm-am)
	Russian	Russky Golos, 6,450 (m & S ex Sat.)	.15	Russky Golos Publishing Corp. (Pub.) David Z. Krinkin (e)	Leon Taran (am)
	Russian	Rossiya, 4,300 (m ex Mon.)	.14	N. Rybakoff (Pub.-e)	T. A. Maximovitch (gm)
	Slovak	New Yorksky Dennik 20,514 (m ex Mon.)	.15	C S Publishing Co. (Pub.) C. Cary (e)	Andrew J. Valuchek (gm-am)
	Spanish	El Diario de Nueva York, ABC 25,601 (m ex Sat.); 25,726 (S)	.35	Dr. P. Dominici (Pub.) Stanley Ross (Ed. in Chief and Assoc. Pub.) G. De La Fuente (e)	Stanley Ross (gm) Philip A. Malkin (am)
	Spanish	La Prensa ABC 20,371* (m); 14,365* (S) *Mar. 31, 1956.	.22	Mrs. Inez C. Mabon (Pub.) Julio Garzon (e)	Julio Garzon (gm) D. Gonzales (am)
	Ukrainian	Ukrainian Daily News, 2,500 (m ex Mon. & Sat.) 3,000 (S)	.15	Ukrainian Daily News, Inc. (Pub.) Michael Tkach (e)	Michael Kniazewich (gm-am)
Richmond Hill	Lithuanian	Laisve, 8,450 (m ex Mon.)	.20	Laisve, Inc. (Pub.) Roy Mizara (e)	Frank Buck (gm-am)

NEW YORK—Continued

City	Language	Publication Circulation	Open Rate	Publisher Editor	General Manager Advertising Manager
Rochester	German	Rochester Abendpost 13,645 (e ex Sat.)	14	Julius Stoll (Pub.) Eric Vossmeyer (e)	Herman Stoll (gm) George E. Brockway (am)
		OHIO			
Cleveland	Czech	Novy Svet, 3,935 (m ex Mon.)	.17	Novy Svet Printing & Publishing Co. (Pub.) V. H. Matousek (e)	Vaclav Matousek (gm) Anna Rusnak (am)
	Hungarian	Szabadsag, 20,800 (m)	.18	Liberty Pub. Co. (Pub.) Zolton Gombos (e)	Emery Vecsey (am)
	Polish	Wiadomosci Codzienne, 27,057 (e)	10	Polish Daily News Co. (Pub.) Z. B. Dybowski (e)	August J. Kurdziel (gm-am)
	Slovene	Ameriska Domovina 9,000 (m ex Sat.)	.11	Victor Knaus (Pub.) Mary Debevec (e)	Mary Debevec (gm-am)
	Slovene	Enakopravnost, 7,553 (e ex Sat.)	.10	American Jugoslav Printing & Publishing Co. (Pub.) Vatro J. Grill (e)	Anthony Stritof (gm) Julia F. Pierce (am)
		PENNSYLVANIA			
Philadelphia	Italian	Il Popolo Italiano, 15,842 (m & S)	.20	Remo Zuecca (Pub.-e)	Mario Zuecca (gm-am)
	Jewish	The Day—Jewish Journal, 8,000 (m) (S)	.18	Day Pub. Co., Inc. (Pub.) Mrs. D. B. Tierkel (e)	Mrs. David B. Tierkel (gm) H. Teplitzky (am)
	Ukrainian	America, 10,000 (e ex Sat.)	.107	Providence Assoc. (Pub.) Eugene Zyblikewych (e)	Ignatius Billinsky (gm)
Pittsburgh	Serbian	American Srbobran, 12,000 (e ex Sat.)	.143	Serbian National Federation (Pub.) Momtchilo Sokitch (e)	M. Raseta (gm)
		TEXAS			
El Paso	Spanish	El Continental, 8,900 (e)	.08(m) .09(Sat.)	Jose Garcia Valseca (Pub.) Raul Cuellar (e)	Carlos Loret De Mola (gm) Mrs. Socorro Salas (am)
San Antonio	Spanish	La Prensa, ABC 7,822 (m); 12,763 (S)	.15(m) .19(S)	Ignazio E. Lozano, Jr. (Pub.) Manuel Ruiz Ibañez (e)	Leonides Gonzalez (gm)
		WASHINGTON			
Seattle	Japanese	North American Post, 2,500 (e)	2.50*	North Amer. Post, Inc. (Pub.) Terumitsu Kano	Kunitaro Tanabe (gm-am)
		WISCONSIN			
Milwaukee	Polish	Kuryer Polski, 27,104 (e)	.12	Kuryer Pub. Co. Inc. (Pub.) (Mrs. S. J. Zwierzchowski, Pres.) Adam S. Kwasieborski (e)	Peter F. Piasecki (gm) Max F. Masiakowski (am)
Superior	Finnish	Tyomies-Eteenpain, 3,451 (m ex Sat.)	.10	American Finnish Pub. Inc. (Pub.) George M. Wastila (e)	Lily H. Kiilunen (gm-am)

COLLEGE—PROFESSIONAL—BUSINESS AND SPECIAL SERVICE DAILIES—Continued

BUILDING—Continued

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
CANADA				
ONTARIO				
Toronto	Daily Commercial News and Building Record (com'l & bldg.) (d ex. Sat.) 6,184 (ABC)	.... 20¢ li.	Daily Comercial News, Ltd. E. J. L. Stinson, Pub. Clive Chattoe (e)	E. J. L. Stinson (bm-am)

COLLEGE

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
ARKANSAS				
Fayetteville	Arkansas Traveler (d ex. Mon. & Sat.) 4,600	(5¢) (UP) 90¢	Associated Students of University of Arkansas Ronnie Farrar (e)	Paige Mulhollan (bm-am)
CALIFORNIA				
Berkeley (4)	Daily Californian (d ex. Sat.) 18,009	(5¢) (AP) 11¢ li. (79)	Associated Students University of Calif. Walter Frederick, Pub. Robert Falk (e)	Walter Frederick (Dir. of Pub.) Marion Lambert (mgr.)
Los Angeles (7)	SC Daily Trojan (d ex. Sat.) 6,000	(free) (UP) $2.00	Associated Students of the University of Southern California Pete Synodis (e)	Norm Nager (business manager)
Los Angeles (24)	UCLA Daily Bruin (d ex. Sat.) 10,000	(free) (AP) $1.15	Associated Students of Univ. Calif at Los Angeles Joe Colmenares (e)	John Cheney (bm)
San Jose (14)	Spartan Daily (d ex. Sat.) 6,000	..... (UP) $1.19	Associated Students of S. J. State Col. John Keplinger	Jack Erickson (bm)
Stanford	The Stanford Daily (d ex. Sat. & Sun.) 10,000	..... (UP) $1.20 (79)	Associated Students of Stanford Univ. Helen Dewar	Robert Ellis (bm) Robert Weinland (am)
COLORADO				
Boulder	The Colorado Daily (d ex. Sat.) 7,000	..... (UP) $1.10	Associated Students of the University of Colorado Paul Hannon (e) Jenk Jones (me)	J. Rolf Kjolseth (bm) Barry Craddock (am)
CONNECTICUT				
New Haven	Yale Daily News (d ex. Sun.) 2,700	(10¢) ..... 9¢ li. (79)	Eastern Press Calvin Marshall Trillin, (Chairman) Charles Z. Abuza (me)	Henry G. Von Maur (bm) Charles W. Trippe (am)
Storrs	Connecticut Daily Campus (d ex. Sat. & Sun.) 6,000	($7.00 per yr.) $1.25 (79)	Bingham Printing Co. William England (e) Arthur Coleman (me)	Caroline Kennedy (bm) Wes Boer (am) Carol Lankarge (cir m)
ILLINOIS				
Champaign-Urbana	The Daily Illini (d ex. Sun. & Mon.) 3,400	(5¢) (AP) 7¢ li. (79)	Illini Publishing Co. Paul McMichael, Pub. Alice Potts	Paul McMichael (gm) Joan Cattaneo (am)
Evanston	Daily Northwestern (Tues., Wed., Thurs., Fri.) 4,500	(free) (none) 14¢ li. 25¢ li. cl. (79)	Students Publishing Co. Dick Longworth (e) Chuck Remsberg (me)	Ernest Melicar (bm) Bill Kunerth (gm) Carl C. Krueger (am)
INDIANA				
Bloomington	Indiana Daily Student (d ex. Mon.) 4,500	(5¢) (AP) (INS) 6¢ li. (79)	Indiana University John E. Stempel, Pub.	Poynter McEvoy (gm) M. M. Randall (ms)
Indianapolis	The Butler Collegian (tri-weekly Tues., Wed., & Fri.) 1,500	($2.00 per yr) 80¢	College of Bus. Ad. Butler U., Pub.	DeForest O'Dell (gm)
West Lafayette	Purdue Exponent (d ex. Mon.) 3,500	(5¢) $1.25 (79)	University Students Phil Wolf (e) Gordon Binder (me)	Frank Tisch (bm) Russell Knauer (am)
IOWA				
Ames	Iowa State Daily (d ex. Sun. & Mon.) 10,000	($1.75 per quarter) (UP) 5¢ li. (79)	Iowa State College Publication Board Marilynne Ginther (me) Tom Cooper (e) Gordon Smith (e)	Larry Lowe (bm) Bob Armstrong (am)
KANSAS				
Lawrence	The University Daily Kansan (d ex. Sat.) 7,500	(5¢) (UP) 6½¢ li. (79) N.A.S.	Kansan Board Emil L. Telfel (news adv.) (me, ee, change twice a semester)	C. G. Bratton (bus. adv. (bm, am, change twice a semester)
Manhattan	Kansas State Collegian (d ex. Sat. & Sun.) 8,370	(5¢) (UP) .0643 li. (90)	Student Publications, Inc. George Vohs (e)	C. J. Medlin (grad. mgr.-am)
LOUISIANA				
Baton Rouge (3)	The Daily Reveille (d ex. Sun., Mon. & & Sat.) 9,950	(5¢) ..... 7¢ li. (79)	School of Journalism La. State University	R. Wiggins (faculty bm)
MASSACHUSETTS				
Cambridge (38)	Harvard Crimson (d ex. Sun.) 12,500	(5¢) (AP) 12¢ li. (79)	John G. Wofford, Pres. Bernard M. Gwertzman (me)	Robert L. Lenzner (bm) James S. Eilberg (am)
MICHIGAN				
Ann Arbor	The Michigan Daily (d ex. Mon.) 7,000	(5¢) (AP) 4.9¢ to 7.8¢ (79)	Board in Control of Student Publication (U. of M.) Richard Snyder (e)	David Silver (bm) Jerry Pusch (am)
Detroit (2)	Wayne Collegian (d ex. Sat.) 8,500	..... $1.50	Wayne State U. Press Jack Clarke (e)	Donald Jones (bm) Thomas Maund (am) William Van Dusen (am)
East Lansing	Michigan State News (d ex. Sat.) 14,500	(5¢) (AP) $1.15 (79)	Students of Mich. State University Donn Shelton (e) Harold Bateman (me)	Dolores Dover (am) Robert Poggi (cm)

COLLEGE—Continued

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
MINNESOTA				
Minneapolis (14)	The Minnesota Daily (d ex. Sat. & Sun.) 26,000	(5¢) N.A.S. 11¢ li. (79)	The University of Minnesota Board in Control of Student Publications Donald Casey (me) John M. Tomsich (e)	Frank Schneider (am) Hollis W. Rademacher (bm)
NEBRASKA				
Lincoln (8)	The Nebraskan (Tues., Wed., Fri.) 5,000	(5¢) ($4.00 per yr) $1.50 (79)	Univ. of Nebraska Sam Jensen (e) Fred Daly (me)	George Madsen (bm) Bob Cook (ed. page e)
NEW HAMPSHIRE				
Hanover	The Dartmouth (d ex. Sun.) 3,000	(5¢) (AP) $1.20 natl. 85¢ loc. (79)	Dartmouth Ptg. Co. George H. Stern, Pres. John D. Austin (e)	Peter Nessey (bm) E. Shelley Kjellenberg (am)
NEW JERSEY				
Princeton	The Daily Princetonian (d ex. Sat.) 2,300	(10¢) ..... 8¢ li. (79)	Daily Princetonian Publishing Co., Inc. Eberhard Faber (e) Robert A. Caro (me)	Randall K. Motland (bm) Harrison S. Steans (am)
NEW YORK				
Ithaca	Cornell Daily Sun (d ex. Sat.) 4,000	(5¢) (AP) 6½¢ li. (79)	The Cornell Daily Sun, Inc. Andrew J. Kopkind (e)	Marvin Shapiro (bm) John Weil (am)
New York (27)	Columbia Spectator (d ex. Sat.) 15,000	(5¢) (none) N.A.S. $1.54	Students of Columbia College Douglas Eldridge (e-in-chief) Bruce Buckley (me)	George Leibowitz (bm) Myron Stein (am)
New York (53)	Heights News (d ex. Sat.) 2,600	.... $1.00 N.A.S.	Students of NYU Morton Eckhause (e) Neal Kaplan (me) Leonard Shurz (me) Peter Marchitello (me)	Arthur Margolin (me) Stan Last (bm)
Syracuse (10)	Daily Orange (d ex. Sat.) 8,500	(5¢) ..... $1.50 li.	Students of Syracuse University George Meek (e) Dianna Dahlman (me)	Ronald Caplain (bm-am)
NORTH CAROLINA				
Chapel Hill	The Daily Tar Heel (d ex. Mon.) 7,000	(5¢) (AP) N.A.S. 8¢ li. (79)	Publication Board of Univ. of North Carolina Fred Powledge (e) Charlie Sloan (me)	Bill Bob Peel (bm) Fred Katzin (am)
OHIO				
Columbus (10)	The Ohio State Daily Lantern (d ex. Sat.) 3,000	(5¢) (AP) 6½¢ li.	Ohio State University School of Journalism Donna Mueller (e) Raymond Luther (me)	Dorothy Volpe (bm) June Hairston (cm)
OKLAHOMA				
Norman	Oklahoma Daily (d ex. Sun. & Mon.) 9,800	(3¢) (AP) 95¢ (79)	Publication Board of University of Oklahoma C. H. Brite, Pub. (gm)	.....
Stillwater	Daily O'Collegian (d ex. Sun. & Mon.) 9,500	(5¢) (AP) N.A.S. $1.05	O'Collegian Publishing Co. E. L. Woodson, Pub. (e)	E. L. Woodson (bm)
OREGON				
Corvallis	Oregon State Daily Barometer (d ex. Mon., Thurs., Sun.) 4,500	(5¢) ($4.00 per yr) (UP) 4½¢ (4¢) over 1,400 li. (79)	Associated Students of Oregon State College Jack R. Rickard (e)	Douglas Beito (bm) Gary Young (am)
Eugene	Oregon Daily Emerald (d ex. Sat.) 5,300	(5¢) (AP) 73¢	Student Publications Board, University of Oregon Bill Mainwaring (e) Charles Mitchelmore (me)	Loretta Meyer (bm) Kenneth Kiehans (am)
PENNSYLVANIA				
Philadelphia	Pennsylvanian (d ex. Sat. & Sun.) 16,000	(free) $1.10 (79)	Univ. of Penn. Franklin Society, Pub. Robert B. Daroff (ed-in-chief) Harvey Zalesne (me)	Donald I. Strauber (bm) Henry Safran (am)
RHODE ISLAND				
Providence (12)	Brown Daily Herald (d ex. Sat. & Sun.) 4,500	($10.00 per yr) (UP, NAT) $1.40 - $1.15 (79)	Brown Daily Herald William R. Bollow (e)	Marvin J. Fialco (bm) Sheldon Wylie (me)
TEXAS				
Austin	Daily Texan (d ex. Mon. & Sat.) 15,000	(5¢) (AP) 9½¢ li. (79)	Texas Student Publications, Inc.	L. L. Edmonds, Jr. (gm) M. G. Frazier (am)
College Station	The Battalion (Tues. Wed. Thurs. Fri.) 11,500	(5¢) (AP) 6¢ li. (79)	Student Publications Jim Bower	C. D. Laverty (Chairman of Publication Board)
Denton	The Daily Lass-O (d ex. Sat. & Sun.) 2,100	(5¢) (UP) 65¢ (79)	Texas State College for Women Shirley Brownlow (e)	Gail Flanagan (bm & am)
Waco	The Baylor Lariat (d ex. Mon. & Sat.) 5,000	..... (AP) 90¢ (79)	Student Publications: Inc. of Baylor University Hal Wingo (e)	Samuel W. Ferguson, Jr. (bm) Tom Williams (am)
UTAH				
Salt Lake City (5)	The Daily Utah Chronicle (d ex. Sat.) 4,000	(5¢) $1.12	Assoc. Students of Univ. of Utah Emanuel A. Floor (e)	Rex L. McArthur (bm)
VIRGINIA				
Charlottesville (5)	The Cavalier Daily (d ex. Mon.) 4,500	($5.50 yr. sub.)	Assoc. Students of Univ. of Virginia Robert B. Eggleston (e)	Keith H. Wood (bm)
WASHINGTON				
Pullman	Daily Evergreen (d ex. Mon.) 5,800	($4.00 per yr) (AP) 98¢	Associated Students of The State College of Washington Betty Moir (e)	Jean Morrison (bm) Dale McKean (me) Jack Shanks (am)
Seattle (5)	University of Washington Daily (d ex. Mon. & Sat.) 16,000	(5¢) (INS) 11¢ li. (79)	Associated Students of the University of Washington Clyde A. Robinson, Pub. Kent Clark (e)	Michael Perringer (bm) Kenneth McGhee (am)

COLLEGE—PROFESSIONAL—BUSINESS AND SPECIAL SERVICE DAILIES—Continued

COLLEGE—Continued

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) - Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
	WEST VIRGINIA			
Morgantown	Daily Athenaeum (d ex. Mon.) 5,500	(5¢) (UP) $1.00 (79)	Students of West Virginia University	.....
	WISCONSIN			
Madison (5)	The Daily Cardinal (Tues. Wed. Thurs. & Fri.) 3,365	(5¢) (UP) N.A.S. $1.04	Madison Journalism School Kim Willenson (e) John Holzhueter (me)	Robert Berend (bm)
	CANADA			
	ONTARIO			
Toronto (5)	The Varsity (d ex. Sat.) 11,850	.... 14½¢ li.	Students' Administrative Council University of Toronto	E. A. Macdonald (bm-am)
	QUEBEC			
Montreal (2)	McGill Daily (d ex. Sat.) 5,500	(2¢) ..... 10¢ li.	Students' Society of McGill University B. Reich (e)	P. Regenstrete (me) Miss M. E. Heasley (am)

COURT and COMMERCIAL
Including Financial and Legal

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) - Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
	CALIFORNIA			
Bakersfield	The Daily Report (legal) (d) 604	(10¢) .... 75¢	The Daily Report Wm. Breitinger, Pub. (e)	Wm. Breitinger (am)
Los Angeles (12)	Journal (legal) (d ex. Sat.) 4,062	(10¢) (UP) 12¢ li. (1)	Mutual Newspaper Pub. Co. Telford Work, Pub. Robert E. Work (e)	Telford Work (bm)
Oakland (7)	The Inter-City Express (legal) (d) 850	(10¢) ..... $2.00 (per mo.)	The Inter-City Express Publishing Co. Warren K. MacDonald (e)	Clarence Laney, Mgr. Howard S. Laney (am)
Sacramento (14)	The Daily Recorder (legal) (d ex. Sat.) 1,500	(10¢) $2.00	Capital City Title Co. Allan P. Rouse (e)	Allan P. Rouse (me) B. L. Burt (am)
San Diego (12)	Daily Transcript (general information, business, legal & construction) 3,110	(15¢) (UP) $2.66	The Daily Transcript Lydia Landon Grandier Aline Grandier Arbuckle (Owners & Publishers) Edward Morrison (e)	Aline Grandier Arbuckle (bus. exec.)
San Francisco (4)	Daily-Commercial News (commercial) (d) 2,595	(10¢) (UP) 25¢ li.	Recorder & Sunset Press, Inc. Frank F. Kilsby, Pub. Newton E. Wise, Jr. (e)	.....
San Francisco (3)	Recorder (legal) (d ex. Sat.) 1,218	(15¢) ..... 18¢ li.	Recorder Ptg. & Pub. Co. Frank F. Kilsby, Pub. J. W. Kelley (e) Edward F. O'Day (Consit. e)	Frank F. Kilsby (VP-gm) Claire Franklin (am)
San Francisco	Wall Street Journal (see Personnel section)			
San Jose (13)	San Jose Post-Record (legal) (d ex. Sat.) 420	(10¢) .... (1)	Edward E. Rose, Pub. (e)	.....
Stockton	Daily Report (legal) (d) 271	(10¢) .... 5¢ li.	Stockton Daily Record Earl L. Lenfestey (e)	Earl L. Lenfestey (mgr.)
	FLORIDA			
Jacksonville (2)	The Financial News and Daily Record (financial and legal) (d ex. Sat.) 1,807	(10¢) $2.00	Financial News Corporation T. G. McManus, Pres. J. F. Bailey, Secy.	J. H. McManus, Jr. (VP)
Miami (36)	Miami Review (commercial) (d ex. Sat.)	(22¢) $2.00 (1)	Review Printing Co. G. A. Coup, Pub.	.....
	GEORGIA			
Atlanta	Fulton County Report (court news) (d ex. Sat.) 960	(10¢) .... (1)	Daily Report Co. Frank Kempton (e)	.....
	ILLINOIS			
Chicago (2)	Law Bulletin (legal and credit) (d ex. Sat. & Sun.)	(10¢) ..... 15¢ li. (1)	Law Bulletin Pub. Co. L. Macfarland, Pub. J. G. Stadelman, Jr. (e)	E. B. Hollen (bm)
Peoria	Daily Record (legal) (d ex. Sun., Mon. & Holidays)	($15.00 per yr) 15¢ li.	Don Blaydes, Publisher, Owner	.....
	INDIANA			
Indianapolis (4)	The Indianapolis Commercial (Business) (d ex. Sun.) 3,145	(15¢) ..... 15¢ li. (1)	The Indianapolis Commercial Pub. Co. Wm. J. Ash, Pub. (e)	Kenneth Vann (Treas.-am)
	IOWA			
Des Moines	Des Moines Daily Record (legal) (d)	(10¢) $1.00 (1)	Daily Record Co. E. G. McIntire, Jr. and J. W. Ver Huel, Pubs.	.....
Sioux City	Daily Reporter (legal, comm., fin.) (d ex. Sat.) 300	(15¢) ..... 10¢ li.	The Daily Reporter W. C. Slotsky, Pub. (e) Lawrence S. Slotsky, Business Mgr.	W. C. Slotsky (am)
	KANSAS			
Wichita (6)	Daily Record (legal) (d ex. Sat.) 200	(10¢)	Angulo Ptg. Co. Alfred F. Angulo (e)	Alfred F. Angulo (am)
	LOUISIANA			
New Orleans	Official Daily Court Record (court news) (d ex. Mon.)	.... (1)	Montgomery & Co. Alvin G. Montgomery (e)	.....
	MARYLAND			
Baltimore (3)	Daily Record (legal) (d ex. Sun.) 2,875	(10¢) (UP) 20¢ li.	The Daily Record Co.	Frank T. Wallace (ed-gm)
	MICHIGAN			
Detroit (26)	Legal News Court & Commercial News (d ex. Sun.) 3,452	$21.00 yrly. $2.50 (1)	Detroit Legal News Co. K. Stevenson (e) B. L. Thompson (mgr)	.....

COURT AND COMMERCIAL—Continued

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
	MINNESOTA			
Duluth (2)	Daily Financial Record (Mon., Wed., Fri., ex. holidays)	(10¢) ($1.25 per mo.)	Knute Odegaard, Pub.	.....
Minneapolis (15)	Daily Market Record (grains, commodities) (d) 3,157	(6¢) $9.00 (per yr.)	Daily Market Record, Inc. H. C. Quackenbush (e)	E. C. Maul, Pres. R. J. Keohane (am)
Minneapolis (15)	Finance and Commerce (business, legal) (d)	(10¢) $18.00 (yr.)	Credit Publishing Co. E. C. Maul. Pub. Don F. Brooks (e)	R. J. Keohane (am)
St. Paul (1)	Saint Paul Legal Ledger (legal) (d ex. Mon.) 834	(15¢) $1.00	Legal Ledger, Inc. H. O. Warming (e) (pub.)	H. O. Warming (bm)
	MISSOURI			
Kansas City	Record (commercial, court and real estate) (d ex. Sat. & Sun.) 841	(10¢) ..... 9¢ li.	Mid-West Records, Inc Inc. Clifford B. Smith, Pub. Elbert E. Smith, Jr., Pres.	Lee R. Graves (am)
St. Joseph (2)	Daily Courier (legal) (d ex. Sun.) 200	(10¢) .... 4¢ li.	Warren Adams, Pub. (e)	.....
St. Louis (1)	Daily Record (business) (d ex. Sun. & Mon.) 2,209	(15¢) ..... 30¢ li. (1)	Daily Record Co. Lucius B. Morse, Pub. Gene Cerulo (e)	Carl J. Teichman (bm) Pearl J. Hiemenz (am)
Springfield	Events (court and commercial) (d ex. Sat. & Sun.) 225	(10¢) .... (1)	Earnest I. Young, Pub. Juanita J. Young (e)	.....
	NEBRASKA			
Lincoln (8)	Reporter (legal) (d ex. Sun.) 550	(10¢) .... (1)	Gant Pub. Co. Robert L. Gant Chester W. Paul Edgar A. Cole, editors	.....
	NEW YORK			
Buffalo (3)	Daily Law Journal (legal) (d ex. Sat.) 930	(15¢) ..... 10¢ li. (1)	Daily Law Journal, Inc. C. A. Beringer, Pub. Raymond J. O'Mara (e) Charles T. Smyth (mech. supt.)	Raymond J. O'Mara (gm) Merritt N. Baker (am)
New York (4)	American Banker (banking) (d ex. Sat.) 7,377	(10¢) $20.00 (per. yr.) 70¢ li.	American Banker, Inc. C. Barron Otis, Pres. U. E. Liptrott, V.P. W. C. Bruchlos, V.P.-Treas. C. B. Axford (e)	D. J. Miscione (am)
New York (4)	The Daily Bond Buyer (financial) (d ex Sat.)	($1.25) ..... 60¢ li.	The Bond Buyer, Inc. C. Barron Otis, Chm. of Bd. George Wanders (e)	William S. Shanks (am) Leonard A. Bucci (cm)
New York (7)	Law Journal (legal) (d ex. Sat.) 7,890	(25¢) ..... 45¢ li.	The New York Law Publishing Co. J. Foster Bowers, Pub. Archibald R. Watson (e)	J. Foster Bowers (gm) Arthur J. Cavanagh (am)
New York (4)	The Trade News Service (commercial) (d ex. Sat.) 843	....	Russell Pearsall News, Inc. J. I. Oislander	.....
Rochester (4)	Daily Record (bus. & legal) (d ex. Sat.) 1,430	(15¢) ..... 15¢ li.	Daily Record Pub. Co. Russell D. Hay, Pub. Thomas J. O'Connor (e)	Russell D. Hay, Pres. and Treas. William Pfaff (am)
White Plains	Westchester Law Journal (legal) (d ex. Sat.) 407	(25¢) ..... $1.00 li. (1)	Frank Mallen, Pub. (e)	E. Harshman (bm)
	OHIO			
Akron	Legal News (legal) (d ex. Sat.) 872	(10¢) $1.00	C. A. Beringer, Pub. (e)	Wm. G. Loftus (bm)
Cincinnati (2)	Court Index (legal) (d ex. Sat.) 1,350	(10¢) .... (1)	Court Index Press, Inc.	Clifford A. Hauck (gm)
Cleveland (13)	Legal News (legal) (d) 1,740	(10¢) (INS) $1.50 (1)	Legal News Pub. Co. Ralph E. Karlovec (e)	Ralph E. Karlovec (m)
Columbus (15)	Daily Reporter (court & com.) (d ex. Sun.) 1,400	(10¢) ..... 15¢ li.	Reporter Publishing Co. R. O. Graham (e)	R. O. Graham (gm)
Dayton (2)	Daily Court Reporter (legal) (d ex. Sat.) 2,000	(10¢) .... (1)	Daily Court Reporter Charles A. Beringer (Pub.-e)	Dorothy V. Dallas (bm-me)
Toledo	Legal News (court news) (d ex. Sun.) 790	.... (1)	Lucius C. Hunt, Pub.	.....
Youngstown (3)	Daily Legal News (legal) (d ex. Sat.) 1,000	(10¢) $1.00 (1)	C. A. Beringer, Pub. Leonard Burch (e)	Leonard Burch (am)
	OKLAHOMA			
Muskogee	Legal Record (legal) (d ex. Sat.) 198	.... (1)	Hoffman-Speed Ptg. Co. D. L. & F. L. Hoffman (co-editors)	.....
Oklahoma City (1)	Daily Law Journal Record (legal) (d ex. Sun. & Mon.) 1,000	(5¢) ($15.00 car.; $18.00 mail) 3¢ first; 2¢ after	Law Journal Publishing Co. Mrs. Freda Ameringer, Pub.	Mrs. Freda Ameringer (bm)
Tulsa (1)	Daily Legal News (legal) (d ex. Sat. & Sun.) 819	(10¢) ..... 10¢ li.	Dexter Pub. Co. Dexter Moss, Pub. Dexter Moss, Jr. (e)	Dexter Moss, Jr. (mga)
	PENNSYLVANIA			
Philadelphia	Legal Intelligencer (legal) (d ex. Sat.) 1,255	(15¢) (UP) 35¢ li.	The Legal Intelligencer Wayland H. Elsbree (e)	Walter E. Rauffenbart, VP-Treas (am)
Pittsburgh (19)	Pittsburgh Legal Journal (d ex. Sat.) 980	(10¢) $3.50 (1)	Pittsburgh Legal Journal, Inc. Ross M. Blair (e)	Ross M. Blair, Pres. (bm) D. E. Shaw (am)
	TENNESSEE			
Memphis (3)	Daily News Financial-Trade (d ex. Sat.) 3,110	(10¢) $2.50	The Daily News Louise B. Jones, Pub. Wm. T. Grogan (e)	Mrs. T. G. Haymie (bm) John Paul Jones (counsel)

COLLEGE—PROFESSIONAL—BUSINESS AND SPECIAL SERVICE DAILIES—Continued

COURT AND COMMERCIAL—Continued

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		TEXAS		
Dallas	Daily Commercial Record (court news) (d ex. Sun)	....	Mrs. W. H. Taliafero, Owner Mrs. E. N. Cates, Pub. E. N. Cates (e)	.....
Fort Worth (2)	Commercial Recorder (business) (m ex. Sat.) 550	(15¢)	7¢ li. .... Recorder Publishing Co. James F. Pollock, Pub. (e)	Eddie L. Carter (am)
Houston (19)	Daily Court Review (court news) (d ex. Sat.)	(15¢) ($20. yr; $11. 6 mo; $6. 3 mo.)	22¢ li. ..... Daily Court Review Inc. Earl M. Morin (e)	Earl M. Morin, Secty. W. R. Morin, Jr., Pres. (gm)
San Antonio (5)	Commercial Recorder (com. & legal) (d ex. Sat. & Sun.) 997	(10¢)	$2.00 ..... Commercial Recorder Charles D. Treuter, (Pub.-e)	Charles D. Treuter, (gm) R. H. Dullnig (bm)
		WASHINGTON		
Tacoma (1)	Index (court & bldg. news) (d ex. Sat.) 752	....	..... (1) J. D. Ogden, Pub. Victor J. Hedberg (e)	.....
		WISCONSIN		
Milwaukee (3)	Daily Reporter (legal) (d ex. Sat. & Sun.)	(10¢)	20¢ li. (1) The Daily Reporter Associates Webster Woodmansee, Pub. (e)	N. N. Holesovsky (am)

ENTERTAINMENT

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA		
Hollywood (28)	Daily Variety (d ex. Sat.) 7,781	(10¢)	$8.00 Daily Variety, Ltd. Joe Schoenfeld. Pub. (e)	Harold Erichs, Pres. Charles Gerlach, Jr. (am)
Hollywood	Reporter (d ex. Sat.) 7,720	(10¢)	$8.00 Hollywood Reporter W. R. Wilkerson, Pub. Don Carle Gillette (e)	George H. Kennedy (bm)
		NEW YORK		
New York (36)	Film Daily (Mot. Pict. & TV) (d ex. Sat.) 5,930	....	.... Wid's Films and Film Folk, Inc. Jack Alicoate, Pub. Chester B. Bahn (e) Winfield Andrus (me)	Charles A. Alicoate, Exec. Pub.
New York (20)	Motion Picture Daily (d ex. Sat.) 5,231	(10¢)	..... Quigley Publishing Co., Inc. Martin J. Quigley, Pub. Sherwin Kane (e)	Theo. J. Sullivan (bm)
New York (36)	*Radio Daily *Television Daily	..... (10¢)	.... Radio Daily Corp. John W. Alicoate, Pub. Frank Burke (e) Joe Morris (me)	Chas. A. Alicoate, Exec. Pub. Marvin Kirsch, Assoc. Pub. Arthur Simon (am)

*Radio Annual & Television Year Book Yearly.

HOME FURNISHINGS

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		NEW YORK		
New York (3)	Retailing Daily (Home furnishings) (d ex. Sat.) 38,067	(10¢) (DJ)	$1.00 li. ..... Fairchild Publications, Inc. Louis W. Fairchild, Pres. Louis B. Goodenough (e)	L. E. Williams (am)

LABOR

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA		
San Francisco	Daily People's World (d ex. Sat. & Sun.) 7,143	(10¢ daily) (UP)	$.047 li. Pacific Publishing Foundation, Inc. Al Richmond (e)	Harry K. Kramer (bm)
		ILLINOIS		
Chicago	Vilnis (Lith) (labor) (d) 34,053	(5¢)	20¢ li. ..... Workers Pub. Assn., Inc. Alice Yonik (e)	Jacob Pauliukas (bm-am)
		IOWA		
Bettendorf	Labor's Daily (d) 92,500	.....	36½¢ li. Labor's Daily Ralph S. White (me)	Ralph S. White, Publisher
		NEW YORK		
New York	Daily Worker (labor) (m ex. Sat.) Sunday edition	(10¢) (312.00 per yr.) (UP) ..... (10¢) ($3.50 per yr.)	.... Publishers New Press Joseph Dermer, Pub. John Gates (e) Alan Max (me)	.....

METALS

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		NEW YORK		
New York	American Metal Market (steel, metals) (d ex. Mon.) 11,825	(10¢)	25¢ li. ..... The American Metal Market Co. M. A. Williamson, Pub. Frank Smith (e)	..... J. P. Trench (me) R. A. Langer (am)
	Metal Reporter (ABC) (iron, steel, metals) (d ex. Mon.)	.....	..... National Business Press, Inc. Joseph Zimmerman (e)	

PETROLEUM

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		ILLINOIS		
Chicago (5)	Oil Daily (petroleum) (d ex. Sat.) 9,782	(25¢) ($25.00 yr.) (UP)	70¢ li. ..... Oil Daily, Inc. Keith J. Fanshier, Pub. Milburn Petty (Assoc. Ed.)	C. S. Wilkes (me) William P. Sessions (gm) Edwin F. Thayer (Adv. Dir.)

PETROLEUM—Continued

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		NEW JERSEY		
Bayonne	Oildom Daily	(50¢) ($50. qu; $160. yr.)	....	....

REAL ESTATE

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA		
Fresno (7)	Daily Real Estate Report (bldg. & eng.) (d ex. Sat. & Sun.) 610	(20¢)	$1.35 ..... M. S. Webster Sons N. A. Webster, Mgr. (e) Gordon M. Webster (am)	N. A. Webster (am)
San Francisco (3)	Daily Pacific Builder (bldg. & eng.) (d ex. Sat.) 4,013	(40¢)	$5.00 ..... F. W. Dodge Corp.	G. E. McGavran (pub. e)
San Francisco (8)	Edwards Abstract from Records (credit rating) (real estate) (e ex. Sat.) 326	($10) mo.)	18¢ li. .... Recorder Ptg. & Pub. Co. Frank F. Kilsby, Pub. Pearl Danziger (e)	Frank F. Kilsby (gm) Claire Franklin (am)
		CANADA		
		ONTARIO		
Toronto	Daily Commercial News and Building Record (com'l & bldg.) (d ex. Sat.) 5,701 (ABC)	....	20¢ li. ..... Daily Comercial News, Ltd. E. J. L. Stinson, Pub. Clive Chattoe (e)	E. J. L. Stinson (bm-am)

RESORTS

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		FLORIDA		
Palm Beach	Daily News (mS)	(10¢ d) (10¢ S) John H. Perry Assoc. (INS)	17¢ li. Palm Beach News & Life, Inc. George W. Archer, Pub. Tom Penick (e)	Donald S. Greenlief (am)
		NEW YORK		
Cooperstown	The Glimmerglass (resort) (d ex. Sat.— July & August only) 650	(2¢)	3¢ li. ..... Freeman's Journal Co. Rowan D. Spraker, Pub. (e)	Harold H. Hollis (gm-am)

SHIPPING

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		OREGON - WASHINGTON		
Portland (9)	Daily Shipping News (d ex. Sat. & Sun.) 1,296	(10¢)	15¢ li. ..... Shipping News, Inc. A. W. Howard, Pub. L. D. Dana (e)	A. W. Howard (am)

SPORTS

City of Publication P.O. Zone	Name of Paper Classification Day of Publication Circulation	Retail Price (per copy) Advertising Rate News Wire Service Nat'l Advertising Representative	Publishing Company Publisher Editor Managing Editor	Chief Business Executive Advertising Manager Mechanical Supt.
		CALIFORNIA		
Los Angeles (27)	Daily Racing Form (Mon.) 16,982 (Tue. to Fri.) 16,950 (Sat.) 26,375 (ABC)	(35¢) (RN-UP)	36¢ li. ..... Triangle Publications, Inc. J. Samuel Perlman, Ed. & Pub.	J. G. O'Brien (bm) Leon Waldman (am)
		FLORIDA		
Miami (37)	Daily Racing Form (Mon.) 7,779* (Tues. to Fri.) 7,230* (Sat.) 9,652* (Not issued May 1 - Oct. 31)	(35¢) (RN-UP)	22¢ li. ..... Triangle Publications, Inc. J. Samuel Perlman, Ed & Pub.	R. A. Swanson (bm) Leon Waldman (am)
	*Mar. 31, 1956.			
		ILLINOIS		
Chicago (5)	Daily Racing Form (Mon.) 36,454 (Tue. to Fri.) 28,198 (Sat.) 39,309 (Mar.31, '56) (ABC)	(35¢) (RN-UP)	36¢ li. Triangle Publications, Inc. J. Samuel Perlman, Ed. & Pub.	Herbert S. Kamin (bm) Leon Waldman (am)
		NEW YORK		
New York (1)	National Program (sports, general news) (d ex. Sun.)	....	....	The Armstrong Daily, Inc. Herbert Wasserman, Pres.
	The Armstrong Daily (sports, general news) (d ex. Sun.)	....	....	
		WASHINGTON		
Seattle (5)	Daily Racing Form (d ex. Sun.)	(35¢) (RN-UP)	14¢ li. ..... Triangle Publications, Inc. J. Samuel Perlman, Ed. & Pub.	Clio Hogan (bm) Leon Waldman (am)
		CANADA		
		ONTARIO		
Toronto (1)	Daily Racing Form (d ex. Sun.) (Mon.) 8,673 (Tue. to Fri. 6,013 (Sat.) 9,067	35¢ Tor. 50¢ oth. (RN-UP)	15¢ li. .... McMurray Publishing Company, Ltd. J. Samuel Perlman, Ed. & Pub.	J. J. Goldthorp (bm) Leon Waldman (am)

NEWSPAPER ADVERTISING REPRESENTATIVES:

	No.	Address
ACCN Advertising Service	(1)	1473 Redondo Ave., Salt Lake City, Utah
Minnick, Paul W.	(74)	33 W. 42nd St., New York 36, N. Y.
National Advertising Service, Inc.	(79)	420 Madison Ave., New York 17, N. Y.

NEWSPAPER MAT SERVICE DIRECTORY

ADPLANS-ASSOCIATED SERVICES
1960 S.W. Parraway Dr., Portland 1, Ore.
"Charm Chat" beauty hints advertising column for Beauty Shops (weekly)
"New You Know" advertising column for Insurance Agencies (weekly)
"Auto Rhymes" small ad series for auto repair shops (weekly)
"Helpful Hints" column for stores directing advertising to women (weekly)
"Words of a Creed" small ad series for Funeral Directors (weekly)
"Dollar Signs" personal loan display ad series for Lending Agencies (weekly)
"Snapper" small ad series for camera shops (weekly)
"Silhouettes" small merchandising ad series for drug stores. 65 ads.
"Watch Words" small ad series on watch sales and service (weekly)
"Better Cleaning" ad series for dry cleaners (weekly)
"The Gardener's Corner" question and answer column for nurseries (weekly)
"You Get What You Pay For" series of 12 ads for insurance agents' associations.
"TV Telltales" Cartoon series for T-V service and repair (weekly)

ADVERTISERS EXCHANGE, INC.
381 Fourth Ave., N. Y. 16, N. Y.
Store aid promotions including mats on drugs, food and hardware.

APOLLO AD SERVICE, INC.
P. O. Box 1663, York, Pa.
Automotive Newspaper Advertising Mat Service (monthly) and Automotive and Hardware Catalogs.

ASSOCIATED LUMBER DEALERS ADVERTISING AGENCY, INC.
317 Board of Trade Bldg., Indianapolis 4, Ind.
(Mat service for lumber and building supply dealers.) (monthly)

R. C. BANKER & CO., Established 1912
822 Farwell Bldg., Detroit 26, Michigan.
National Furniture Service (monthly)
New Era Furniture Service (monthly)
Promotion Furniture Service (monthly)
Quality Furniture Service (monthly)
"Ad-of-the-Week" Furniture Service (monthly)
Newsprint & Offset Circulars
Window Display Kits
Dealer Mats for Manufacturers

LOUIS A. BRANDENBURG, ADVERTISING
P. O. Box 7121 Tulsa 18, Oklahoma
Ethical Prescription Shop Mat Service. (30 illustrations and copy) (26 ads)

CRAMER-TOBIAS, INC.
515 Madison Ave., N. Y. 22, N. Y.
Women's Fashion Advertiser. (DeLuxe ready-to-wear and accessories for large space users. Resource list and copy suggestions.) (6 times yearly)
Special Women's Fashion Service. (Ready-to-wear and accessories for large space users. Resource list and copy suggestions.) (6 times yearly) (Accomodation Art Service)
Fur Fashion Advertiser. (copy suggestions) (Photos and sketches.) (quarterly)
Quality Fur Service. (sketches) (medium and small size ads) (copy suggestions) (2 times yearly)
Retail Feature Advertiser. (copy suggestions) (Department Stores. All departments.) (quarterly) (c)
Jewelry Advertiser. (copy suggestions) (Prestige service for better cash and credit jewelers) (Spring, Summer, Winter-Christmas)
Promotional Jewelry Service (Credit and installment jewelry service with promotional emphasis) (6 times yearly)
Christmas Advertiser. (copy suggestions) (All departments.) (annually)
Brilliants. (package) (Series of 52 small ads for better jewelry stores.)
Quality Jewelry Service. (copy suggestions for better cash and credit jewelers) (medium and small size ads) (Spring, Summer, Winter-Christmas)
Women's Specialty Store. (Christmas service) (annually)
Toy Advertiser. (annual service of toy ads, including Life Magazine promotion.)
Tots and Teens. (ready-to-wear and accessories for infants through teens) (resource list and copy suggestions) (quarterly)
Special Holiday Service. (Christmas and New Year's greeting ads) (quality art) (annually)
Sports Gems. (Jewelry service featuring diamond jewelry with sports thematics) (package) (60 ads)
Accommodation Art Service. (made-to-order women's fashion cuts)
Home Fashions Advertiser. (Furniture and hole furnishings) (resource list and copy suggestions) (quarterly)

VINCENT EDWARDS & CO.
342 Madison Ave., N. Y. 17, N. Y.
Beauty Shop (2 issues a year)
Casco Fur (quarterly)
Century Department Store (quarterly)
Century Furniture
Drug (quarterly)
Hardware-Housewares (2 issues)
Food Advertising (monthly)
Funeral Directors (2 issues a year)
Jewelry (quarterly)
Laundry and Cleaners (2 issues a year)
Little Cuts General Newspaper (quarterly)
Men's (quarterly)
Personalized Bank (6 issues a year)
Public Utility (6 issues a year)
Sporting Goods (2 issues a year)
Sterling Shoe (6 issues a year)
Editors and Advertisers Treasure Chest (once a year)
Idea Services:
Bank Ad-Views (monthly)
Food Ad-Views (monthly)
Furniture Ad-Ideas (monthly)
Modern Display (monthly)
Public Utility Ad-Views (monthly)
Retail Ad-News (monthly)
Transportation Ad-Views (monthly)
Vincent Edwards Idea Clipping Service (weekly)

EVANS & BRISEBOIS
Lafayette Bldg., Detroit 26, Mich.
Evans and Brisebois Furniture Service. (Middle grade promotional.) (monthly)
Continental Furniture Service. (Medium to high grade) (monthly)
Chainway Furniture Service. (Promotional for installment stores.) (monthly)
Admaker Furniture Service. (Promotional) (monthly)
Western Supplement (Featuring west coast Merchandise) (semi-monthly)
Planned Promotions (Full page special feature Ad-series)

EYE CATCHERS, INC.
207 E. 37th St., N. Y. 16, N. Y.
General Stock Photo Service (Monthly).

L. FISH FURNITURE CO.
2225 W. Pershing Rd., Chicago 9, Ill.
Furniture Mat Service, for retail furniture stores. (Illustrations of furniture, rugs, radios, television, refrigerators, washing machines, etc.)

GOLDE ADVERTISING CO.
130 E. 40th St., N. Y., 16, N. Y.
Gimbels Complete Dept. Store Promotion Mat Service (weekly)
Gimbels Home furnishings & Housewares Mat Service (weekly)
Martin's of Brooklyn Fashion Service (weekly)
Fur Photos and Fur Mats (3 times yearly)
Evans Fur Co. (Photos) (3 times yearly)
Stevens & Associates Fur Mat Service (monthly)
Women's Specialty Store Mailing Cards (monthly)
Fur Storage and August Booklets (semi-annually)
Specialty Store Cartoon Service (packaged series containing (52) 2 col. ads "They say she buys all her clothes at" and mats (52 ads)
Grodnick's Men's Ads (Packaged) (fall & spring)
F. & R. Lazarus Cartoon Service (package service consisting of (60) 2 and 3 col. ads "Prices are Low at" series and mats (60 ads)

GRAY-MOORE AGENCY
1522 No. La Brea Ave., Hollywood 28, California.
"Little Folks" cartoon series of 52 mats. Size 3 column by 2 inches deep. Leased exclusively to a market or grocer in each town. Full page, half page and quarter page layouts (packaged.)
"Uneeda Friend" Cartoon series of 52 to 365 mats. Size 1 column by 2 1/2 inches. Leased exclusively to a loan company in each town (packaged)
"Quizmaster" Cartoon series of 52 to 365 mats. Size 1 column by 2 inches deep. Leased exclusively to one merchant in each community (packaged)
"The Triplets" Cartoon series of 52 to 104 mats. Size 2 column by 1 3/4 inches deep. Leased exclusively to one merchant in each community (packaged)
"He Hasn't Switched" Cartoon series of 52 to 365 mats. Size 1 column by 2 inches deep. Leased exclusively to one merchant in each community (packaged)
"Jingle Gems" Cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one jeweler in each community (packaged)
"Willie Clean and Willie Washer" Cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one cleaner or one laundry in a community (packaged)
"Tot-toons" Cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one infants wear or infants accessory shop in each community (packaged)
"Lafftoons" Cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one merchant in each community (packaged)
"Ad Laffs" Cartoon series of 52 to 365 mats. Siz 1 column by 2 inches deep. Leased exclusively to one newspaper in each community as a classified section business booster (packaged)
"T. V. Jingles" Cartoon series of 52 mats. Size 1 column by 2 3/4 inches deep. Leased exclusively to one appliance or television store in a community. (packaged)
"Let's Talk It Over" Column. Size 1 column by 5 inches deep. Leased exclusively to one merchant in each community. (weekly)
"Television Notebook" Column. Size 1 column by 5 inches deep. Leased exclusively to one merchant in each community. (weekly)
"Musically Yours" Column. Size 1 column by 5 inches deep. Leased exclusively to one merchant in each community. (weekly)
"Camera Clicks" Column. Size 1 column by 5 inches deep. Leased exclusively to one merchant in each community (weekly)
"A Thought For Today" Leased exclusively to one mortician in each community (weekly)

Note: All the above campaigns include copy, posters, signature cut and header and all services listed above are leased on an annual basis.

(Continued on Page 310)

More Than 250 Advertising Experts Work for YOU

When you are in New York, visit us for a trip through our seven-story plant.

. . . combining their proven talents as idea men, art directors, artists, photographers, merchandising specialists, copy writers and production technicians, to bring you the newest and best in matted linage-building tools in

METRO NEWSPAPER SERVICE

. . . which is why MORE newspapers use METRO NEWSPAPER SERVICE than any other advertising mat service!

• • •

SPECIAL REQUEST DEPARTMENT:

In addition to the regular monthly issues of the Service, an alert, knowledgeable Special Request Department responds promptly (practically overnight) to your special needs from a library of hundreds of thousands of illustrations, headings and spots.

• • •

OTHER METRO SERVICES: *Metro Department Store Service • Metro Fashion Review • Metro Jewelry Service • Metro Greater Sales Service • Metro Greetings Services • Metro Special Section Services . . . and many others.*

Contact our representative or write . . .

METRO ASSOCIATED SERVICES, INC. *Means Plus Business for Your Newspaper* 80 Madison Avenue • New York 16, N. Y.

NEWSPAPER MAT SERVICE DIRECTORY—Continued

RALPH HEINEMAN, INC., ADVERTISING
32 W. Randolph St., Chicago 1, Ill.
Marshall Field & Co. Department Store Service (weekly)
Carson Pirie Scott & Co. Department Store Service (weekly)
John Shillito Co. Department Store Service (weekly)
Marshall Field & Co. Fashion Service (weekly)
Carson Pirie Scott & Co. Fashion Service (weekly)
John Shillito Co. Fashion Service (weekly)
Field, Carson and Shillito House-furnishings (weekly)
Ad Aid Advertising Service (semi-annually)
Copywriter's Time Saver (monthly)
Art-by-Mail Service (on order)
Thumb-Nail Mat Service (Dept. Store) 3 times yearly)

SYLVIA HOLZMAN ADVERTISING AGENCY
Morgan Bldg., Portland, Ore.
Ethical prescription advertising service for drug stores. Consists of 52 illustrated "professional" type advertisements planned to promote prescription business. The series is available in individual 2 col. 6 inch mat sizes, all complete with illustration and copy. Costs based on population served. The service is sold on yearly subscription basis, to one firm only in each restricted trade area.

HOUSE OF IDEAS
1132 W. Peachtree St., N.W., Atlanta 9, Ga.
Super Market Mats and Merchandised Advertising Services. Food (exclusively)
Annual Super Market Program. 168 Pages of Advertising Material, Merchandising Ideas, and Fine Traffic Merchandise Illustrations.
Quarterly Super Market Programs. 60 Pages of Advertising Materials, Merchandising Ideas, and Fine Traffic Merchandise Illustrations.
Montily Super Market Program. 15 Pages of Advertising Materials, Merchandising Ideas, and Fine Traffic Merchandise Illustrations.
Special Promotions Library. Commodity classifications for special super market promotion.
Other Super Market Special Services. Provide kits for successful store opening, shopping center openings, anniversaries, premium promotions and others.

INCO ASSOCIATES
P.O. Box 1083, Chicago 90, Ill.
Funeral Directors Public Relations Program. Specially prepared copy service.

KEISTER ADVERTISING SERVICE
Strasburg Virginia
"Support the Church" Advertising Program. (over 500 different 5 column and 3 column ads.) Church or local sponsorship (weekly)

KIRBY, J. B. (RED)
Powell Station, Tenn.
623 Spring St., Atlanta, Ga.
Eight Fine Furniture & Fashion Services
Weekly Service of America's Top-Flight Department Stores. Art By Mail service.

LOUIS LACHOW ADVERTISING AGENCY
511 Locust St., St. Louis, Missouri
Famous-Barr of St. Louis (The May Co.) Dept. Store Service (weekly)
Stix, Baer and Fuller Dept. Store Service. (Medium and high grade.) (weekly)
Scruggs Vandervoort Barney Dept. Store Service. (Medium and high grade.) (weekly)
Budget Department Store Service. (semi-monthly)
Agency Fur Service. (Medium and high grade) (monthly)
Food Service. (Super Markets) (monthly)
VNF Meat Promotion Newspaper and Point of Sale
Automobile Service. (Used car and Service) (drop shipment)
Laundry and Cleaning Service. (drop shipment)
Homefurnishings and Housewares (drop shipment)

LONGCREST ADVERTISING SERVICE
46 Summer St., Boston, Mass.
High Quality jewelry service (3 times yearly, spring-summer-fall)

LOREN-SYLVAN-DARRYL ADVERTISING
511 Locust St., St. Louis Missouri
"E-Z Food Ads" (monthly)
Food-A-Lines (monthly)
Dept. Store Headings & Prices (Sale-Aids) (drop shipment)
Complete Food Illustration Library (drop shipment)
"Nutz-'Boltz" Food Newspaper Mat Service (Super Markets) (quarterly)

LUCKOFF & WAYBURN, INC.
320 W. LaFayette Blvd., Detroit 26, Michigan
Jewelry Ad Service (Semi-annually)

McGINNISS & SLOMAN, INC.
515 Madison Ave., N. Y. 22, N. Y.
J. L. Hudson & Co. (Complete Department Store Services) (weekly)
J. L. Hudson & Co. Ready-to-Wear (weekly)
J. L. Hudson & Co. Furniture and Household (Twice a month.)

L. G. McKENRY CO.
872 Poplar St., Denver, Colorado
Small Loan. (2 Column humor panel. Either 26 or 52.) (packaged)
Used Car Selling. (1 column. Either 26 or 52.) (packaged)
Automobile Repair. (1 column. Either 26 or 52.) (packaged)

MASTER NEWSPAPER SYNDICATE, INC
320 East 39th Street, New York 16, New York
Gimbels Complete Dept. Store Promotion Mat Service (weekly)
Gimbels Home Furnishings & Housewares Mat Service (weekly)
Martin's of Brooklyn Fashion Service (weekly)
Specialty Store Cartoon Service (packaged series containing (52) 2 col. ads "They say she buys all her clothes at" and mats (52 ads)
Grodnick's Men's Ads (Packaged) (fall & spring)
F. & R. Lazarus Cartoon Service (package service consisting of (60) 2 and 3 col. ads "Prices Are Low At" series and mats (60 ads)
Insurance Cartoon Service (58) 1 col. ads (packaged). (58) 2 col. ads (packaged)
Dry Cleaners/Laundries Cartoon Service (26) 1 col. ads (packaged). (26) 2 col. ads (packaged)
Liquor Store Cartoon Service (52) 1 col. ads (packaged). (52) 2 col. ads (packaged)
Real Estate Cartoon Service (26) 1 col. ads (packaged). (26) 2 col. ads (packaged)
Little Chef Cartoon Service for Restaurant—Dinners (50) 1 col. ads (packaged). (50) 2 col. ads (packaged)
Vic Voltage Cartoon Service for Electrical Appliance Stores (12) 1 col. ads (packaged). (12) 2 col. ads (packaged)
Health Series for Pharmacies or General Use (12) 1 col. ads (packaged). (12) 2 col. ads (packaged).
Sports Series for General Use (12) 1 col. ads (packaged). (12) 2 col. ads (packaged)

MELISSE SERVICES
310 E. 55th St., New York 22, N. Y.
"Around Town With Melisse" advertising cartoon series. Size 2 columns by 5 inches deep. Package series of 26 to 52 cartoons each. Franchized exclusively to one newspaper, department store or specialty shop in each town—(a combination institution and fashion feature.) Each cartoon a complete ad-unit consisting of title "Around Town With Melisse," and illustrating a different situation with matching sales quip for insertion of store name. Trademarked, copyrighted. Information on additional variety series and services upon request. (packaged)

METRO ASSOCIATED SERVICES, INC.
80 Madison Ave., N. Y. 16, N. Y.
Metro Newspaper Service (general newspaper advertising mat service covering all classifications; issued in Senior and Junior Editions, accompanied by Metro's PLUS BUSINESS; Spring and Fall fashion supplements with Senior Editions) (monthly)
Metro Department Store Service (general advertising mat service for stores covering all departments with emphasis on Fashions, Men's and Boys' Wear and Housewares, accompanied by Metro's Copy Digest and Merchandise Sources Key) (monthly)
Fashion Review Department Store Service (full coverage of major departments with emphasis on Fashion, including original pattern ads with copy and accompanied by "Copy Clues") (monthly)
Fashion Review Service (for quality fashion shops including original pattern ads and copy and accompanied by "Copy Clues") (monthly)
Metro Jewelry Service (complete coverage for both cash and credit type jewelry stores, including small electrical appliances, optometry, and pattern ads with copy) (monthly)
Metro's Greater Sales Service mat service for popular priced department stores; includes original "Copy Slants" (monthly)
Metro's Completely Prepared Special Sections Service (covering Back to School, Christmas Gifts, etc.) (seasonally)
Metro's Christmas Greetings Service (greetings ads with text matter as well as illustrations matted) (annually)
Metro's New Years Greetings Service (greetings ads with text matter as well as illustrations matted) (annually)
Metro's Book of Anniversary Illustrations (catalogue of matted hand lettered headings, spots and attention compellers (periodically)
Metro's Special Food Library #3 (a fifty-eight page kit of headings, mortises, produce, meats and other essential food illustrations covering year 'round requirements of the grocery store) (periodically)
Metro's Home Essentials—Fourth Edition (a new library of matted illustrations covering housewares, home furnishings, etc.) (periodically)
Metro's Book of Cuts. Series No. 6 (an assortment of more than 3,000 basic illustrations available matted or as cuts or casts (periodically)
Metro's Book of Headings (a 44 page library of matted sales headings, alphabets, numerals, mortices.)
Automobile Service Station Campaign No. 3 (twenty-six two column ads) (periodically)
Bank Campaign (twenty-six 2 column ads covering all services offered by the commercial bank) (periodically)
Building Supply and Hardware Service, No. 2 (a library of illustrations covering building supplies, plumbing, paint, lumber tools, gardening, etc. (periodically)
Farm and Livestock Library #2 (matted illustrations of livestock, feed, seed, crops, farm buildings, fairs and farm machinery) (periodically)
Diamond Facts (26 ads pertaining to the history of Diamonds) (periodically)
Drugs and Sundries Service (a catalog of matted illustrations including attention compellers, headlines, mortices, drugs, cosmetics, etc., for year 'round use) (periodically)

MEYER BOTH COMPANY
Michigan Ave. at 20th St., Chicago 16, Illinois
"Feature" General Newspaper Advertising Service. (A basic general service.) (monthly)
Lotta Value Food Service, the most unique retail food promotion service devised. Prepared ad layouts ready for inserting items. (monthly)
Department Store Service. (Popular and medium prices.) (monthly)
Manhattan Stylart Fashion Advertising. (Exclusive fashion art service for medium to better price specialty shops. Includes layout, copy.) (monthly)
Planned Promotion Menswear Service. (monthly)
Metropolitan Line Menswear Service. (semi-annually)

PRINT ROP COLOR!

At low cost, get the cream of the newspaper color being run by leading newspapers coast to coast.

Get editorial and advertising color tear pages from co-operating newspapers.

Tear pages of original retail, co-operative and general color advertising, pages on which mats can be supplied.

Original editorial color features.

Special color pages keyed to holidays, seasons, important events.

Idea color pages.

Original advertising color pages from manufacturers who pay for mats for free use of local retailers.

ECONOMICAL HIGH QUALITY MATS
48-HOUR DELIVERY

Call or write today for complete information about this ROP Color Service which can help you PRINT more and better color, SELL more color to your advertisers.

THE MILWAUKEE JOURNAL
ROP COLOR SERVICE®
FOR NEWSPAPERS

333 W. State St., Milwaukee 1, Wis. BRoadway 1-6000

® Trade Mark Registered

THE WORLD'S FINEST NEWSPAPER ADVERTISING SERVICE

A GENERAL NEWSPAPER SERVICE DESIGNED FOR NEWSPAPERS THAT WANT TO SELL MORE SPACE AT MINIMUM PRODUCTION COSTS

The STAMPS-CONHAIM SENIOR NEWSPAPER SERVICE is a complete monthly issue encompassing art, copy and layouts for the average daily newspaper. Six special editorial-pictorial editions are included with this service each year at no extra cost.

• STAMPS-CONHAIM also produces two abridged editions to meet the needs of smaller newspapers; its SPECIAL MONTHLY SERVICE is specifically designed for weekly papers.

OTHER STAMPS-CONHAIM SERVICES FOR SPECIAL SELLING NEEDS:

- Christmas Greeting Service, New Year Greeting Service and Companion-Selling Greeting Service
- Ad Background Screen Library
- Miniature Cut Library
- Food Library: headings and items
- Ad Tool Library
- General Heading and Special Event Library
- Floor Covering Library
- Curtain and Drapery Service (issued semi-annually)
- Lefebvre Quality Furniture Service

FOR PROOF BOOKS, RATES AND FURTHER DATA, WRITE TO

STAMPS-CONHAIM-WHITEHEAD, INC.

555 NO. LA BREA AVE., LOS ANGELES 36, CALIF. 101 FIFTH AVE., NEW YORK 3, N. Y.

NEWSPAPER MAT SERVICE DIRECTORY—Continued

Boywear Folio. (High quality. Includes two basic staple merchandise and event books with illustration flashes.) (semi-annually)
Menswear Folios. (High grade men's wear store. and department stores. Art, layout, copy. Includes two staple merchandise and event books, illustration flashes.) (semi-annually)
Simons Michelson Jewelry Services. (Available in four editions, Jr. and Sr. sizes) (monthly)
Furniture (monthly)
Canadian Supplements Special Material for Canada's stores and newspapers.
Regular Furniture Service (monthly)
Practical Furniture Service (monthly)
De Luxe Furniture Service (monthly)
Ad of The Week. (Promotional and Account Opener items for Furniture Stores. Includes ads in two sizes with mats on a special item developed by Retail Stores service with best resources.) (weekly)
Housewares and Home Furnishings Folio. (A complete book of new high quality art, on basic home furnishings and housewares.)
Furniture Item Folio. (Highly specialized folio of merchandise features and items. Layout themes, headings, ad tools.)
Master Poses. (High grade art work of merchandise sketched from stock. Men's, Boys' and Women's classifications.) (regularly)
Christmas Folio. (Exclusive high grade Dept. Store campaign covering most advertised dept. and items.) (annually)
Fur Storage Campaign (annually)
Sales Promotion Plan Book. (Hundreds of headings, layout formats, mortises ad tools, etc.) (annually)
Retailers' Promotion Kit #2. (19 pages of structural layout with art ready for merchandise fill-in. All types stores)
Retailers' Promotion Kit #3. Special sale, promotion and special event retail promotion, with layout formats. (annually)
Retailers' Promotion Kit for Christmas. Hundreds of headings, mortises, features, etc., for all types of Christmas ads. (annually)
Prescription Drug Campaign #1. (52 continuity ads discussing important discoveries and advance in the history of medicine. Ethical.)
The Education of a Pharmacist. (52 ads with additional ad tools, exploiting the facilities of the pharmacist as a key person in the well-being and health of the community.) (annually)
Researched Retail Ads, (Ad-Review and merchandising trend publication. Articles, reproduced ads, etc.) (semi-monthly)
W. C. Both Folio. (Special collection of "gems" from W. C. Both gallery.)
Anniversary Folio. (12 pages of illustrations. Store or newspaper usage.)
Building & Lumber Supplies Ad Kit. Comprehensive program, with mats, providing hundreds of authentic building and lumber supply items, prepared layouts, headings, coal campaign, supplementary ad tools, borders, headings. Great variety of sizes from 8- to 1-column. (annually)
Holiday Greetings Service 215 ads in 1, 2, 3 and 4-column sizes. All new and different. Art and copy matted, ready for logo drop-in. Biggest production ever offered in this field. May be purchased in Junior edition containing 1 and 2-column ads only. (annually)
New Year Greetings Service companion service to Holiday Greetings. Permits combination sale of both ads at same time. Art and copy matted for logo drop-in. 1, 2, 3 and 4-col sizes. Available in Junior edition. (annually)
Christmas Gift Supplement local level retail appeal. Offers Christmas Gift Photos, editorial material, tie-in local ads.

MULTI-AD SERVICES, INC.
100 Walnut St., Peoria, Ill.
The Ad-Builder. (An ad layout system in mat form designed to combine all the essentials of good newspaper space selling. Ad-Mounts supplied make possible effective Visual Presentations. Ready-to-Sell Layouts provide fast-to-use ideas. Case Histories supply tested ideas plus proof of results. Mat masking technique creates amazing flexibility. Entire system organized for fast and easy use through Instant Selector Storage facilities supplied.) (Monthly)
Multi-Ad Christmas Folio. (Forty pages of mats supplying a new approach to an old problem. Suitable for newspaper or large retail advertiser.) (Annual)
Multi-Use Clipper. (A versatile art service using the scissors technique. Clip and reproduce. Contains illustrations, cartoons, backgrounds, screens, mailing piece layouts, layout devices, plus ideas for effective usage. An essential for newspaper promotions of all kinds including circulation and classified. No mats. All pages printed on enamel stock for fine reproduction.) (Monthly)

NATIONAL ADSERVICE
P.O. Box 1083, Chicago 90, Ill.
Grocery Service (quarterly)
Drug Service (weekly, every-other week, monthly)
Ad-Builder for Cut-Rate Drug Stores (annually)
52 week Prescription Program (annually)
52 week Meat Program (annually)
Funeral Home Copy Program.

THE NATIONAL RESEARCH BUREAU, INC.
415 N. Dearborn St., Chicago 10, Ill.
Retail Sales Idea Library (A report of current image building ideas issued 3 times monthly.)
Classified Sales Idea Library (General Classified Advertising Service issued 3 times monthly.)
Store Thinking (A Review of Department, Specialty, Men's and Furniture Store advertising issued weekly and monthly.)
Individualized Ad-Clipping Service (Issued weekly, bi-monthly and monthly covering 75 principal lines of business.)
Display Idea Library (Photo reports of interior and window displays in both color and black-and-white issued weekly and monthly.)

NATIONAL RETAIL HARDWARE ASSOCIATION
964 N. Pennsylvania St., Indianapolis 4, Indiana.
Free mats for association members, seasonal merchandising promotions, in 2-col, 10-in., 3-col., 15 in. sizes. Ready to cast except for item prices and store signature. Also free mats tieing in with 2 big annual promotions: Iowa Hardware Week in April; Irha Family gift center in November. These mats sent to all 23,000 members stores-not available directly to newspapers.

NATIONWIDE FEATURES SYNDICATE
1522 North La Brea Avenue, Hollywood 28, California.
"Hollywood Hannah" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one department store or specialty shop in each town. (packaged)
"Cactus Cal" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one merchant in his respective business in his town. (packaged)
"Sportoons" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Exclusively to one merchant in his respective business in his town. (packaged)
"Junior" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one merchant in each town. (packaged)
"Tasty Toons" cartoon series of 52 to 156 mats. Size 1 column by 3 1/2 inches deep. Leased exclusively to one baker in each town. (packaged)
"Willie Watt" cartoon series of 52 to 156 mats. Size 1 column by 3 1/2 inches deep. Leased exclusively to one electrician or appliance dealer in each town. (packaged)
"Freddie Fix-it" cartoon series of 52 to 365 mats. Size 1 column by 3 1/2 inches deep. Leased exclusively to one plumber or plumbing supplies house in each community. (packaged)
"Cy Cylinder Strip" cartoon series of 52 to 156 mats. Size 3 columns by 2 inches deep. Leased exclusively to an automobile dealer in his respective town. (packaged)
"Cy Cylinder Sez" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to a garage, service station or kindred business in each town. (packaged)
"Half Pints" cartoon series of 52 to 208 mats. Size 1 column by 3 inches deep. Leased exclusively to one dairy in each town. (packaged)
"Mr. 2 x 4" cartoon series of 52 to 365 mats. Size 1 column by 3 inches deep. Leased exclusively to one lumber or building materials firm in each town. (packaged)
"Big Town Folly(a)" cartoon series of 52 mats. Size 3 columns by 3 3/4 inches deep. Leased exclusively to one newspaper, bank or civic group in each town, as a public service or special edition feature. (packaged)
"No Matter How You Look At It" cartoon series of 52 mats. Size 1 column by 2 inches deep, also 2 column by 3½ inches deep. Leased exclusively to one T. V. Station in a viewing area, also leased as a T. V. repair service in each town, (packaged).
Note: All the above campaigns include copy, posters, signature cut and header, and all services listed above are leased on an annual basis.

NEWTON SERVICE CO.
c/o Jerry Lichtman Co., 7916 Empire State Bldg. New York 1, N. Y.
Optometrists and Opticians Service. (Three sizes: a.) 42-line by two column ads; b.) 98-line by one column ads; c.) 84-line by two column ads.) (monthly or package)

HOWARD PARISH CLASSIFIED ADVERTISING SERVICE
2900 N. W. 79th St., Miami 47, Fla.
Tested Want Ad Selling Plans. A complete monthly Classified advertising service, including promotion with art and mats; comprehensive ideas exchanges for real estate, automotive, retail and miscellaneous copy, etc.; sales-training and copy-writing instruction material; plus frequent timely special sections.

READY-TO-PRINT ADVERTISING SERVICE
P. O. Box 112, Duncan, Oklahoma
Series of Christmas and New Year Greeting ads. (Units of 500 inches and a variety of ad sizes.) (annually)
"Steps of Progress" series of 18 full page co-operative signature pages in mat form, emphasizing community progress. (Annually)

RETAIL REPORTING BUREAU
(A division of Milton B. Conhaim, Inc.) 101 5th Ave., N. Y. 3, N. Y.
Views and Reviews Display Reporting Service. Photographs in full color of New York department and specialty store windows. (weekly)
Store Planning and Interior Display Service. Photographs in full color of new stores, new departments and new interior displays of stores throughout America. (monthly)
Suburban Store Display Library. About 300 photographs of major departments of new suburban stores located throughout America. In color and black and white.
Retail Advertising Week. Reproductions of Department and Specialty Store advertising. Available in two sizes—11 x 17" (King Size) or 8 1/2 x 11" (weekly)
Promotional Selling Sense. Reproductions of promotional type of advertising of Department, chain and Specialty Store Advertising. File drawer size. (three times monthly)
Men's Clip Review. Reproductions of outstanding Men's Wear ads together with photographs of Men's Wear displays. File drawer size. (semi-monthly)
Men's Art Service. Men's and boys' wear. Quality a art appeal. (monthly)
Men's Art Photoprints. Matte Prints of Men's Clothing advertising illustrations. (monthly)
Executive Series of Men's Drawings. Original drawings of men's clothing by Gus Peterson. (semi-annually)
Shoes on Parade. Reproductions of shoe ads in all price lines. (weekly)
Jewelry Clip Review. Reproductions of costume jewelry ads in all price lines. (semi-monthly)

R O P COLOR SERVICE FOR NEWSPAPERS
c/o The Milwaukee Journal, 333 W. State St., Milwaukee 1, Wis.
A weekly file of newspaper R O P Color which brings subscribers an average of 66 pre-prints and tear pages each week including editorial color, advertising color, idea pages, co-operative color pages provided by manufacturers and seasonal feature pages provided to the service by subscriber newspapers and national advertisers. High grade color reproduction material available at low cost including Lake Shore Super Bista mats for direct casting of press plates.

SIMONS-MICHELSON CO.
Lafayette Bldg., Detroit 26, Mich.
"A" Jewelry Service. (Black, bold, popular appeal. Includes credit.) (monthly).
"AA" Jewelry Service. (Complete quality service Light, dignified illustrations. Includes credit.) (monthly)

SPECIAL CORRESPONDENTS, INC.
230 E. Ohio St., Chicago 11, Ill.
Editorial Publicity Service. (1 column or 2 column pictorial releases with heading and caption copy, includes signed statements from 4,500 publishers requesting their services; includes mailing, type setting, engraving, mats, proofs, securing all available clippings sent as proof of usage.)
"Your Home" (Women's editorial column stylized for publicity releases. Includes use of column heading, artwork, editing, postage, production, distribution and clippings.)
Complete Manufacturers' Mat Service and Dealer Ad Campaigns. (Includes all mechanical work.)
Complete production and distribution of newspaper dealer advertising campaigns for manufacturers.

STEVENS ADVERTISING AGENCY
317 Board of Trade Building, Indianapolis 4, Ind.
Lanky Planky. (Mat service for lumber and building supply dealers.) (monthly)

STAMPS-CONHAIM WHITEHEAD, INC.
101 Fifth Ave., New York 3, N. Y.
555 N. La Brea Ave., Los Angeles 36, Calif.
Stamps-Conhaim Senior Newspaper Advertising Service (General) Covering all General classifications and a complete Merchandise Section. Included are Spring and Fall Fashion Supplements plus special Supplements on Home & Garden, Do It Yourself, Father's Day, Back-to-School, Christmas Gift Preview Edition and others which are determined by surveys. (monthly)
Stamps-Conhaim Special Monthly Service (General Newspaper Advertising Mat Service covering all classifications including General and Merchandise) A revision of the Senior Newspaper Service for weekly and small daily newspapers. (monthly)
Premier General Newspaper Advertising Service (General Newspaper Mat Service covering all classifications for smaller daily and larger weeklies. An intermediate Edition. (monthly)
Stamps-Conhaim Complete Monthly Merchandise Advertising Service (Covering department store, women's apparel, shoes, furniture, home furnishings, plus layouts and copy. (monthly)
Special Feature Supplements including advertising and editorial text and photos for: Home & Garden, Back-to-School, Christmas, Father's Day and others to be determined by surveys. These special supplements are supplied at no additional charge to all subscribers to Senior Services, and are also available at nominal charges to subscribers of smaller forms of service and to non-subscribers. (periodically)
Special Spring and Fall Fashion Sections including advertising and editorial text and photographs. (semi-annually)
Special Christmas (consisting of 120 ads in all sizes) and New Year Greetings Services (consisting of 50 ads in all sizes) also Companion Christmas and New Year's Greetings consisting of approximately 100 ads in matching sizes. (annually)
Special Canadian Advertising Supplement.
Special Cotton and Tobacco Supplements.
Special Food Library (A new edition containing 810 illustrations and headings, eye catchers, borders, grocery, meat and food items.)
Lefebvre Furniture Advertising Service (for advertisers of quality merchandise) fine illustrations of numbers from top resources identified with manufacturer's names and style numbers. Beautiful layouts . . . selling advertising copy. (quarterly)
Library of Miniature Mats, Editions Nos. 1 & 2 consisting of 2400 mats covering all "general" advertising subjects. Planned for Classified Display and small display advertising. Also for commercial printing purposes.
Special Ad Tool Edition 26 pages of headings, alphabets, numerals, mortises, arrows, pointers.
Backgroundad-Tool Library (a new library of background screen designs with all-over Ben Day backgrounds and layouts showing various mortise setups. Available on a special edition basis to subscribers and non-subscribers.)
General Heading Library (headings, features, plus "Special Event" material for anniversaries, Founder's Day, tag sales, other sales events, "old fashioned" art, motifs, and headings.
Rug and Floor Covering Package. 28 pages of art and photos of rugs, broadloom stair carpets, orientals, throw rugs and linoleum.

VOLK CORPORATION
1401 No. Main St., Pleasantville, N. J.
"Famous Brand Mat Service", a unique ready-to-sell picture-type Christmas gift page promotion shipped free of charge to every U.S. daily by a large group of brand name manufacturers. All illustrations are standardized; copy is pre-written from retailers' point-of-view. (annual)

WESTERN ADMATS, INC.
1355 Market St., San Francisco, Calif.
Western Furniture Service (bi-monthly), sold only in far western 11 states.
Evans & Brisebois 4 National Services. (monthly)
Pony Express Adpromotion Services No. 1 and No. 2. For rodeos and western motif ads. (Annual packages).
Western Drug & Prescription Service. Small ads only. (Package).

FREEDOM OF INTERNATIONAL NEWS

At the annual meeting of the American Society of Newspaper Editors in Washington, D. C., April 21, 1944, the following resolutions were adopted:

I

WHEREAS, The American Society of Newspaper Editors, conscious that a constantly widening area of freedom of the press is vital to the advancement of representative government and world peace, and moreover, coganizant that its attainment is primarily dependent on the freedom of peoples; and

WHEREAS, The freedom of peoples and the press depends in vital measure on international cooperation to prevent aggression and future global wars; and

WHEREAS, International freedom of communication is a distinct forward step in order that news of international significance be widely known; and

WHEREAS, Freedom of the press requires constant protection even in areas where, as in the United States of America, its exercise as a right of the people has led to an enlightened public opinion; be it

RESOLVED, That this Society pledge all support to further the principle of world-wide freedom of communications and of the press, and that we condemn the practice in any government of regarding the press as an instrument of government

RESOLVED, That the President of this Society appoint a committee to cooperate with other agencies to implement this resolution.

II

WHEREAS, It has been the custom of nations to arrange or control their communications systems and practices in a manner which fails to provide equitable and unrestricted facilities and routes for transmission of news and information; and

WHEREAS, The equitable and expeditious dissemination of information to many parts of the world is sharply restricted thereby and this has resulted in embarrassing and confusing interpretation of developments of global interest, with disturbing and unnecessary antagonisms; therefore be it

RESOLVED, That the American Society of Newspaper Editors strongly urges international agreements permitting direct communication between each and every nation of the world wherever feasible; eliminating conventions and customs which prevent utilization of any advance in the science of communications; removing all restrictions imposed for the commercial or political advantage of any nation or group of nations; giving to the press correspondents of all nations equitable use of the available communications facilities; and making dominant in all communications matters the principle of fostering an unrestricted use of news and information to all parts of the world be it

RESOLVED, That the Committee on Communications, authorized by the Society, by and with the advice and approval of the Directors, be empowered to participate in conferences with other organizations and agencies to implement this resolution.

RESOLUTION IN CONGRESS

"Resolved by the Senate (the House of Representatives concurring), That the Congress of the United States expresses its belief in the world-wide right of interchange of news by news-gathering and distributing agencies, whether individual or associate, by any means, without discrimination as to sources, distribution, rates or charges; and that this right should be protected by international compact."

REPUBLICAN PLATFORM—

"In times like these, when whole peoples have found themselves shackled by Governments which denied the truth, or, worse, dealt in half-truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to the extent required by war necessity.

"We insistently condemn any tendency to regard the press or the radio as instruments of the Administration and the use of Government publicity agencies for partisan ends. We need a new radio law which will define in clear and unmistakable language, the role of the Federal Communications Commission.

"All channels of news must be kept open with equality of access to information at the source. If agreement can be achieved with foreign nations to establish the same principles, it will be a valuable contribution to future peace.

"Vital facts must not be withheld.

"We want no more Pearl Harbor reports."

DEMOCRATIC PLATFORM—

"We believe in the world right of all men to write, send and publish news at uniform communication rates and without interference by governmental or private monopoly and that right should be protected by treaty."

WORLD FREE PRESS MISSION

As representatives of the American Society of Newspaper Editors, the following were named to go abroad during 1945 to make a survey on freedom of the press and report back to the ASNE annual meeting in April: Chairman, Wilbur S. Forrest, New York Herald Tribune; Ralph E. McGill, Atlanta Constitution; Dean Carl W. Ackerman, Graduate School of Journalism, Columbia University.

NEWSPAPER MAGAZINE SECTIONS, GROUP UNITS AND NEWSPAPER NETWORKS IN WHICH ADVERTISING MAY BE SCHEDULED FOR ENTIRE LIST

ALL FLORIDA MAGAZINE
Stuart L. Patton, publisher
Perry Printing Process Co., P.O. Box 1171, Ocala, Fla.
John H. Perry Associates, Representatives.
Distributed with the following Florida daily and weekly newspapers:

Dailies:
Weekday Edition
Jacksonville Journal (Saturday)
St. Petersburg Independent (Saturday)
Sanford Herald (Friday)

Sunday Edition
Daytona Beach News-Journal
DeLand Sun-News
Gainesville Sun
Leesburg Commercial and Ledger
Melbourne Times
Ocala Star-Banner
Panama City News-Herald
Pensacola Journal
Sarasota News
West Palm Beach Post-Times
Winter Haven News-Chief

Weeklies:
Tuesday
Collier County News (Naples)

Thursday
Avon Park Sun
Delray Beach News and County News
Eustis Lake Region News
Fort Walton Playground News
Highland County News (Sebring)
Jackson County Floridian (Marianna)
New Smyrna Beach News
Palmetto News
Quincy Gadsden County Times

Friday
Fernandina News-Leader
Jacksonville Beach-Ocean Beach Reporter
Kissimmee Gazette
Lake City Reporter
Tavares Lake County Citizen
Winter Garden Times

AMERICAN WEEKLY, THE
63 Vesey St., New York 7, N. Y.
John K. Herbert, publisher.
Ernest V. Hevn, editor.
Edwin C. Kennedy, advertising director.
O. R. Whitaker, Jr., western ad mgr.
Albany Times-Union
Baltimore American
Boston Advertiser
Buffalo Courier-Express
Chicago American
Cincinnati Enquirer
Cleveland Plain Dealer
Columbia S. C. State
Corpus Christi Caller-Times
Denver Rocky Mountain News
Detroit Times
Houston Chronicle
Huntington W. Va. Herald-Advertiser
Knoxville Journal
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel
New Orleans Item
New York Journal-American
Philadelphia Bulletin
Pittsburgh Sun-Telegraph
Portland Oregonian
St. Louis Globe-Democrat
St. Paul Pioneer Press
San Antonio Light
San Francisco Examiner
Seattle Post-Intelligencer
Syracuse Herald-American
Tampa Tribune
Washington, D. C. Post & Times-Herald
Wichita Beacon

ARKANSAS-OKLAHOMA COMIC GROUP
Fort Smith Southwest Times-Record
Bartlesville Examiner-Enterprise
Blackwell Journal-Tribune
Okmulgee Times

AUSTIN-WACO-PORT ARTHUR COMIC GROUP
(See Representatives: Burke, Kuipers & Mahoney, Inc.)
Austin American Statesman
Port Arthur News
Waco Tribune-Herald

BIG THREE, THE
(Sunday Editions sold as a group).
5 Third St., San Francisco, Calif.
E. M. Stewart, M.
Los Angeles Examiner
San Francisco Examiner
Seattle Post-Intelligencer

BONNIE HUBBARD'S KUPBOARD
593 Market St., San Francisco, Calif.

A weekday sponsored column published Wednesday and/or Thursday in these California newspapers:

Bakersfield Californian
Chico Enterprise-Record
Colusa Sun-Herald
Fresno Bee
Grass Valley-Nevada City Union
Martinez Contra Costa Gazette
Marysville-Yuba City Appeal-Democrat
Merced Sun-Star
Modesto Bee
Monterey Peninsula Herald
Oakland Tribune
Palo Alto Times
Porterville Record
Redding Record-Searchlight
Richmond Independent
Sacramento Bee
Salinas Californian
San Francisco Examiner
San Jose Mercury-News
San Mateo Shopper
San Mateo Times
San Rafael Independent-Journal
Santa Cruz Sentinel-News
Santa Rosa Press-Democrat
Stockton Record
Tulare Advance-Register
Vallejo News-Herald-Times-Chronicle
Visalia Times-Delta
Watsonville Register-Pajaronian

BUY-LINES BY NANCY SASSER
271 Madison Ave., New York 16, N.Y.
Nancy Sasser, editor and advertising director.
Eastern Group (Thursday editions)
Baltimore Evening Sun
Boston Traveler
New York Daily News
New York World-Telegram & Sun
Norfolk Ledger Dispatch
Pittsburgh Press
Providence Evening Bulletin
Richmond News-Leader
Rochester Times-Union
Springfield Daily News
Syracuse Herald-Journal
Washington Evening Star
Worcester Evening Gazette
Mid-Western Group (Thursday editions)
Akron Beacon Journal
Columbus Evening Dispatch
Dayton Daily News
Des Moines Tribune
Detroit News
Ft. Wayne News-Sentinel
Grand Rapids Press
Indianapolis News
Kansas City Star
Louisville Times
Milwaukee Journal
Minneapolis Star
Omaha Evening World-Herald
St. Paul Dispatch
Toledo Blade
Wichita Beacon
Southern Group (Thursday editions)
Atlanta Journal
Birmingham News
Charlotte Observer
Chattanooga News-Free Press
Fort Worth Star-Telegram
Houston Chronicle
Little Rock Arkansas Gazette
Memphis Press Scimitar
Miami Herald
Mobile Press
Nashville Banner
New Orleans States
Oklahoma City Times
Tulsa Tribune
Western Group (Thursday editions)
Fresno Bee
Long Beach Press-Telegram
Oakland Tribune
Phoenix Gazette
Phoenix Arizona Republic
Portland Oregon Daily Journal
Sacramento Bee
Deseret News-Salt Lake Telegram
San Diego Tribune
San Francisco Chronicle
Seattle Daily Times
Spokane Daily Chronicle
Tacoma News Tribune
Eastern Group (Friday editions)
Albany Times-Union
Baltimore Sun
Boston Herald
Buffalo Courier-Express
Norfolk Virginian-Pilot
Philadelphia Inquirer
Providence Journal
Richmond Times-Dispatch
Rochester Democrat & Chronicle
Springfield Union
Syracuse Post-Standard
Worcester Telegram
Mid-Western Group (Friday editions)
Charleston (W. Va.) Gazette
Chicago Daily Tribune
Cincinnati Enquirer
Cleveland Plain Dealer
Dayton Journal Herald
Des Moines Register
Ft. Wayne Journal-Gazette
Indianapolis Star
Kansas City Times
Louisville Courier-Journal
Minneapolis Morning Tribune
Omaha Morning World-Herald
St. Louis Globe-Democrat
St. Paul Pioneer Press
Toledo Times
Southern Group (Friday editions)
Atlanta Constitution
Birmingham Post-Herald
Chattanooga Daily Times
Dallas Morning News
Fort Worth Star-Telegram
Jacksonville Florida Times-Union
Memphis Commercial Appeal
Mobile Register
Nashville Tennessean
New Orleans Times-Picayune
Oklahoma City Daily Oklahoman
Raleigh News & Observer
San Antonio Express
Tulsa Daily World
Western Group (Friday editions)
Denver Rocky Mountain News
Long Beach Independent
Los Angeles Times
Salt Lake Tribune
San Diego Union
Spokane Spokesman-Review

DAKOTA COMIC GROUP
c/o Aberdeen American-News, Aberdeen, S. D.
Aberdeen American-News
Grand Forks Herald

FAMILY WEEKLY MAGAZINE, INC.
153 North Michigan Avenue, Chicago 1

ALABAMA:
Anniston Star
Dothan Eagle
Florence Times and Tri-Cities Daily
Gadsden Times
Huntsville Times
Tuscaloosa News

ARKANSAS:
El Dorado News
Hot Springs Sentinel-Record
Pine Bluff Commercial

CALIFORNIA:
Eureka Standard
Monterey Peninsula Herald
Sacramento Union
Santa Barbara News-Press
Santa Rosa Press-Democrat
Vallejo Times-Herald

COLORADO:
Grand Junction Sentinel
Pueblo Star-Journal and Chieftain

CONNECTICUT
New Haven Register

FLORIDA:
Daytona Beach News-Journal
Fort Lauderdale News
Fort Myers News-Press
Gainesville Sun
Orlando Sentinel
Sarasota Herald-Tribune
Tallahassee Democrat
Tampa Times
West Palm Beach Post-Times

GEORGIA:
Albany Herald
Rome News-Tribune

IDAHO:
Boise Idaho Statesman
Idaho Falls Post-Register
Lewiston Tribune
Pocatello State Journal

ILLINOIS:
Bloomington Pantagraph
Champaign-Urbana News-Gazette
Danville Commercial News
La Salle News-Tribune
Quincy Herald-Whig
Springfield State Journal & Register

INDIANA:
Anderson Herald
Marion Chronicle-Tribune
New Albany Ledger & Tribune

IOWA:
Council Bluffs Nonpareil
Davenport Democrat & Times
Dubuque Telegraph-Herald
Sioux City Journal
Waterloo Courier

KENTUCKY:
Ashland Independent
Paducah Sun-Democrat
Owensboro Messenger & Inquirer
Bowling Green Park City News

LOUISIANA:
Bogalusa News
Lafayette Daily Advertiser

MASSACHUSETTS:
Lowell Sun

MICHIGAN:
Grand Rapids Herald

MINNESOTA:
Albert Lea Tribune

MISSISSIPPI:
Biloxi-Gulfport Daily Herald
Greenville Delta Democrat-Times
Tupelo Journal
Vicksburg Post-Herald

MISSOURI:
Jefferson City Capital-News & Post Tribune
Springfield News & Leader

NEVADA:
Las Vegas Review-Journal
Reno State Journal

NEW JERSEY:
Asbury Park Press
New Brunswick Times
Trenton Times-Advertiser

NEW MEXICO:
Santa Fe New Mexican

NEW YORK:
Elmira Sunday Telegram
Utica Observer-Dispatch

NORTH CAROLINA:
Concord Tribune
High Point Enterprise
Salisbury Post

OHIO:
Athens Messenger
Canton Repository
Coshocton Tribune
Lima News
Mansfield News-Journal
Middletown News-Journal
Zanesville Times-Signal

OKLAHOMA:
Ardmore Ardmoreite
Duncan Banner
Enid News
Lawton Constitution-Press
Muskogee Phoenix & Times-Democrat

OREGON:
Eugene Register-Guard
Klamath Fall Herald & News

PENNSYLVANIA:
Altoona Mirror
Lancaster Sunday News

SOUTH CAROLINA:
Anderson Independent
Florence News
Spartanburg Herald-Journal

SOUTH DAKOTA:
Huron Daily Plainsman
Rapid City Journal

TENNESSEE:
Jackson Sun
Kingsport Times-News

TEXAS:
Abilene Reporter-News
Austin American-Statesman
Big Spring Herald
Denison Herald
Denton Record-Chronicle
Galveston News
Greenville Herald
Kilgore News-Herald
Laredo Times
Lufkin News
Marshall News-Messenger
Midland Reporter-Telegram
Paris News
Port Arthur News
San Angelo Standard-Times
Snyder News
Texarkana Gazette
Tyler Courier-Times-Telegraph
Victoria Advocate
Waco Tribune-Herald
Wichita Falls Times

UTAH:
Logan Herald Journal
Ogden Standard-Examiner
Provo Herald

VIRGINIA:
Danville Register
Lynchburg News
Suffolk News-Herald

WASHINGTON:
Pasco-Richland-Kennewick Tri-City Herald
Walla Walla Union-Bulletin
Wenatchee World

WEST VIRGINIA:
Beckley Raleigh Register
Bluefield Telegraph
Fairmount Times West-Virginian
Parkersburg News

WISCONSIN:
Racine Journal Times-Bulletin

WYOMING:
Casper Tribune-Herald & Star
Cheyenne State Tribune & State Leader

FIRST 3 MARKETS GROUP
Tribune Tower, Chicago 11, Ill.
220 E. 42nd St., New York 17, N. Y.
Tyler Watson, Adv. Mgr. (located in N. Y.)
Magazine Sections of
Chicago Sunday Tribune
New York Sunday News
Philadelphia Sunday Inquirer

GENERAL ADVERTISING SERVICE, INC., COMIC GROUP
601 Georgia Savings Bank Bldg.,
Atlanta 3, Ga., Phone JA 5-7892
Bristol Herald-Courier
Clearwater Sun
Gadsden Times
Martinsville Bulletin
Spartanburg Herald & Journal
Tuscaloosa News
Elizabethton Star (Tenn.)
Pulaski Southwest Times (Va.)

HEARST SUNDAY INDIVIDUAL MARKET GROUP
959 Eighth Ave., New York 19, N. Y.
Hearst Advertising Service.
Baltimore American (Pictorial Review)
Boston Advertiser (Pictorial Review)
Chicago American (Pictorial Living Magazine)
Detroit Times (Pictorial Living Magazine)
Milwaukee Sentinel (Pictorial Review)
New York Journal-American (Pictorial Magazine & T-View)
Pittsburg Sun-Telegraph (Pictorial Review)
Los Angeles Examiner (Pictorial Living)
San Francisco Examiner (Pictorial Review)
Seattle Post-Intelligencer (Pictorial Review)

ILLINOIS COLOR COMIC GROUP
(Lindsay-Schaub Newspapers)
Champaign-Urbana Courier
Decatur Herald-Review
East St. Louis Journal
Carbondale, Herrin & Murphysboro-Southern Illinoisan
REPRESENTATIVES
Jann & Kelley, Inc.

CENTRAL KANSAS GROUP
Hutchinson, Kans.-News-Herald
Salina, Kans.-Journal
REPRESENTATIVES
Jann & Kelley, Inc.

LOCALLY EDITED GRAVURE MAGAZINE GROUP
Gravure Magazine Sections printed by Standard Gravure Corporation, Louisville 2, Ky., and distributed with Sunday editions of the following newspapers:

*Akron Beacon-Journal
Atlanta Journal-Constitution
Columbus Dispatch
*Denver Post
Houston Chronicle
Indianapolis Star
Louisville Courier-Journal
Newark News
New Orleans Times-Picayune-States
Phoenix Arizona Republic
St. Louis Globe-Democrat
*Toledo Blade

Representatives:
The Branham Company
Kelly-Smith Company
Moloney, Regan & Schmitt, Inc.
O'Mara & Ormsbee, Inc.
Scolaro, Meeker & Scott
Story, Brooks & Finley, Inc.
*Akron Beacon-Journal and Toledo Blade sections printed by Art Gravure, Cleveland; Denver Post section printed in own plant at Denver.

METRO SUNDAY COMICS NETWORK
260 Madison Ave., New York 16, N. Y.
Charles T. Kline, president and general manager.
Everett R. Stone, secretary-treasurer.
D. I. Skinner, sales manager.
Stephen G. Bowen, director of sales development.
Charles C. Luce, Eastern sales manager.
1710 Tribune Tower, Chicago, Ill.
Frederic R. McCoy, Western manager.
Carl F. Schmidt, Chicago sales manager.
New Center Building, Detroit 2, Mich.
James W. Gunn, manager.
1100 Rand Tower, Minneapolis 2, Minn.
Jack M. Bates, manager.
Fitzpatrick Associates, 3460 Wilshire Blvd., Los Angeles 5, Calif.
Victor H. Baumgartner, manager
Fitzpatrick Associates, 155 Montgomery Street, San Francisco 4, Calif.
Joseph A. Burns, manager

MAGAZINE SECTIONS, GROUP UNITS AND NETWORKS—Cont'd

METRO SUNDAY COMICS NETWORK—Cont'd

MEMBER NEWSPAPERS

Basic Network:
Baltimore Sun
Boston Globe and/or Boston Herald
Buffalo Courier-Express
Chicago Tribune and/or Chicago Sun-Times
Cleveland Plain Dealer
Columbus Dispatch
Dallas News
Des Moines Register
Detroit News and/or Detroit Free Press
Houston Chronicle
Indianapolis Star
Milwaukee Journal
Minneapolis Tribune
New York News and/or New York Herald Tribune
Omaha World-Herald
Philadelphia Inquirer
Pittsburgh Press
Providence Journal
St. Louis Post-Dispatch
St. Paul Pioneer Press
San Antonio Express
Syracuse Post-Standard
Washington Star

Selective Members:
Honolulu Star-Bulletin
Rochester Democrat & Chronicle
Springfield Republican
Wichita Eagle

Metro-Pacific Network:
Fresno Bee
Long Beach Independent-Press-Telegram
Los Angeles Times
Oakland Tribune
Phoenix Arizona Republic
Portland Oregon Journal
Sacramento Bee (Sat.)
Salt Lake Tribune
San Diego Union
San Francisco Chronicle
San Jose Mercury News
Seattle Times
Spokane Spokesman-Review
Tacoma News Tribune

METRO SUNDAY MAGAZINE NETWORK
260 Madison Ave., New York 16, N. Y.
Charles T. Kline, president and general manager.
Everett R. Stone, secretary-treasurer.
D. I. Skinner, sales manager.
Stephen G. Bowen, director of sales development.
Roger F. Mills, Eastern sales manager.
1710 Tribune Tower, Chicago 11, Ill.
Frederic R. McCoy, Western manager.
Carl F. Schmidt, Chicago sales manager.
New Center Building, Detroit 2, Mich.
James W. Gum, manager.
1100 Rand Tower, Minneapolis 2, Minn.
Jack M. Bates, manager.
Fitzpatrick Associates, 3460 Wilshire Blvd., Los Angeles 5, Calif.
Victor H. Baumgartner, manager.
Fitzpatrick Associates, 155 Montgomery St., San Francisco 4, Calif.
Joseph A. Burns, manager.

MEMBER NEWSPAPERS

Basic Network:
Baltimore Sun
Boston Globe and/or Boston Herald
Buffalo Courier-Express
Chicago Tribune and/or Chicago Sun-Times
Cincinnati Enquirer
Cleveland Plain Dealer
Columbus Dispatch
Denver Post
Des Moines Register
Detroit News and/or Detroit Free Press
Houston Chronicle
Indianapolis Star
Los Angeles Times
Milwaukee Journal
Minneapolis Tribune
New Orleans Times-Picayune & States
New York News and/or New York Herald Tribune
Philadelphia Inquirer
Phoenix Arizona Republic
Pittsburgh Press
Portland Oregonian
Providence Journal
St. Louis Globe Democrat and/or St. Louis Post Dispatch
St. Paul Pioneer Press
Seattle Times
Syracuse Post-Standard
Washington Star

Optional addition to basic network:
Springfield Republican

MONTANA COLOR COMIC GROUP
c/o Butte Standard Post, 100 S. Main St., Butte, Montana.
Billings Gazette
Butte-Anaconda Montana Standard
Helena Independent-Record
Missoula Missoulian

NATIONAL TURF DAILIES GROUP
525 West 52nd St., New York 19, N. Y.
J. S. Perlman, editor and publisher
Leo Waldman, general advertising manager.
Toronto, Ont., Canada, Daily Racing Form
Chicago Daily Racing Form
Los Angeles Daily Racing Form
Miami Daily Racing Form
New York Morning Telegraph

OUTDOOR TIPS
154 E. Erie St., Chicago 11, Ill.
Sponsored column appears in sport sections of following Sunday newspapers:

North Central Market:
Chicago Tribune
Detroit News
Milwaukee Journal
Minneapolis Star-Tribune
St. Paul Pioneer Press
Des Moines Register
St. Louis Post-Dispatch
Columbus Dispatch
Indianapolis Star
Cleveland Plain Dealer
Cincinnati Enquirer

Eastern Market:
New York Times
Philadelphia Inquirer
Boston Globe
Pittsburgh Press
Washington Post & Times-Herald
Baltimore Sun

Southern Market: (Jan. 1 to June 1 only)
Little Rock Arkansas Gazette
Charlotte Observer
Dallas Times-Herald
Houston Chronicle
Knoxville News-Sentinel
Memphis Commercial Appeal
Miami Herald
New Orleans Times-Picayune
San Antonio Express
Oklahoma City Oklahoman & Times

Western Market:
Denver Post
Los Angeles Times
Oakland Tribune
Portland Oregon Journal
San Diego Union-Tribune
San Francisco Chronicle
Seattle Times

PACIFIC SUNDAY MAGAZINE GROUP
For details consult:—
Cresmer & Woodward, Inc.
O'Mara & Ormsbee, Inc.
Ridder-Johns, Inc.
Sawyer-Ferguson-Walker Co.
West-Holliday Company, Inc.

Fresno Bee
Long Beach Independent-Press-Telegram
Los Angeles Times
Oakland Tribune
Portland Journal
Sacramento Bee
San Diego Union
San Francisco Chronicle
San José Mercury-News
Seattle Times
Spokane Spokesman-Review
Tacoma News-Tribune

PARADE PUBLICATIONS, INC.
285 Madison Ave., New York 17, N. Y.
Arthur H. Motley, publisher and president.
Wallace A. Sprague, assistant publisher
Walter I. Tenney, vice-president
Theodore J. Stulz, secretary-treasurer
Jess Gorkin, editor
E. H. Kimball, vice-president - director of advertising and sales

M. P. Rasmussen, Mgr., Newspaper Relations
E. B. Caldwell, Mgr., Newspaper Service
L. R. Peloquin, New York advertising manager

135 South LaSalle Street, Chicago 3, Ill.
L. B. Moses, vice-president
W. J. Reynolds, Chicago advertising manager

1309 Mutual Bldg.
28 West Adams, Detroit 26, Mich.
J. L. Hammen, Detroit advertising manager.

The Menne Company, 1127 Wilshire Blvd., Los 17, Calif.
114 Sansome Street, San Francisco 4, Calif.
Akron Beacon Journal
Albuquerque Journal
Allentown Call-Chronicle
Augusta Chronicle
Baton Rouge Advocate
Beaumont Enterprise
Binghamton Press
Bridgeport Post
Cedar Rapids Gazette
Charleston (W. Va.) Daily Mail
Chicago Sun-Times
Columbus (Ga.) Ledger-Enquirer
Columbus (Ohio) Citizen
Denver Rocky Mountain News
Detroit Free Press
El Paso Times
Erie Times-News
Evansville Courier & Press
Fargo Forum
Fort Wayne Journal-Gazette
Fort Worth Star-Telegram
Greenville News
Harrisburg Patriot-News
Hartford Courant
Honolulu Star-Bulletin
Indianapolis Times
Jackson (Miss.) Clarion Ledger/Daily News
Jamaica Long Island Press
Knoxville News-Sentinel
Little Rock Arkansas Gazette
Long Beach Independent-Press-Telegram
Macon Telegraph & News
Madison Wisconsin State Journal
Newark Star-Ledger
New Bedford Standard-Times
Newport News-Hampton-Warwick Daily Press
Oakland Tribune
Pasadena Independent-Star-News
Peoria Journal Star
Portland (Me.) Telegram
Riverside (Calif.) Press-Enterprise
Roanoke Times
St. Joseph News-Press
St. Louis Post-Dispatch
St. Petersburg Times
San Bernardino Sun-Telegram
San Diego Union
Scranton Scrantonian
Sioux Falls Argus-Leader
Syracuse Herald-American
Tucson Arizona Daily Star
Washington Post & Times-Herald
Wheeling News-Register
Yakima Herald
Youngstown Vindicator

PENINSULA LIVING
Advertising Manager—Murray Mead
Representatives—Doyle & Hawley
A Saturday supplement produced at the Burlingame (Calif.) Advance-Star plant and circulated with the following newspapers:

Burlingame (Calif.) Advance-Star
Palo Alto (Calif.) Times
Redwood City (Calif.) Tribune

PUCK—THE COMIC WEEKLY
63 Vesey St., New York 7, N. Y.
Edited by King Features Syndicate, Robert P. Davidson, general manager in charge of advertising.
Albany Times-Union
Baltimore American
Boston Advertiser
Chicago American
Chicago Daily News*
Dallas Times Herald
Detroit Times
Houston Post
Long Island Press*
Los Angeles Examiner
Milwaukee Sentinel
Newark Star Ledger
New York Journal-American
New York Mirror
Philadelphia Bulletin
Pittsburgh Sun-Telegraph
Portland Oregonian
St. Louis Globe Democrat
San Antonio Light
San Francisco Examiner
Seattle Post-Intelligencer
Syracuse Herald-American
Washington (D. C.) Post and Times-Herald
Wichita Beacon*
*Optional

RIO GRANDE VALLEY GROUP
Harlingen, Texas
L. G. Nicolai, national advertising director
Brownsville Herald
Harlingen Valley Morning Star
McAllen Valley Evening Monitor

SATURDAY HOME COMIC
(See Representative: Hearst Advertising Service.)
New York Journal-American

SOUTHEASTERN COLOR COMIC SECTIONS
Southeastern Publishers Service, Inc., A. L. Brandon, Sec'y., P. O. Box 535, Rocky Mount, N. C.
Albany Herald
Anniston Star
Burlington Times-News
Charleston Daily Mail
Concord Tribune
Decatur Daily
Fayetteville Observer
Florence News
Gastonia Gazette
High Point Enterprise
Johnson City Press-Chronicle
Lakeland Ledger
Newport News Press
Orangeburg Times & Democrat
Petersburg Progress-Index
Rocky Mount Telegram
Salisbury Post
Tallahassee Democrat
Tupelo Journal

SOUTHERN FUNNYPAPERS INC.
Charles W. Hurley Co., 1020 National City Bldg., Dallas 1, Tex.
Borger News-Herald
Denton Record-Chronicle
Galveston News-Tribune
Santa Fe (N. Mex.) New Mexican
Texas City Sun
Tyler Courier-Times-Telegraph

STAUFFER GROUP—COMIC SUPPLEMENTS
Independent, Grand Island, Nebr.
Arkansas City (Kan.) Traveler
Grand Island (Nebr.) Independent
Pittsburg (Kan.) Headlight-Sun
Shawnee (Okla.) News-Star

TEXAS HARTE-HANKS COMIC GROUP
927 National City Bldg., Dallas 1, Texas
Abilene Reporter-News
Big Spring Herald
Corpus Christi Caller-Times
Denison Herald
Greenville Banner
Marshall News Messenger
Paris News
San Angelo Standard-Times
Snyder News

TEXAS HARTE-HANKS NEWSPAPERS
National City Bldg., Dallas 1, Texas, RIverside-1-9331; New York 17—52 Vanderbilt Ave.; 400 N. Michigan Ave., Chicago 11, Ill.
(Texas Harte-Hanks Comic Group—Sunday comic sections of 9 newspapers below)
Abilene Reporter-News
Big Spring Herald
Corpus Christi Caller-Times
Denison Herald
Greenville Banner
Marshall News Messenger
Paris News
San Angelo Standard-Times
Snyder Daily News

TEXAS SUNDAY COMIC SECTION, INC.
507 Texas Bank Bldg., Dallas 2, Tex.
TEXAS:
Alice Echo
Amarillo Globe News
Bonham Favorite
Brenham Banner-Press
Brownsville Herald
Brownwood Bulletin
Conroe Courier
Del Rio News-Herald
El Paso Times
Gainesville Register
Gonzales Inquirer
Harlingen Star
Henderson News
Jacksonville Progress
Lamesa Reporter
Longview News Journal
Lubbock Avalanche Journal
Lufkin News
McAllen Monitor
Midland Reporter-Telegram
Odessa American
Palestine Herald Press
Pampa News
Plainview Herald

SELLING

POWER

with First 3's
SUNDAY PUNCH

POWER OF CONCENTRATION—
Highest concentrated coverage in the compact FIRST 3 metropolitan areas of the company—62% average family coverage.

POWER OF FAR-REACHING INFLUENCE—
An average family coverage of 51% in 1,319 cities and towns, and 50% in 279 counties.

POWER OF A RICH MARKET—
A market with 27% of the U. S. families who buy 30% of the total U. S. sales at retail, 32% of the food, 27% of the drugs, 31% of furniture and household, and 39% of all apparel.

POWER OF FIRST NEWSPAPERS—
Newspapers first in circulation and display advertising — The New York Sunday News, The Chicago Sunday Tribune, The Philadelphia Sunday Inquirer.

POWER OF READERSHIP—
Three Sunday Magazines packed with interesting editorial content and pictures that assure high reader traffic:

NEW YORK SUNDAY NEWS
Coloroto Magazine

CHICAGO SUNDAY TRIBUNE
Magazine

PHILADELPHIA SUNDAY INQUIRER
"Today" Magazine

POWER OF FINEST REPRODUCTION—
Finest Rotogravure and Colorgravure reproduction offers maximum package and product EYE-dentification.

POWER OF CIRCULATION—
over 6,000,000

POWER OF LOW RATES—
Cost per thousand rates, among the lowest in national media, produce maximum sales at minimum advertising cost.

This is the power behind your sales message when you advertise in:

FIRST 3
MARKETS GROUP

THE GROUP WITH THE SUNDAY PUNCH

NEW YORK SUNDAY NEWS
Coloroto Magazine

CHICAGO SUNDAY TRIBUNE
Magazine

PHILADELPHIA SUNDAY INQUIRER
"Today" Magazine

News Bldg., 220 E. 42nd St., N.Y. 17
MUrray Hill 7-4894

Tribune Tower, Chicago 11
SUperior 7-0043

155 Montgomery St., San Francisco 4
GArfield 1-7946

3460 Wilshire Blvd., Los Angeles 5
DUnkirk 5-3557

NEWSPAPER MAGAZINE SECTIONS, GROUP UNITS AND NEWSPAPER NETWORKS—Cont'd

TEXAS SUNDAY COMIC SECTION—Cont'd

Sherman Democrat
Sulphur Springs News-Telegram
Sweetwater Reporter
Taylor Press
Temple Telegram
Texarkana Gazette-News
Vernon Record
Victoria Advocate
Waxahachie Light

ARKANSAS:
El Dorado Daily News (Ark.)
Hot Springs Sentinel-Record

CALIFORNIA:
Riverside Press-Enterprise
San Bernardino Sun-Telegram

ILLINOIS:
Champaign News-Gazette

KANSAS:
Atchison Globe
Coffeyville Journal
Independence Reporter
Parsons Sun

LOUISIANA:
Bastrop Enterprise
Crowley (La.) Signal
Opelousas World

MISSISSIPPI:
Natchez Times

NEVADA:
Las Vegas Review-Journal

NEW MEXICO:
Clovis News-Journal
Hobbs News-Sun
Portales News
Tucumcari News

OKLAHOMA:
Clinton News
Cushing Citizen
Duncan Banner
Durant Democrat
Elk City News
Guymon Herald
Henryetta Free Lance
Lawton Constitution Press
Sayre Headlight Journal (Okla.)
Seminole Producer

THIS WEEK MAGAZINE
485 Lexington Ave., New York 17, N. Y.
William I. Nichols, editor-in-chief and publisher;
Alan Bolté, advertising director

Baltimore Sunday Sun
Birmingham News
Boston Sunday Herald
Charlotte Observer
Chicago Daily News
Cincinnati Enquirer
Cleveland Plain Dealer
Dallas Morning News
Denver Post
Des Moines Sunday Register
Detroit News
Houston Post
Indianapolis Star
Jacksonville Florida Times-Union
Los Angeles Times
Memphis Commercial Appeal
Miami Daily News
Milwaukee Journal
Minneapolis Sunday Tribune
New Orleans Times-Picayune and States
New York Herald Tribune
Norfolk Virginian-Pilot and Portsmouth Star
Philadelphia Sunday Bulletin
Phoenix Arizona Republic
Pittsburgh Press
Portland Sunday Oregon Journal
Providence Sunday Journal
Richmond Times-Dispatch
Rochester Democrat and Chronicle
Salt Lake Tribune
St. Louis Globe-Democrat
San Antonio Sunday Express and News
San Francisco Chronicle
Spokane Spokesman-Review
Syracuse Post-Standard
Wichita Sunday Eagle

WEEKEND MAGAZINE
231 St. James St., W. Montreal
John G. McConnell, president
Mark Farrell, vice-president & general manager
A. G. Gilbert, editorial director
W. D. Taylor, director of advertising
N. C. Gent, director of research, manager (Toronto)
O'Mara & Ormsbee, Inc., 342 Madison Ave., New York 17, N. Y.
LaSalle-Wacker Bldg., Chicago 1, Ill.
640 New Center Bldg., Detroit 2, Mich.
Russ Building, San Francisco, Calif.
3242 W. 8 St., Los Angeles, Calif.

Calgary Albertan
Corner Brook Western Star
Edmonton Journal
Fort William Daily Times-Journal
Hamilton Spectator
Kingston Whig-Standard
Kirkland Lake Northern Daily News
Lethbridge Herald
London Free Press
Medicine Hat News
Moncton Times and Transcript
Montreal Star
Moose Jaw Times-Herald
Ottawa Citizen
Peterborough Examiner
Port Arthur News Chronicle
Prince Albert Daily Herald
Quebec Chronicle-Telegraph
Saint John Telegraph-Journal & Times-Globe
St. John's Evening Telegram
Sudbury Daily Star
Timmins Daily Press
Toronto Telegram
Vancouver Sunday Sun
Victoria Sunday Times
Winnipeg Tribune
Montreal Standard

WESTCHESTER GROUP
Westchester County Publishers, Inc.
Reporter Dispatch Bldg., White Plains, N. Y.
Anthony Hyde Francis, general advertising director; Charles H. Griffin, retail advertising director.

Mamaroneck Times
Mt. Vernon Argus
New Rochelle Standard Star
Ossining Citizen Register
Port Chester Item
Tarrytown News
White Plains Reporter Dispatch
Yonkers Herald Statesman
(Affiliated with Peekskill Star)

WYOMING COLOR COMIC GROUP
(See Representatives: West-Holliday Co., Inc.)
Cheyenne Wyoming State Tribune
Laramie Bulletin
Rawlins Times
Rock Springs Sunday Miner
Worland Northern Wyoming News

CARRIER PUBLICATIONS FOR NEWSBOYS AND DEALERS

City	Newspaper	Carrier Paper	No. Pages	Page Size	Issued	Editor
ARIZONA						
Phoenix	Republic	Young Republic	4	4 × 12"	Monthly	Virginia Johnson
Phoenix	Gazette	Carrier Edition	4	4 × 12"	Monthly	Virginia Johnson
CALIFORNIA						
Escondido	Times Advocate	Time Advocate Jr.	2	Mimeo	Monthly	Ronnie Saylors
Fresno	Bee	Bee, Jr.	32	8½ × 11	Monthly	Audrey Briggs
Hollywood	Citizen-News	Citizen News Jr.	4	5 × 15	Monthly	Cherry Boatman
Long Beach	Press-Telegram	Pep	16	8½ × 11	Monthly	Virginia Bridges, Eddie Johnson
Los Angeles	Examiner	Junior Examiner	4	5 × 17	Monthly	Lou Robeson
Los Angeles	Herald and Express	Junior Merchant	12	3 × 12"	Bi-M.	Charlotte Celian
Los Angeles	Times	Young Timers	12	3 × 9½	Bi-M.	Harry Nelson
Los Angeles	Mirror-News	Mirr-O-Boy	8	9 × 11	Bi-M.	Harry Nelson
Modesto	Bee	Bee, Jr.	24	8½ × 11	Monthly	Joan Collier
Oakland	Tribune	Dealer's Edition	12	5 × 15	Monthly	J. Fred Seawell
Palo Alto	Times	Junior	10-16	4 × 10"	Monthly	Al Rehm
Pasadena	Star-News	Junior Merchant	12	3 × 10"	Monthly	Robt. Lippiatt
Redwood City	Tribune	Carrier Pigeon	6	4 × 11"	Monthly	Edwin W. Rice
Sacramento	Bee	Bee, Jr.	24	8½ × 11"	Bi-M.	J. G. Birum
San Bernardino	Sun-Telegram	Sun-Tel	4	3 × 8½"	Monthly	E. J. Davis
San Francisco	Call-Bulletin	Junior Call Bulletin	6	5 × 16"	Monthly	Don Wood
San Francisco	News	Carrier News	4	6 × 15	Monthly	James Louvau
San Jose	Mercury-News	Ink Spots	4	8½ × 10¾	Monthly	D. K. Stern
Visalia	Times-Delta	Carrier News	8	8 × 11	Monthly	Stan Parsons
COLORADO						
Denver	Rocky Mt. News	Lighthouse	4	5 × 15"	Monthly	Thomas Timmins
FLORIDA						
Miami	News	Junior News	4	5 × 14	Monthly	George S. Zoller
GEORGIA						
Atlanta	Constitution & Journal	Carrier	8	Tabloid	Monthly	Sally Frost Gaines
HAWAII						
Honolulu	Advertiser	Opiopio Kuai	12	8½ × 11"	Monthly	Jerry Burtnett
ILLINOIS						
Bloomington	Pantagraph	Family Circle	8	4 × 12"	Monthly	Stanley Lantz
Moline	Dispatch	Carriers Dispatch	4-8	8 × 10	Monthly	Lyle Kappler
Peoria	Journal-Star	Our Boys	4	5 × 15"	Monthly	R. I. Lulay
INDIANA						
Gary	Post-Tribune	Headliner	4	8½ × 7	Semi-W	Leo Kosky, Jr.
Indianapolis	Star	Star Dust	5	11¼ × 15¾	Monthly	Alan L. Schrader
Indianapolis	News	News Carrier	4	11⅛ × 15¾	Monthly	Alan L. Schrader
Washington	Daily Times	Newspaper Boy Press	6-12	8 × 20½"	Monthly	John Backes
MAINE						
Bangor	News	Sun Riser	16-32	8 × 11	Monthly	Elbert G. Moulton, Jr.
MASSACHUSETTS						
Worcester	Telegram Gazette	Brass Tacks	4	4 × 12½"	Bi-M.	Fred M. Brandes
MICHIGAN						
Detroit	Free Press	Carrier Salesman Bulletin	6-8	4 × 10½	Monthly	Jack Browne
Detroit	News	News Salesman	4	5 × 15	9-10 Yrly.	Wm. Tupper
Grand Rapids	Herald	Carrier's Herald	8	4 × 10½	Monthly	Doris Branson
Saginaw	News	Profit Builder	4-8	8½ × 11"	Monthly	Robert H. Schmidt
MINNESOTA						
Duluth	News-Tribune	Carrier Salesman	4	5 cols. × 10	Monthly	
Minneapolis	Star-Tribune	Carrier Salesman	4	5 × 15	Monthly	N. W. Tupper
NEBRASKA						
Lincoln	Journal	Little Merchant	4	Tabloid	Monthly	Gladys Callander
Lincoln	Star	Lincoln Star Junior	4	Tabloid	Monthly	Gladys Callander
NEVADA						
Reno	State Journal	Livewires	12	8½ × 11	Monthly	Betty Bartlett
NEW JERSEY						
Elizabeth	Journal	Carrier's Journal	1-2	8 × 10	Monthly	W. B. Gross
Hackensack	Bergen Evening Record	Carrier Bulletin	4	8½ × 11	Monthly	William Shipe
Newark	News	Junior Executive	4	9 × 12	Monthly	James Ryall
Passaic	Herald-News	Carrier Salesman	4	4 × 9½	Monthly	W. V. Benken
NEW YORK						
Long Island	Newsday	Go-Getter News	8	7 × 10"	Monthly	Geo. Britting
Long Island	Newsday	Dealer's Choice	8	8½ × 11"	Monthly	Neil T. Chapman
OHIO						
Cincinnati	Post	Guide Post	4	Tabloid	Monthly	E. Karain
Cleveland	Press	Press	4	Tabloid	Monthly	Leon McNeil
Columbus	Dispatch	Little Dispatcher	8	4 × 11	Monthly	
Columbus	Ohio State Journal	Journalette	8	4 × 11¼"	Monthly	
Fremont	News-Messenger	Carrier Roundup	8	8½ × 11	Monthly	Robt. Galligan
Marietta	Times			8 cols. × 21¼		
OKLAHOMA						
Bartlesville	Examiner Enterprise	Breeze	4	11½ × 14"	Weekly	Russell Covell
Oklahoma City	Oklahoman & Times	Carrier Courier	1	Full Page	Monthly in Sun ed.	Doris Dellinger
Okmulgee	Times	Carrier Salesman	2	8½ × 11"	Semi-Weekly	Merle F. Martin
OREGON						
Portland	Oregonian	Courier	8	3 × 11"	Monthly	Ed Snyder
PENNSYLVANIA						
Lancaster	Intelligencer Journal	Carriers' Courier	4	3 cols. × 8½	Monthly	Norman Falk
Lancaster	Journal-New Era	Snips	8	3 × 11"	Monthly	Gerry Lestz
Oil City	Derrick	Pipe Line		3½ × 11	Monthly	R. C. Shumway
Pittsburgh	Press	The Lighthouse	4	5 × 13"	Monthly	Robt. O. Dyer
Pittsburgh	Sun-Telegraph	Tele-Fax	12	4 × 10"	Bi-M.	Lloyd Anderson
Williamsport	Grit	Push	16	5½ × 8½	Monthly	Joseph C. Showers
SOUTH CAROLINA						
Charleston	News & Courier	Carrier Headliner	1	Mimeo	Weekly	J. Allen Morris
TENNESSEE						
Knoxville	News-Sentinel	News-Sentinel, Jr.	4	Tabloid 5 × 15	Monthly	Doris Cameron
TEXAS						
Dallas	News	Carrier News	4	4 × 11"	Monthly	Kay Lewis
Dallas	Times-Herald	Hi-Lighter	4	5 cols. × 15	Monthly	Ed Brandt
San Antonio	Light	Carrier Roundup	4-8	4 × 11½"	Monthly	W. W. Curd
Terrell	Tribune	American News-paperboy	4	4 × 10	Monthly	
Tyler	Courier-Times & Telegraph	Carrier-Times	Varies	8½ x 11"	Monthly	Bob Holden
VERMONT						
Burlington	Free Press	Green Mountain Boy	1	8½ × 11"	Weekly	Frank Heinrich
WASHINGTON						
Centralia-Chehalis	Chronicle	Chronicle Observer	1	8 × 14"	Weekly	Joe Van der Hoff
Olympia	Olympian	Olympian Junior Dealer Bulletin	1	8½ × 11	Weekly	Fred Gilman
Pasco-Kennewick-Richland	Columbia Basin News	Junior News	3-4	8½ × 11"	Monthly	Paul Z. Lee
Seattle	Times	Young Merchant	4	5 × 15½"	Monthly	Robt. L. Anderson
Tacoma	News-Tribune	Livewire	4-8	8½ × 12"	Monthly	Martin Besum
Wenatchee	World	Junior World	1-3	8½ × 11	Semi-W	Dean Gillis
WISCONSIN						
Milwaukee	Sentinel	Carrier's Sentinel	4-8	5 × 16"	Monthly	Claude Nuesling
Oshkosh	Northwestern	Stepping Stones	5-7	8½ × 11"	Monthly	Jack Guiney

DOMINION OF CANADA

City	Newspaper	Carrier Paper	No. Pages	Page Size	Issued	Editor
ALBERTA						
Calgary	Herald	Go-Getter	6-8	4 × 10"	6 times yr.	R. Kneeshaw
BRITISH COLUMBIA						
Vancouver	Province	Province Live Wire	4	5 cols. × 14	Monthly	Jack Adair
Vancouver	Sun	The Hustler	8	5 × 16"	Bi-M.	G. Habkirk
NEW BRUNSWICK						
Moncton	Times & Transcript	Carrier	4	5 × 16"	Monthly	L. Dorman
NEWFOUNDLAND						
St. John's	Herald	Ad Libs	8	7 × 10	Monthly	A. Sullivan
ONTARIO						
Orillia	Packet & Times	The Packeteer	6	5 cols. ×		
Ottawa	Journal	Carrier Salesman	4-6	Foolscap	Monthly	Henry Harvey
Toronto	Telegram	Carrier's Tely	4-8	Tabloid	Bi-M	Jane McGillivray
Toronto	Star (City Circ.)	Route Builder	8	4 × 11¼"	Monthly	Donald Dunk
Toronto	Star (Country Circ.)	Route Builder	4	4 × 11¼"	Monthly	Carlton G. Sandlos
Toronto	Star Weekly (Country Circ.)	Carrier Salesman	4	2 × 8½"	Quarterly	C. G. Sandlos
Toronto	Star Weekly (Country Circ.)	Rising Star	8	2 × 8½"	Quarterly	C. G. Sandlos

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A

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Abilene (Tex.) Reporter News, Elizabeth S. Carpenter, Leslie E. Carpenter, 1202 National Press Bldg.
Affonldningen (Sweden), Else Strom, 1555 Colonial Terrace, Arlington, Va.
Akron (Ohio) Beacon Journal (e.), Paul R. Leach, William E. Hoyt, Peter Lisagor, Edwin A. Lahey, James M. Haswell, 1286 National Press Bldg.
Albany Knickerbocker News, Paul L. Martin, Reginald F. Torrey, William A. Garrett, Kenneth M. Scheibel, 1267 National Press Bldg.
Albany Times-Union, David Sentner, 301 Pennsylvania Bldg.
Albuquerque Journal, Pat Munroe, William Graves, 1201 National Press Bldg.
Albuquerque (N. Mex.) Tribune (e.), Ruth Finney, 1013 Thirteenth St.
Alexandria Gazette, Raymond L. Hatcher, 317 King St., Alexandria, Va.
Alhambra (Calif.) Post-Advocate, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.
Allentown Call-Chronicle, Stanley E. Degler, 1275 National Press Bldg.
Amarillo News (m.), Bascom N. Timmons, Ernest Conine, 1253 National Press Bldg.
American Banker Daily, U. V. Wilcox, John H. Donoghue, 607 Albee Bldg.
American Metal Market, Wilfred Redmond, Freeman C. Bishop, O. K. Rannells, 506 American Bldg.
Anchorage (Alaska) Daily Times, Robert S. Allen, Paul Scott, A. Robert Smith, 1204 National Press Bldg.
Anchorage (Alaska) News, Alice Frein Johnson, 3000 39th St.
Anderson (S. C.) Independent, Jamison Cain, 1090 National Press Bldg.
Anela News Agency, Simon Koster, 2921 28th St.
Ann Arbor (Mich.) News (e.), Mark Foote, William F. Pyper, 906 Colorado Bldg.
Anniston (Ala.) Star, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice Boehl, 997 National Press Bldg.
Appleton (Wis.) Post-Crescent (e.), Frances McKusick, 21 Kennedy St.
Arizona Republic, Jerry W. Poole, 608 Albee Bldg.
Arkansas Democrat (e., S.), Bascom N. Timmons, Mary C. Lusby, Charles O. Gridley, 1253 National Press. Bldg.
Arkansas Gazette, Leslie E. Carpenter, Elizabeth S. Carpenter, 1202 National Press Bldg.
Artesia (N. Mex.) Press, Helene C. Monberg, 812 17th St.
Asahi Shimbun, Isami Suzukwa, 820 National Press Bldg.
Associated Negro Press, Alice A. Dunnigan, 1915 14th St.
Associated Newspapers, Ltd., of Australia, Leander E. Fitzgerald, 1251 National Press Bldg.
Associated Press, W.L. Beale, Jr., D. Harold Oliver, J. B. Engle, Elton C. Fay, Ernest G. Walker, Raymond J. Crowley, Edwin B. Haakinson, Karl Bauman, John M. Hightower, W. T. Peacock, Ovid A. Martin, J. W. Davis, Hamilton Faron, Earl Berkley, L. T. Easley, Jr., Ernest B. Vaccaro, William J. C. Carlin, Paul M. Yost, Charles C. Haslet, Jack L. Bell, W. F. Arbogast, Sterling F. Green, Herman R. Allen, Gardner Bridge, Margaret Kernodle, Arthur S. Roberts, Jane Eads, Richard P. Powers, Donald Kovacic, Edward H. Higgs, J. Frank Tragle, James Marlow, T. S. Adams, Willard H. Mobley, Marvin L. Arrowsmith, Bennett Wolfe, Norman Walker, Harrison B. Humphries, Morris M. Cleavenger, James C. Munn, Norman Carignan, Donald Sanders, John Scali, Arthur L. Edson, John Chadwick, Frank E. Taylor, Jr., Rowland Evans Jr., Alfred E. Wall, Robert E. Geiger, R. Gordon Brown, William O. Varn, W. Joynes Macfarlan, Ruth Baldwin Cowan, Roger D. Greene, Vern Haugland, Dillon Graham, Harry P. Snyder, Francis E. Carey, Don Whitehead, Wilbur Jennings, C. Yates McDaniel, B. L. Livingstone, G. M. Kelly, Joseph W. Hall, Jr., Fred S. Hoffman, Edward F. Creagh, Frank O'Brien, Jr., Frank W. Vaille, Wilmot W. Hercher, Charles F. Barrett, Marion Burson, John H. Kamps, H. Lee Garrett, Russell Brines, Ray Henry, Warren Rogers, Jr., Anthony Catella, Jerry T. Bauich, Merle Gulick, J. Herbert Altschull, Edmond Le Breton, Douglas B. Cornell, James B. Sibbison, John B. McDonald, Bem Price, Ben Meyer, Spencer Davis, O. Whitney Shoemaker, Frank Cormier, Martha Cole, James Stanford Bradshaw, Star Bldg.
Atlanta (Ga.) Constitution (m.), Gladstone Williams, 1295 National Press Bldg.
Atlanta Daily World, Louis R. Lautier, 2007 15th St.
Atlanta (Ga.) Journal (e., S.), Kenneth H. Turner, 614 Albee Bldg.
Aurora (Ill.), Beacon-News, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.
Austin-American Statesman, Sarah McClendon, 1001 National Press Bldg.

B

Baltimore American, David Sentner, 301 Pennsylvania Bldg.
Baltimore (Md.) Evening Sun, George W. Combs, 1214 National Press Bldg.
Baltimore (Md.) News-Post (e.), David Sentner, Ralph J. Sybert, 301 Pennsylvania Bldg.
Baltimore (Md.) Sun (m.), Paul W. Ward, William H. Y. Knighton, Jr., Frank R. Kent, Gerald E. Griffin, Thomas O'Neill, Rodney Crowther, Howard M. Norton, G. Shaw Bynum, Phillip Potter, Mark S. Watson, Peter J. Kumpa, John F. Van Camp, Helen Delich, 1214 National Press Bldg.
Bangor Daily News, Bulkley Griffin, Isabel Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press Bldg.
Bangor Patriot, Marietta Dake, 3714 Thornapple St., Chevy Chase, Md.
Baton Rouge Morning Advocate, Edward Jamieson, Kay Ray, Bascom N. Timmons, 1253 National Press Bldg.
Baton Rouge State-Times, Edward Jamieson, Kay Ray, Bascom N. Timmons, 1253 National Press Bldg.
Bay City (Mich.) Times (e., S.), Marke Foote, William F. Pyper, 906 Colorado Bldg.
Beacon News, Paul L. Martin, 1267 National Press Bldg.
Beaumont (Tex.) Enterprise, Leslie E. Carpenter, Elizabeth Carpenter, 1202 National Press Bldg.
Beaumont (Tex.) Journal, Leslie E. Carpenter, Elizabeth Carpenter, 1202 National Press Bldg.
Bell Syndicate, Drew Pearson, Frederick G. Blumenthal, Edgar J. Kemler, Thomas McNamara, Jack N. Anderson, Tyler Abell, Matthew P. Mitchell, Lawrence Beelin, 1313 29th St.
Bellevue (O.) Gazette, Glenn D. Everett, 926 National Press Bldg.
Bend (Oreg.) Bulletin, A. Robert Smith, 311 A St. NE.
Berkshire Evening Eagle, Edward J. Michelson, 926 National Press Bldg.
Beverley (Mass.) Times, Bulkley Griffin, 1237 National Press Bldg.
Biddeford (Me.) Journal; Esther Van Wagoner Tufty; Joseph A. Dear, Maurice G. Boell, Isabel Kinnear Griffin, 997 National Press Bldg. Donald R. Larrabee, Douglas Trussell, 1237 National Press Bldg.
Binghamton (N. Y.) Press, Paul L. Martin, Reginald F. Torrey, William A. Garrett, Kenneth M. Scheibel, 1267 National Press Bldg.
Birmingham News, James Free, Ann Cottrell Free; 1963 39th St.
Birmingham Post-Herald, James M. Daniel, 1013 13th St.
Booth Newspapers of Michigan, Mark Foote, William F. Pyper, 906 Colorado Bldg.
Boston Advertiser; David Sentner; 301 Pennsylvania Bldg.
Boston American; David Sentner; 301 Pennsylvania Bldg.
Boston (Mass.) Globe (m., e.), Gould Lincoln, 723 Star Bldg., John Harris, 1391 National Press Bldg.
Boston Herald and Traveler, Thomas W. Gerber, 926 National Press Bldg.
Boston Post, John H. Kelso, 748 Brandywine St. SE.
Boston Record; David Sentner; 301 Pennsylvania Bldg.
Bowling Green (O.) Sentinel-Tribune; Glenn D. Everett; 926 National Press Bldg.
Bremerton (Wash.) Sun, A. Robert Smith, 311 A St. NE.
Bridgeport (Conn.) Post and Bridgeport Telegram, Carey Cronan, 894 National Press Bldg.
Brockton (Mass.) Enterprise (e); Bulkley Griffin; Isabel Kinnear Griffin; Donald R. Larrabee, Douglas Trussell. 1237 National Press Bldg.
Bryan (O.) Times; Glenn D. Everett, 926 National Press Bldg.
Buffalo (N. Y.) Courier Express (m.), Lucian C. Warren, Erica Cromley, 1389 National Press Bldg.
Buffalo Evening News, Nat S. Finney, Francis C. Fortune, Irvin D. Foos, Arthur L. Davis, 1207 National Press Bldg.
Burbank (Calif.) Review, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.
Burlington (Vt.) Daily News, Herman A. Lowe, Florence S. Lowe, 1292 National Press Bldg.
Burlington (Vt.) Free Press, Vonda Bergman, 233 2d St., SE.

C

Camden Courier Post, James J. Butler, 1142 National Press Bldg.
Camden (Ark.) News, Howard Suttle, 810 National Press Bldg.
Canadian Press, George Kitchen, 330 Star Bldg.
Cedar Rapids (Iowa) Gazette; Bert Kemmerer, 704 3rd St.
Central News Agency of China, Richard L. Jen, Chien-San Lee, 1046 National Press Bldg.
Central Press, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice G. Boehl, Hal Tufty, 997 National Press Bldg.
Champaign-Urbana Courier, Dorothy Williams, 3701 Massachusetts Ave.
Chattanooga News Free-Press, Kay Ray, 1253 National Press Bldg.
Chattanooga Times, Charles L. Bartlett, 1020 National Press Bldg.
Charlotte (N. C.) Observer; Frank Van der Linden; 1230 National Press Bldg.
Chicago American (e.), David Sentner, 301 Pennsylvania Bldg.
Chicago Daily Defender, Ethel L. Payne, 1619 R St., NW.
Chicago (Ill.) Daily News (e.), Paul R. Leach, Robert E. Hoyt, Edwin A. Lahey, James M. Haswell, Peter Lisagor, 1286 National Press Bldg.
Chicago Sun-Times, Carleton Kent, Frederick Kuh, 1245 National Press Bldg.
Chicago (Ill.) Tribune Press Service; Walter Trohan; Willard Edwards; John M. Fisher; Laurence H. Burd; Philip L. Warden; William T. Moore; Lloyd H. Norman; Philip W. Dodd; Leland S. Forrester; Robert C. Young; Joseph F. Hearst; Arthur Sears Henning; 815 Albee Bldg.
Chinese News Service, Joseph Chiang, 100 Woodridge Ave., Silver Spring Md.
Christian Science Monitor (Boston) (e); William H. Stringer, Richard L. Strout; Neal A. Stanford; Josephine B. Ripley, Roland Sawyer; Joseph C. Harsch; Jane Loye; 1293 National Press Bldg.
Chubu Nippon Shimbun, Kazuo Hoshino, 1426 Massachusetts Ave; Yutaka Izuta, 713 19th St.
Cincinnati (Ohio) Enquirer (m.), Glenn Thompson, Mary Gallagher, 1387 National Press Bldg.
Cincinnati (Ohio) Post (e.), Dickson J. Preston, Douglas M. Allen, 1013 13th St. Robert W. Crater.
Cincinnati (Ohio) Times-Star (e.), Morris D. Ervin, 1393 National Press Bldg.
Clearwater Sun, Frank A. Kennedy, Route 3, Box 456, Edgewater, Md.
Cleveland (Ohio) News; Walker S. Buel; Edward Kernan; Phil G. Goulding; 611 Abee Bldg.
Cleveland (Ohio) Plain Dealer (m.), Walker S. Buel, Edward Kernan, Phil G. Goulding, 611 Albee Bldg.
Cleveland (Ohio) Press (e.), Dickson J. Preston, 1013 13th St, Robert W. Crater.
Clinton (Iowa) Herald, Harry Lando, 1365 National Press Bldg.
Columbia (S. C.) State and Record; Jamison Cain; Harry C. Dent; 1090 National Press Bldg.
Columbus (Ohio) Citizen (e.), Dickson J. Preston, 1013 13th St, Robert W. Crater.
Concord (N. H.) Monitor, Lawrence Fernsworth; 106 C St. SE.
Congressional Quarterly News Features; Henrietta M. Poynter, LeRoy S. Mattingly; Anne Safchik; Allan Spalding; William G. Loftus; William A. Korns; James A. Reynolds; Milton J. Blustein; Milton Prensky; Robert W. Kaufman; Burton Hoffman, Melvin L. Bergheim, Louis K. Mather, 1156 19th St.
Consolidated Hearst Publications, George Rothwell Brown, 303 Pennsylvania Bldg.
Consolidated News Features, John Franklin Carter, 2330 Massachusetts Ave.
Consolidated Press (Australia); Esther Van Wagoner Tufty, Joseph A. Dear; Maurice Boehl, 997 National Press Bldg.
Copley Press, Inc., Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.
Culver City (Calif.) Star-News, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.

D

Daily News Record (New York) (m.), Harry E. Resseguie, Lloyd M. Schwartz, John T. Norman, Walter Johnson, Annette Ward, James W. Brady, Robert A. Barr, Mary N. Bailey, Arthur Garel, Marvin Caplan, Miriam G. Leigh, Asher Gerecht, 508-509 Otis Bldg.
Daily Variety (Calif.), Florence S. Lowe, Herman A. Lowe, 1292 National Press Bldg.
Dallas (Tex.) News (m.), Walter C. Hornaday, Ruth Frances Schumm, 620 Albee Bldg.
Dallas (Tex.) Times-Herald (e., S.), Bascom N. Timmons, Charles O. Gridley, Ernest Conine, 1253 National Press Bldg.
Danville (Ill.) Commercial News; Paul L. Martin, Reginald F. Torrey; William A. Garrett; James T. Rogers, Kenneth M. Scheibel, 1267 National Press Bldg.
Davenport (Iowa) Democrat (e.), Walter S. Green, 1604 K St.
David Lawrence Associates, David Lawrence, Leonard Williams, Iva Holland, 1241 24th St.
Day-Jewish Journal, Murray Frank, 5237 2d St.
Dayton Daily News (e.), Richard Cull, Jr., 614 Albee Bldg.
Dayton Journal Herald, Jack Vincent, 1295 National Press Bldg.
Dear Publications, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice G. Boehl, 997 National Press Bldg.
Decatur (Ill.) Herald & Review, Dorothy Williams; 3701 Massachusetts Ave.
Delaware State News, McLellan Smith, 1142 National Press Bldg.
Denver Post (e), Barnet Nover; Naomi Nover, 993 National Press Bldg.
De Queen (Ark.) Citizen, Howard Suttle; 810 National Press Bldg.
Des Moines (Iowa) Register and Tribune, (m., e.) Richard L. Wilson, John B. Wilson, Fletcher Knebel, Wilbur Elston, Clark R. Mollenhoff, Charles W. Bailey 2d 852 National Press Bldg.
Detroit (Mich.) Free Press (m.), Paul R. Leach, Robert E. Hoyt, Peter Lisagor, James M. Haswell, Edwin A. Lakey, 1286 National Press Bldg.
Detroit (Mich.) News (e., S.), Jay G. Hayden, Martin S. Hayden, Will Muller, 904 Colorado Bldg., Mary Van Rensselaer Thayer, 2704 Dumbarton Ave.
Detroit Times; Donald P. O'Connor; 448 Munsey Bldg.; David Sentner; 301 Penna. Bldg.
Deutsche Press Agentur, Oscar W. Reschke; Friedrich von Giobig-Weissenbach, 858 National Press Bldg.
Dimitag (Germany), Anne Liese Tucker, 5707 25th Rd. North, Arlington, Va.
Dodge Daily Newspapers, Ernest P. Mickel, Daniel H. Street, 727 Washington Loan & Trust Bldg.
Dover (O.) Daily Reporter; Glenn D. Everett; 926 National Press Bldg.
Duluth Herald; Walter T. Ridder, 808 Albee Bldg.
Duluth News-Tribune; Marie W. Ridder; Wesley G. Peyton; Robert E. Lee; Walter T. Ridder, 808 Albee Bldg.

E

East St. Louis (Ill.) Journal; Dorothy Williams; 3701 Massachusetts Ave.
Editorial Research Reports, Richard M. Boeckel, Bertram Benedict, 1205 19th St.
Editors Syndicate; John Herling; 1003 K St.
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Elkins (W. Va.) Inter-Mountain, Mrs. Charles Brooks Smith, 1650 Howard St.
Elmira (N. Y.) Advertiser, Paul L. Martin, 1267 National Press Bldg.
Elmira (N. Y.) Star-Gazette, Paul L. Martin, 1267 National Press Bldg.
Elmira Star-Telegram, Paul L. Martin, 1267 National Press Bldg.
El Paso (Tex.) Herald-Post (e.), Marshall McNeil, 1013 13th St.
El Paso (Tex.) Times, Sarah McClendon, 1001 National Press Bldg.
Elizabeth City (N. C.) Advance, Esther Van Wagoner Tufty; Joseph A. Dear; Maurice Boehl; 997 National Press Bldg.
Endicott (N. Y.) Daily Bulletin, Frances McKusick, 21 Kennedy St.
Erie Times (Pa.), Stephen V. Feeley; 1403 Kenwood Ave., Alexandria; Va.
Eugene (Oreg.) Register Guard, A. Robert Smith, 311 A St. N.E.
Evansville (Ind.) Press (e., S.), Daniel M. Kidney, 1013 13th St.

F

Fairbanks (Alaska) News-Miner, Robert A. Smith, 311 A St., N.E., Alice Frein Johnson, 3000 39th St.
Fairmont (W. Va.) Times (m.), Mrs. Charles Brooks Smith, 1650 Harvard St.
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Federated Press, John B. Stone, 856 National Press Bldg.
Film Daily (N. Y.), James J. Butler, 1142 National Press Bldg.
Flint (Mich.) Journal (e., S.), Mark Foote, William F. Pyper, 906 Colorado Bldg.
Florence Morning News, Jamison Cain, 1060 National Press Bldg.
Florida Times-Union; Truman Felt; Pat Munroe, William Geaves, 614 Albee Bldg.
Fort Worth (Tex.) Press (e.), Marshall McNeil, 1013 13th St.
Fort Worth (Tex.) Star Telegram (m., e.) Bascom N. Timmons, Edward Jamieson, Ernest Conine, 1253 National Press Bldg.
France Presse; George R. Wolff; Anita von Kahler; Pierre Louis Raymond Durel, Louis Deroche; Simon Mitchau; J. E. LaGrange; 914 National Press Bldg.
Frankfort (Ky.) State Journal, Walter A. Shead, 1420 New York Ave.
Fresno (Calif.) Bee (e), Gladstone Williams; Edward H. Dickson; James B. McClatchy; 1295 National Press Bldg.

G

Gadsden (Ala.) Times, Eleanor Nance Hamilton, 2701 16th St., South Arlington, Va.
Gallipolis (O.) Daily Tribune, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice Boehl, 997 National Press Bldg.
Gallup (N. Mex.) Independent; Helene C. Monberg; 812 17th St.
Galveston (Tex.) News-Tribune, Sarah McClendon; 1001 National Press Bldg.
Gannett News Service, Paul Martin, Reginald F. Torrey, William A. Garrett, Kenneth M. Scheibel, Charles B. Seib, Jr., Loren B. Pope, 1267 National Press Bldg.
General Features Corporation, Edgar Ansel Mowrer, 3301 Garfield St.
Glendale (Calif.) News-Press, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.
Globe Syndicate; Monte F. Bourjaily; 3714 East Thornapple St., Chevy Chase, Md.
Grand Forks (N. D.) Herald, Walter T. Ridder; Wesley G. Peyton, Robert E. Lee; 808 Albee Bldg.
Grand Rapids (Mich.) Press (e.), Mark Foote, William F. Pyper, 906 Colorado Bldg.
Green Bay (Wis.) Press-Gazette (e.), Frances McKusick, 7005 8th St.
Greensboro (N. C.) Daily News (m.), W. A. Hilderbrand, 2805 35th St., Bruce O. Jolly, 6213 11th Rd. North, Arlington, Va.
Greenville (Miss.) Delta Democrat-Times, Una Franklin, 210 Duke St., Alexandria, Va.
Greenville (S. C.) News-Piedmont, Frank van der Linden, 1230 National Press Bldg.
Grote Provinciale Dagbladen (Netherlands), Peter G. J. Korteweg, 1801 Clydesdale Pl.

H

Haaretz (Isreal), A. Eliahu-Salpeter, 1711 19th St.
Harrisburg (Pa.) Patriot & Evening News, Andrew J. Viglietta, James J. Butler, Thomas Arthur Buchanan, Robert Hochstein, Jules J. Wilcover, Milton G. Jaques, 1142 National Press Bldg.
Hartford (Conn.) Courant (m.), Robert D. Byrnes, Dorothy Seymour Byrnes, 1037 National Press Bldg.
Hartford (Conn.) Times (e); Paul L. Martin; William A. Garrett, Reginald F. Torrey, Kenneth M. Scheibel, 1267 National Press Bldg.
Haverhill (Mass.) Gazette (e.), Bulkley L. Griffin, Isabell Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press.
Hearst Newspapers, David Sentner, Nannette Milstead, Bert Mills, 301 Pennsylvania Bldg.
Helena (Ark.) World, Howard Suttle, 810 National Press Bldg.
Hilo Herald Tribune, Frank Hewlett, 812 National Press Bldg.
Hinton (W. VA.) Daily News, Mrs. Charles Brooks Smith, 1650 Harvard St.
Holland (Mich.) Sentinel, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice Boehl, 997 National Press Bldg.
Hollywood Reporter, Harry Lando, 1365 National Press Bldg.
Holyoke (Mass.) Transcript-Telegram (e), Bulkley Griffin, Isabel Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press Bldg.
Honolulu Advertiser, Edward Jamieson, Robert S. Allen, Paul Scott, 1204 National Press Bldg.
Honolulu Star-Bulletin (e), Frank Hewlett, 812 National Press Bldg., 1286 National Press Bldg.
Hot Springs (Ark.) New Era and Sentinel-Record, Howard Suttle, 810 National Press Bldg.
Houston (Tex.) Chronicle (e., S.), Bascom N. Timmons, Edward Jamieson; Charles O. Gridley, Ernest Conine, Mary C. Lusby, 1253 National Press Bldg.
Houston (Tex.) Post, Leslie E. Carpenter, Elizabeth S. Carpenter, 317 National Press Bldg; Henry Tanner, 1202 National Press Bldg.

(Continued on Page 316)

PAPERS REPRESENTED IN U. S. PRESS GALLERY—Continued

(Continued from Page 315)

Houston (Tex.) Press (e.), Marshall McNeil, 1013 13th St.
Huntingburg (Ind.) Independent, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice Boehl, 997 National Press Bldg.

I

Indianapolis (Ind.) News (e), Louis C. Hiner, 608 Albee Bldg.
Indianapolis (Ind.) Star, Benjamin R. Cole, 608 Albee Bldg.
Indianapolis (Ind.) Times (e.), Daniel M. Kidney, 1013 13th St.
International News Service, William K. Hutchinson, Arthur F. Hermann, William C. Zimmerman, Frank B. Allen, Robert E. Clark, Felix Cotten, Don Dixon, George E. Durno; Sam Fogg, Thomas J. Foley, Darrell Garwood, I. H. Gordon, Howard Handleman, Joseph U. Hinshaw, William J. Kerwin, James Lee, Jr., Earle Marckres, Rose McKee, Hugh L. Morris, Robert G. Nixon, 348 Pennsylvania Bldg.
Ithaca (N. Y.) Journal, Paul L. Martin, 1267 National Press Bldg.

J

Jackson (Mich.) Citizen Patriot (e. S.), Mark Foote, 906 Colorado Bldg.
Jackson (Miss.) Daily News, Howard Suttle, 810 National Press Bldg.
Jacksonville (Fla.) Journal (e), Frank A. Kennedy, Route 3, Box 456
Jewish-Telegraphic Agency, Milton Friedman, Beth Sieroty, 817 National Press Bldg.
Jiji Press, Ltd., Yuji Hayashi, Francis Scott Key Hotel.
Joliet (Ill.) Herald-News, Robert W. Richards, Frank J. Macomber, Frank H. Kuest, Juanita Williams, 1200 National Press Bldg.
Juneau (Alaska) Empire, Alice Frein Johnson, 3000 39th St.

K

Kalamazoo (Mich.) Gazette (e., S.), Mark Foote, William F. Pyper, 906 Colorado Bldg.
Kansas City Star (e.) Times (m.), Duke Shoop, J. L. Williams, John R. Cauley, 610 Albee Bldg.
Kennebec (Maine) Journal, May Craig, 1228 National Press Bldg.
Kentucky Post (e), Robert W. Crater, Dickson J. Preston, 1013 13th St.
King Features Syndicate, George Rothwell Brown, 303 Pennsylvania Bldg., George Dixon, Mary Haworth, 1063 National Press Bldg.
Knoxville (Tenn.) News-Sentinel (e., S.), Marshall McNeil, 1013 13th St.
Koelnische Rundschau (Germany), Hans B. Meyer, 1765 Massachussets Ave.
Kyodo News Service, Ichiro Iwatate, Hiroshi Ishizuka, 1636 Connecticut Ave.

L

La Crosse (Wis.) Tribune (e., S.), Frances McKusick, 21 Kennedy St.
Lamar (Colo.) News, George Sanford Holmes, 5104 Worthington Dr.
Lancaster (Pa.) Intelligencer Journal, Louise Steinman Ansberry, 2142 Wyoming Ave.
Lancaster (Pa.) New Era, Edward Jamieson, Jack K. Russell, Louise Steinman Ansberry, 1253 National Press Bldg.
La Stampa (Italy), Gino Tomajouli, 317 National Press Bldg.
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Laurel (Miss.) Leader-Call, Howard Suttle, 810 National Press Bldg.
Le Figaro (Paris), Nicolas Chatelain, 914 National Press Bldg.
Le Progres (Lyon France), Salome Mandel, 1922 N. St.
Little Falls (N. Y.) Times, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice G. Boehl, 997 National Press Bldg.
London Daily Express, Henry Young Lowrie, Hugh L. Dundas, 1061 National Press Bldg.
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Los Angeles Examiner (m), David Sentner, 301 Pennsylvania Bldg.
Los Angeles Herald Express, David Sentner, 301 Pennsylvania Bldg.
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M

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Madison (Wis.) State Journal (e., S.), Frances McKusick, 21 Kennedy St.
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Politika (Yugoslavia), Miro Radoicic, 1926 16th St.
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Portland (Maine) Evening Express, May Craig, 1228 National Press Bldg.
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Roseburg (Oreg.) News Review, A. Robert Smith, 311 A St. NE.
Rutland (Vt.) Herald, Vonda Bergman 233 2d St. SE.

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Washington Daily News (e), John T. O'Rourke, Martha Strayer, Richard Hollander, John T. Burch, Milton R. Berliner, Nicholas Blatchford, Henry Altman, Evelyn Gordon, Samuel Gordon, Everett B. Gardner, Cornelia M. Ball, John F. Mc Leod, Robert M. Buck, H. L. Coppenbarger, John F. Cramer, John R. Hoover, James M. O'Neill, Jr., Alexander Ormsbee, Evert B. Clark, Donald H. May, Milton J. Pike, Alex Bilonow, Gilbert Gimble, Neil V. McNeil, Anthony Lewis, Stan Felder, Tom Donnelly, Robert Tate Allan, Cordelia Ruffin, Richard G. O'Lone, Rice Odell, J. William Maxwell, Bill Majeski, Thomas V. Kelly, Bernard A. Harrison, John F. Hardesty, Jr., Barbara E. Blaustein, 1013 13th St.
Washington Evening Star, G. Gould Lincoln, J. A. O'Leary, Constantine A. Brown, Benjamin M. McKelway, John H. Cline, Joseph A. Fox, Herbert E. Corn, William M. Hines, Jr., Don S. Warren, James Y. Newton, Garnett D. Horner, George Kennedy, Joseph Young, N. Rex. Collier, John C. Henry, Miriam Ottenberg, Harold Rogers, Robert K. Walsh, John W. Thompson, Jr., Howard P. Bailey, William H. Harrison, Earl H. Voss, Richard Fryklund, George D. Beveridge, Jr., Newbold Noyes, Jr., Francis P. Douglas, Cecil Holland, John V. Horner, Mary McGrory, Jack Jonas, L. Edgar Prina, Charles B. Sheib, Jr., Hector F. LcLean, I. William Hill, Joseph W. Stepp, Davis Koonce, William A. Millen, Harriett Griffiths, H. Eugene Goodwin, Isabelle Shelton, 1101 Pennsylvania Ave.
Washington Post and Times Herald (m. S.), James R. Wiggins, Edward T. Folliard, William V. Nessly, Merlo J. Pusey, H. B. Elliston, Jerry Kluttz, Robert Albright, John J. W. Riseling, Ben. W. Gilbert, Malvina Lindsay, Marie S. McNair, John A. Singerhoff, Robert H. Estabrook, Edward F. Ryan, Philip L. Graham, John G. Norris, Herbert L. Block, William E. Gold, Chalmers M. Roberts, Alan Barth, Alfred Friendly, Murrev Marder, Joseph M. Lalley, Carroll Kilpatrick, Aubrey A. Graves, Jeanne Rogers, Richard L. Lyons, Frank R. Kent, Jr., Nathan S. Haseltine, Thomas Winship, Robert C. Albrook, Edward V. Koterba, Elizabeth Ford, William J. Brady, Robert E. L. Baker, Bernard D. Nossiter, A. Wesley Barthelmes, Jr., 1515 L St.
Waterbury (Conn.) American (m., e.), Bulkley Griffin, Isabel Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press Bldg.
Watertown (N. Y.) Daily Times, Alan S. Emory, 1201 National Press Bldg.
Waterville (Maine) Sentinel (m.) May Craig, 1228 National Press Bldg.
Waynesboro (Pa.) Record-Herald, Edward V. Koterba, 6103 Kirby Rd., Bethesda, Md.
Wenatchee (Wash.) Daily World, A. Robert Smith, 311 A St. SE.
Westchester County Newspapers, James J. Butler, 1277 National Press Bldg., Frances McKusick, 21 Kennedy St.
Wheaton (Ill.) Journal, Esther Van Wagoner Tufty, Joseph A. Dear, Maurice Boehl, 997 National Press Bldg.
Wheeling Intelligencer (m.), Mrs. Charles Brooks Smith, 1650 Harvard St.
Wichita (Kans.) Beacon, Betsy Jager, 1812 Varnum St.
Wichita Eagle, William P. Helm, 619 Colorado Bldg.
Wichita Falls (Tex.) Record-News (m.), Times (e. S.), Bascom N. Timmons, Edward Jamieson, Ernest Conine, 1253 National Press Bldg.
Willoughby (Ohio) News-Herald, Glenn D. Everett, 1253 National Press Bldg.
Wilmington (Del.) Journal-Every Evening, Bascom N. Timmons, Edward Jamieson, Jack Russell, 1253 National Press Bldg.
Wilmington (Del.) Morning News, Bascom N. Timmons, Edward Jamieson, Jack Russell, 1253 National Press Bldg.
Wilmington (N. C.) Star-News (m., e.) Frank van der Linden, Lyn van der Linden, 1230 National Press Bldg.
Winnipeg Free Press, Shane MacKay, 4622 Langdrum La., Chevy Chase, Md.
Winston-Salem Journal and Sentinel, Eleanor Nance Hamilton, 2701 16th St. South, Arlington, Va.
Women's Wear Daily (m.), Harry E. Resseguie, Annette Culler Ward, Robert A. Barr, Marvin H. Caplon, Miriam G. Leigh, Lloyd Schwartz, John T. Norman, Walter Johnson, Mary N. Bailey, James W. Brady, Arthur Garel, Asher Gerecht, Lonnie Hackman, 508-509 Otis Bldg.
Worcester (Mass.) Gazette, Bulkley Griffin, Isabel Kinnear Griffin, Donald R. Larrabee, Douglas Trussell, 1237 National Press Bldg.
World Press, Carl D. Soresi, 1192 National Press Bldg.

Y

Yomiuri Shimbun, Taro Semba, Toshiro Tsubokawa, 348 National Press Bldg.
Youngstown (Ohio) Vindicator (e.), Bascom N. Timmons, Edward Jamieson, Jack K. Russell, 1253 National Press Bldg.
Yugoslav News Agency, Miodrag Avramovic, 6425 14th St.

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Abell, Tyler, Bell Syndicate.
Adams, T. S., Associated Press.
Albright, Robert C., Washington Post.
Albrook, Robert C., Washington Post and Times Herald.
Alexander, Holmes, McNaught Syndicate.
Allan, Robert Tate, Washington Daily News.
Allen, C. B., New York Herald Tribune.
Allen, Douglas M., Cincinnati Times Star.
Allen, Frank B., International News Service.
Allen, Herman R., Associated Press.
Allen, Robert S., Post-Hall Syndicate, Honolulu Advertiser, Las Vegas Sun, Anchorage (Alaska) Daily Times.
Alsop, Joseph W., Jr., New York Herald Tribune Syndicate.
Alsop, Stewart, New York Herald Tribune Syndicate.
Altman, Henry, Washington Daily News.
Altschull, J. Herbert, Associated Press.
Amrine, Michael, North American Newspaper Alliance.
Anderson, Jack N., Bell Syndicate.
Anderry, Louise Steinman, Lancaster New Era, Intelligencer Journal, Sharon (Pa.) Herald.
Arbogast, W. F., Associated Press.
Arrowsmith, Marvin L., Associated Press.

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Bailey, Charles W., 2d, Minneapolis Star and Tribune Des Moines Register and Tribune.
Bailey, Howard P., Washington Evening Star.
Bailey, Mary N., Daily News Record, Retailing Daily, Women's Wear Daily.
Baker, Robert E. L., Washington Post & Times-Herald.
Baker, Russell, New York Times.
Ball, Cornelia M., Washington Daily News.
Ball, Robert S., Detroit News.
Barcella, Ernest L., United Press Associations.
Barkdoll, Robert S., United Press Associations.
Barnett, David L., North American Newspaper Alliance.
Barr, Robert A., Women's Wear Daily, Retailing Daily, Daily News Record.
Barrett, Charles F., Associated Press.
Barth, Alan, Washington Post & Times Herald.
Barthelmes, A. Wesley, Jr., Washington Post & Times-Herald.
Bartlett, Charles L., Chattanooga Times.
Bassett, Grace, Washington Daily News.
Bates, William M., United Press Associations.
Baulch, Jerry T., Associated Press.
Bauman, Karl, Associated Press.
Beale, W. L., Jr., Associated Press.
Beelin, Lawrence, Bell Syndicate
Beet, Erik, New York Daily Worker.
Belair, Felix, Jr., New York Times.
Bell, Jack L., Associated Press.
Bellinger, Eleanor, London Daily Telegraph.
Benedict, Bertram, Editorial Research Reports.
Bergheim, Melvin L., Congressional Quarterly News Features.
Bergman, Vonda, Burlington (Vt.) Free Press, Rutland (Vt.) Herald, Newport (Vt.) Daily Express.
Berkley, Earl, Associated Press.
Berliner, Milton R., Washington Daily News.
Bert, Erik, New York Daily Worker.
Beveridge, George D., Jr., Washington Evening Star.
Bigart, Homer W., New York Times.
Bilanow, Alex, Washington Daily News.
Bishop, Freeman C., American Metal Market.
Blair, William M., New York Times.
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Blaustein, Barbara E., Washington Daily News.
Block, Herbert L., Washington Post & Times Herald.
Blumenthal, Frederick G., Bell Syndicate.
Blustein, Milton J., Congressional Quarterly News Features.
Boeckel, Richard M., Editorial Research Reports.
Boehl, Maurice G., Michigan League of Home Dailies Central Press Association, Dear Publications, Los Angeles Mirror, Capital Times (Wis.), Port Huron (Mich.) Times Herald, Midland (Mich.) Daily News, Holland (Mich.) Sentinel, Anniston (Ala.) Star, New Kensington (Pa.) Daily Dispatch, Elizabeth (N. C.) Advance, Gallipolis (Ohio) Daily Tribune, Huntingburg (Ind.) Independent, Wheaton (Ill.) Journal, Consolidated Press (Australia), The Overseas (Germany), London Daily Mirror, Little Falls (N. Y.) Times, Milford (Mass.) News, Biddeford (Maine) Journal.
Bolshakov, Georgi N., Tass, Telegraph Agency of the U. S. S. R.
Bourjaily, Monte F., Globe Syndicate.
Brady, James W., Women's Wear Daily, Retailing Daily, Daily News Record.
Brady, William, Washington Post & Times-Herald.
Brandon, Dorothy, New York Herald Tribune.
Brandon, O. Henry, Manchester Dispatch, London Sunday Times.
Brandt, Raymond P., St. Louis Post-Dispatch.
Brett-Smith, Richard N., London Daily Telegraph.
Bridge, Gardner, Associated Press.
Brines, Russell, Associated Press.
Britton, Lewis W., Daily Traffic World.
Broom, William W., San Jose Mercury-News, Long Beach Independent & Press Telegram.
Brown, Constantine A., Washington Evening Star.
Brown, George Rothwell, King Features Syndicate, Consolidated Hearst Publications.
Brown, Nona Baldwin, New York Times.
Brown, R. Gordon, Associated Press.
Brunst, G. R., N. C. W. C. News Service.
Buchan, Alastair F., London Observer.
Buchanan, Thomas Arthur, Harrisburg Evening News, Harrisburg Patriot, Long Island Press, Long Island Star-Journal, Newark Star-Ledger, Staten Island Advance, Syracuse Herald-Journal, Syracuse Post-Standard, Nassau Daily Review Star, Jersey Journal.
Buck, Robert M., Washington Daily News.
Buel, Walker S., Cleveland Plain Dealer, News.
Bundy, David R., Washington City News Service.
Burch, John T., Washington Daily News.
Burd, Laurence H., Chicago Tribune.
Burke, Charles, Polish Daily Zgoda.
Burke, Vincent J., United Press Associations.
Burson, Marion, Associated Press.
Butler, James J., Harrisburg Evening News, Harrisburg Patriot, Long Island Press, Long Island Star-Journal, Newark Star-Ledger, Staten Island Advance, Syracuse Herald-Journal, Syracuse Post-Standard, Camden Courier-Post, Westchester County Newspapers, New Britain Herald, Jersey Journal, Film Daily.
Byrnes, Dorothy Seymour, Hartford Courant.
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Caplan, Marvin, Daily News Record, Retailing Daily, Women's Wear Daily.
Carey, Francis E., Associated Press.
Carignan, Norman, Associated Press.
Carlin, William J. C., Associated Press.
Carpenter, Elizabeth S., Houston Post, Arkansas Gazette, Tulsa Tribune, Beaumont (Tex.) Enterprise, Beaumont (Tex.) Journal, Abilene (Tex.) Reporter-News, Springfield (Mass.) Daily News.
Carpenter, Leslie E., Houston Post, Arkansas Gazette, Tulsa Tribune, Beaumont (Tex.) Enterprise, Beaumont (Tex.) Journal, Abilene (Tex.) Reporter-News, Springfield (Mass.) Daily News.
Carter, John Franklin, Consolidated News Features.
Cassels, Louis, United Press Associations.
Catella, Anthony, Associated Press.
Cauley, John R., Kansas City Star.
Chadwick, John, Associated Press.
Chaney, Rex M., United Press Associations.
Chatelain, Nicolas, Le Figaro (Paris).
Cheshire, Herbert W., United Press Associations.
Chiang, Joseph, Chinese News Service.
Childs, Marquis W., St. Louis Post Dispatch.
Clark, Albert E., Wall Street Journal.
Clark, Bennett Marsh, St. Louis Globe-Democrat.
Clark, Evert B., Washington Daily News.
Clark, Noel, London Daily Mail.
Clark, Robert E., International News Service.
Cleavenger, Morris M., Associated Press.
Cleland, John A., Pittsburgh Sun-Telegraph, Philadelphia Daily News, Raleigh News and Observer.
Clendenin, Michael C., New York Daily News.
Cline, John H., Washington Evening Star.
Cohn, Leon M., Wall Street Journal.
Cole, Benjamin R., Indianapolis Star, Muncie Star.
Colegrove, Albert M., Scripps-Howard Newspaper Alliance.
Coles, Marshall, Scripps-Howard Newspaper Alliance.
Collier, N. Rex, Washington Evening Star.
Collins, Frederic W., Providence Journal.
Collins, James M., Oil Daily.
Combs, George W., Baltimore Evening Sun.
Conine, Ernest, Dallas Times-Herald, Fort Worth Star Telegram, Houston Chronicle, Amarillo (Tex.) News, Wichita Falls (Tex.) Times, and Record-News.
Connors, Anne, London Observer.
Cooper, Robert W., London Times.
Cooper, William, Scripps-Howard Newspaper Alliance
Coppenbarger, H. L., Washington Daily News.
Corddry, Charles W., Jr., United Press Associations.
Corn, Herbert F., Washington Evening Star.
Cornell, Douglas B., Associated Press.
Corrmier, Frank, Associated Press.
Corum, Richard L., Wall Street Journal.
Cotten, Felix, International News Service.
Couric, John M., United Press Associations.
Cowan, Ruth Baldwin, Associated Press.
Craig, May, Portland Press Herald, Portland (Maine) Evening Express, Kennebec (Maine) Journal, Waterville (Maine) Sentinel, Portland (Maine) Sunday Telegram.
Cramer, John F., Washington Daily News.
Crater, Robert W., Cincinnati Post, Cleveland Press, Columbus Citizen, Kentucky Post.
Creagh, Edward F., Associated Press.
Cromley, Allan W., Daily Oklahoman, Oklahoma City Times.
Cromley, Erica M., Buffalo (N.Y.) Courier-Express
Cromley, Ray, Wall Street Journal.
Cronan, Carey, Bridgeport Post, Bridgeport Telegram, Stamford Advocate.
Crowley, Raymond J., Associated Press.
Crowther, Rodney, Baltimore Sun.
Cull, Richard, Jr., Dayton Daily News.
Cunningham, James F., United Press Associations.
Cunningham, Morris, Memphis Commercial Appeal.
Cutter, John L., United Press Associations.

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Dake, Marietta, The Patriot (Bangor, Maine).
Dale, Edwin L., Jr., New York Herald Tribune
Daniel, James M., 3rd, Rocky Mountain News, Birmingham Post-Herald.
Davis, Arthur L., Buffalo Evening News.
Davis, J. W., Associated Press.
Davis, Spencer, Associated Press.
Davis, Watson, Science Service.
Day, Jane, United Press Associations.
Deakin, James, St. Louis Post-Dispatch.
Dear, Ann Blevins, London Daily Mirror.
Dear, Joseph A., Michigan League of Home Dailies, Central Press Association, Dear Publications, Los Angeles Mirror, Capital Times (Wis.), Port Huron (Mich.) Times Herald, Midland (Mich.) Daily News, Holland (Mich.) Sentinel, Anniston (Ala.) Star, New Kensington (Pa.) Daily Dispatch, Elizabeth (N. C.) Advance, Gallipolis (O.) Daily Tribune, Huntingburg (Ind.) Independent, Wheaton (Ill.) Journal, Consolidated Press (Australia), The Overseas (Germany), London Daily Mirror, Little Falls (N. Y.) Times, Milford (Mass.) News, Biddeford (Maine) Journal.
Degges, Charles B., Oakland (Calif.) Tribune.
Degler, Stanley E., Allentown Call-Chronicle.
Delich, Helen, Baltimore Sun.
Deming, Angus, Wall Street Journal.
Denny, Diana, Scripps-Howard Newspaper Alliance.
Dent, Harry C., Columbia (S.C.) State
de Pury, Edward G., United Press Associations.
de Turenne, Henri, France-Presse.
Deroche, Louis, France-Presse.
Dickson, Edward H., Sacramento (Calif.) Bee, Fresno (Calif.) Bee, Modesto (Calif.) Bee
Dillman, Grant, United Press Associations.
Dittmer, D. W., United Press Associations.
Dixon, Don, International News Service.
Dixon, George, King Features Syndicate.
D'Lone, Richard G., Washington Daily News.
Dodd, Philip W., Chicago Tribune, Press Service.
Doherty, Jack, New York Daily News.
Donald, Barbara, New York Herald Tribune Syndicate.
Donnelly, Tom, Washington Daily News.
Donoghue, John H., American Banker Daily.
Donovan, James F., United Press Associations.
Donovan, Robert J., New York Herald Tribune.
Douglas, Francis P., Washington Evening Star.
Drummond, Roscoe, New York Herald Tribune.
Drury, Allen, New York Times.
Dudman, Richard, St. Louis Post Dispatch.
Duffee, Warren S., United Press Associations.
Dunbar, Arthur B., Jr., Providence Journal-Evening Bulletin.
Dundas, Hugh S. L., London Daily Express.
Dunnigan, Alice A., Associated Negro Press.
Durel, Pierre Louis Raymond, France Presse.
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Eads, Jane, Associated Press.
Easley, L. T., Jr., Associated Press.
Edamatsu, Shigeyuki, Mainichi News Papers.
Edson, Arthur L., Associated Press.
Edson, Peter, Newspaper Enterprise Association.
Edstrom, Ed, Louisville Courier Journal.
Edwards, Fraser, Shreveport Journal.
Edwards, Willard, Chicago Tribune Press Service.
Egan, Charles E., New York Times.
Egger, Charles, Scripps Howard Newspaper Alliance.

THE PRESS GALLERY OF THE CONGRESS OF THE UNITED STATES—Continued

(Continued on Page 318)

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Eleaser, Frank, United Press Associations
Elliston, H. B., Washington Post and Times Herald.
Elston, Wilbur, Minneapolis Star and Tribune, Des Moines Register and Tribune.
Emory, Alan S., Oswego (N. Y.) Palladium-Times, Watertown (N. Y.) Daily Times.
Engle, J. B., Associated Press.
Ervin, Morris D., Cincinnati Times-Star.
Estabrook, Robert H., Washington Post & Times Herald.
Evans, Rowland, Jr., Associated Press.
Everett, Glenn D., Religious News Service, Willoughby (O.) News-Herald, Dover (O.) Daily Reporter, Bowling Green (O.) Sentinel-Tribune.
Ewing, Ann, Science Service.

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Fanning, William H., Jr., N. C. W. C. News Service.
Faron, Hamilton, Associated Press.
Farris, Frederick J., New York Herald Tribune.
Fay, Elton C., Associated Press.
Feeley, Stephen V., Newsday, Erie Times.
Felder, Stan, Washington Daily News.
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Fernsworth, Lawrence, Concord (N. H.) Monitor.
Finney, John Warren, United Press Associations.
Finney, Nat S., Buffalo Evening News.
Finney, Ruth, San Francisco Daily News, Albuquerque (N. Mex.) Tribune.
Fisher, John M., Chicago Tribune Press Service.
Fitzgerald, Leander E., Associated Newspapers, Ltd., of Australia, Sydney (Australia) Sun.
Fleeson, Doris, United Features Syndicate.
Folliard, Edwart T., Washington Post & Times Herald.
Foos, Irvin D., Buffalo Evening News.
Foote, Mark, Booth Newspapers of Michigan, Grand Rapids Press, Flint Journal, Kalamazoo Gazette, Saginaw News, Jackson Citizen Patriot, Muskegon Chronicle, Bay City Times, Ann Arbor News.
Ford, Elizabeth, Washington Post & Times-Herald.
Forrester, Leland S., Chicago Tribune Press Service.
Fortune, Francis C., Buffalo Evening News.
Foster, Herbert, United Press Associations.
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Frandsen, Julius, Jr., United Press Associations.
Frank, Murray, The Day-Jewish Journal, London Jewish Chronicle.
Franklin, Una, Greenville (Miss.) Delta Democrat-Times, Saranac Lake (N. Y.) Adirondack Daily Enterprise.
Frantz, Harry W., United Press Associations.
Free, Ann Cottrell, Birmingham News, North American Newspaper Alliance.
Free, James, Birmingham News.
Freedman, Max, Manchester (England) Guardian.
Friedman, Milton, Jewish Telegraphic Agency.
Friendly, Alfred, Washington Post & Times Herald.
Fryklund, Richard, Washington Evening Star.
Furman, Bess, New York Times.

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Galbraith, William H., Jr., United Press Associations.
Gallagher, Mary, Cincinnati Enquirer.
Galpin, Stephen K., Wall Street Journal.
Gannon, Patrick H., New Newspaper Service.
Gardner, Everett B., Washington Daily News.
Garel, Arthur, Daily News Record, Retailing Daily, Women's Wear Daily.
Garrett, H. Lee, Associated Press.
Garrett, William A., Gannett News Service.
Garwood, Darrell, International News Service.
Geiger, Robert E., Associated Press.
Gerber, Thomas W., Boston Herald & Traveler.
Gerecht, Asher, Daily News Record, Retailing Daily, Womens Wear Daily.
Geyelin, Philip L., Wall Street Journal.
Gibson, Gwen, New York Daily News.
Gibson, John R., Wall Street Journal.
Gilbert, Ben W., Washington Post & Times Herald.
Gilmore, Kenneth O., Newspaper Enterprise Association.
Gimble, Gilbert, Washington Daily News.
von Globig-Weissenbach, Frederick, Deutsche Press Agentur.
Godwin, Gaylord P., United Press Associations.
Gold, William E., Washington Post & Times Herald.
Goldsmith, John A., United Press Associations.
Gonzales, Donald J., United Press Associations.
Goodwin, H. Eugene, Washington Star
Gordon, Evelyn, Washington Daily News.
Gordon, Irving H., International News Service.
Gordon, Samuel, Washington Daily News.
Gothlin, Maureen, United Press Associations.
Goulding, Phil G., Cleveland Plain Dealer, Cleveland News.
Graham, Dillon, Associated Press.
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Graves, William, Albuquerque Journal, Florida Times Union, Salt Lake City Deseret News, Spokane Spokesman Review, Tacoma News Tribune, Twin Falls Times News.
Graves, Aubrey A., Washington Post and Times Herald.
Green, Sterling F., Associated Press.
Green, Walter S., Davenport Democrat.
Greene, Charles J., Jr., New York Daily News.
Greene, Roger D., Associated Press.
Greer, Harold, Toronto Daily Star.
Gregory, Nicholas P., Philadelphia Inquirer.
Gridley, Charles O., Shreveport Times, Houston Chronicle, Dallas Times-Herald, Arkansas Democrat.
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Griffin, Gerald E., Baltimore Sun.
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Griffiths, Harriet, Washington Evening Star.
Grimes, John A., Wall Street Journal.
Gulick, Merle Lewis, Associated Press.

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Hadley, Edmund E., Montreal Star.
Hall, Frank A., N. C. W. C. News Service.
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Hamilton, Eleanor Nance, Winston-Salem Journal and Sentinel, Tuscaloosa News, Florence Times, Gadsden Times.
Hammond, Gilbert, New Newspaper Service.
Handleman, Howard, International News Service.
Hardesty, John F., Jr., Washington Daily News.
Harris, John, Boston Globe.
Harris, Ralph, Reuters, Australian Associated Press.
Harrison, Bernard A., Washington Daily News.
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Harsch, Joseph C., Christian Science Monitor.
Hartmann, Robert T. Los Angeles Times
Haseltine, Nathan S., Washington Post and Times Herald.
Haslet, Charles C., Associated Press.
Haswell, James M., Detroit Free Press, Chicago Daily News, Akron Beacon Journal, Miami Herald.
Hatcher, Raymond L., Alexandria Gazette.
Haugland, Vern, Associated Press.
Haworth, Mary, King Features Syndicate.
Hayashi, Yuji, Jiji Press, Ltd.
Hayden, Jay G., Detroit News.
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Hayes, H. Gregory, Washington Times-Herald.
Healy, Paul F., New York Daily News.
Hearst, Joseph F., Chicago Tribune Press Service.
Helm, William P., Wichita Eagle.
Henning, Arthur S., Chicago Tribune Press Service.
Henry, John C., Washington Evening Star.
Henry, Ray, Associated Press.
Hensley, M. Stewart, United Press Associations.
Hercher, Wilmot W., Associated Press.
Herling, John, Register and Tribune Syndicate.
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Higgs, Edward H., Associated Press.
Highsmith, David, Jr., Daily Traffic World.
Hightower, John M., Associated Press.
Hildebrand, W. A., Greensboro Daily News.
Hill, I. William, Washington Evening Star.
Hiner, Louis C., Indianapolis News, Muncie Press.
Hines, William M., Jr., Washington Evening Star.
Hinshaw, Joseph U., International News Service.
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Hoffman, Burton, Congressional Quarterly News Features.
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Holland, Cecil, Washington Evening Star.
Holland, Iva, David Lawrence Associates.
Hollander, Richard, Washington Daily News.
Hoover, John R., Washington Daily News.
Hornaday, Walter C., Dallas Morning News.
Horner, Garnett D., Washington Evening Star.
Horner, John V., Washington Evening Star.
Hoshino, Kazuo, Chubu Nippon Shimbun.
Hoyt, Robert E., Akron Beacon Journal, Chicago Daily News, Detroit Free Press, Miami Herald.
Humphries, Harris B. Associated Press.
Humphreys, William J., New York Herald Tribune.
Huston, Luther A., New York Times
Hutchinson, William K., International News Service.
Huttlinger, Joseph B., Mobile Press-Register, Midland (Tex.) Reporter Telegram.

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Ishizuka, Hiroshi, Kyodo News Service.
Ives, David O., Wall Street Journal.
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Jaques, Milton G., Harrisburg Evening News, Harrisburg Patriot, Long Island Press, Long Islan Star-Journal, Newark Star-Ledger, Staten Island Advance, Syracuse Herald-Journal, Syracuse Post-Standard, Nassau Daily Review, Jersey Journal.
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Jarrell, John W., Omaha World-Herald.
Jen, Richard L., Central News Agency of China.
Jennings, Wilbur C., Associated Press.
Jewell, Ingrid, Pittsburgh Post-Gazette.
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Kaufman, Robert W., Congressional Quarterly News Features.
Kellogg, G. T., Radio-TV Daily
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Kelso, John H., Boston Post.
Kemler, Edgar J., Bell Syndicate.
Kemmerer, Bert, Cedar Rapids Gazette.
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Kenworthy, Carroll H., United Press Associations.
Kernan, Edward, Cleveland Plain Dealer, Cleveland News.
Kernodle, Margaret, Associated Press.
Kerr, Walter, New York Herald Tribune.
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Kidney, Daniel M., Indianapolis Times, Evansville (Ind.) Press.
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Lalley, Joseph M., Washington Post and Times Herald.
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Lautier, Louis R., Atlanta Daily World, National Negro Press Association.
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Le Breton, Edmond, Associated Press.
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Lee, James, International News Service.
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Maynes, Seaghan, Reuters-Australian Associated Press.
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Meyer, Ben F., Associated Press.
Meyer, Hans B., Koelnische Rundschau (Germany).
Michau, Simon, France Presse.
Michelson, Edward J., Berkshire (Mass.) Evening Eagle.
Mickel, Ernest P., Dodge Daily Newspapers.
Millen, William A., Washington Evening Star.
Miller, Marlin M., Wall Street Journal.
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Milne, Edward Jamieson, Providence Evening Bulletin.
Milstead, Nanette P., Hearst Newspapers.
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Miyoshi, Osamu, Mainichi Newspapers (Japan).
Mobley, Willard H., Associated Press.
Mollenhoff, Clark R., Des Moines Register and Tribune, Minneapolis Star and Tribune.
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Mooney, Richard E., United Press Associations.
Moore, Edwin Dayton, United Press Associations.
Moore, William, Chicago Tribune Press Service.
Morris, Hugh L., International News Service.
Morris, John D., New York Times.
Moulton, Charlotte G., United Press Associations.
Mowrer, Edgar Ansel, General Features Corp.
Munn, James C., Associated Press.
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Nellor, Edward K., North American Newspaper Alliance.
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Nixon, Robert G., International News Service.
Norman, John T., Daily News Record, Women's Wear Daily, Retailing Daily.
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O'Brien, Edward W., St. Louis Globe-Democrat.
O'Brien, Elizabeth B., Vineland (N. J.) Times Journal.
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O'Donnell, John, New York Daily News.
O'Donovan, Patrick A., London Observer.
O'Leary, J. A., Washington Evening Star.
Oliver, D. Harold, Associated Press.
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O'Neill, Thomas, Baltimore Sun.
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O'Rourke, John, Washington Daily News.
Othman, Frederick C., United Features Syndicate.
Otten, Alan L., Wall Street Journal.
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Pattie, J. Delton, Daily Traffic World.
Payne, Ethel L., Chicago Daily Defender.
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Poe, Edgar, New Orleans Times-Picayune.
Polk, Leslie Davis, Wall Street Journal.
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Pope, Loren B., Gannett News Service.
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Powers, Richard P., Associated Press.
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Stuart, Roger W., New York World-Telegram and Sun.
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Theis, J. William, International News Service.
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Tucker, Anne Liese, Demetag (Germany).
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Tufty, Esther Van Wagoner, Michigan League of Home Dailies, Central Press Association, Dear Publications, Los Angeles Mirror, Capital Times (Wis.), Port Huron (Mich.) Times Herald, Midland (Mich.) Daily News, Holland (Mich.) Sentinel, Anniston (Ala.) Star, New Kensington (Pa.) Daily Dispatch, Elizabeth (N. C.) Advance, Gallipolis (O.) Daily Tribune, Huntingburg (Ind.) Independent, Wheaton (Ill.) Journal, Consolidated Press (Australia), The Overseas (Germany), London Daily Mirror, Little Falls (N. Y.) Times, Milford (Mass.) News, Biddeford (Me.) Journal.
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Umstead, William L., International News Service.

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Vaille, Frank W., Associated Press.
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Van Dernoot, Harry M., United Press Associations.
Van De Water, Marjorie, Science Service.
Varn, William O., Associated Press.
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Vogt, John McFarland, Washington City News Service.
von Kahler, Anita, France Presse.
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Walters, John B., London Daily Mirror.
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White, William S., New York Times.
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Whitney, Robert F., New York Times.
Wiggins, James R., Washington Post and Times Herald.
Wiggins, Patricia Ann, United Press Associations.
Wilcove, Raymond, International News Service.
Wilcox, U. V., American Banker Daily.
Williams, Dorothy E., St. Petersburg Times, St. Joseph News-Press, St. Joseph Gazette, Decatur (Ill.) Herald, Decatur (Ill.) Review, Champaign, Urbana (Ill.) Courier, East St. Louis (Ill.) Journal, Southern Illinoisan.
Williams, Gladstone, Atlanta Constitution, Fresno (Calif.) Bee, Modesto (Calif.) Bee, Sacramento Bee.
Williams, J. L., Kansas City Star.
Williams, Juanita, The Copley Press, Inc., Springfield (Ill.) Illinois State Journal, Springfield (Ill.) Illinois State Register, Aurora (Ill.) Beacon-News, Joliet (Ill.) Herald-News, Elgin (Ill.) Courier-News, San Diego (Calif.) Tribune, San Diego (Calif.) Union, Alhambra (Calif.) Post-Advocate, Monrovia (Calif.) News-Post, Redondo (Calif.) Daily Breeze, San Pedro (Calif.) News-Pilot, Glendale (Calif.) News-Press, Culver City (Calif.) Star-News, Venice (Calif.) Vanguard.
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Wilson, Richard L., Des Moines Register and Tribune, Minneapolis Star and Tribune.
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Wooldridge, P. Jack, Jr., Wall Street Journal.
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Worth, John, New York Journal of Commerce.
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Yap, Diosdado M., Manila Chronicle.
Young, Joseph, Washington Evening Star.
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Daniell, Tania Long	3-6231	New York Times, 155 Queen St.
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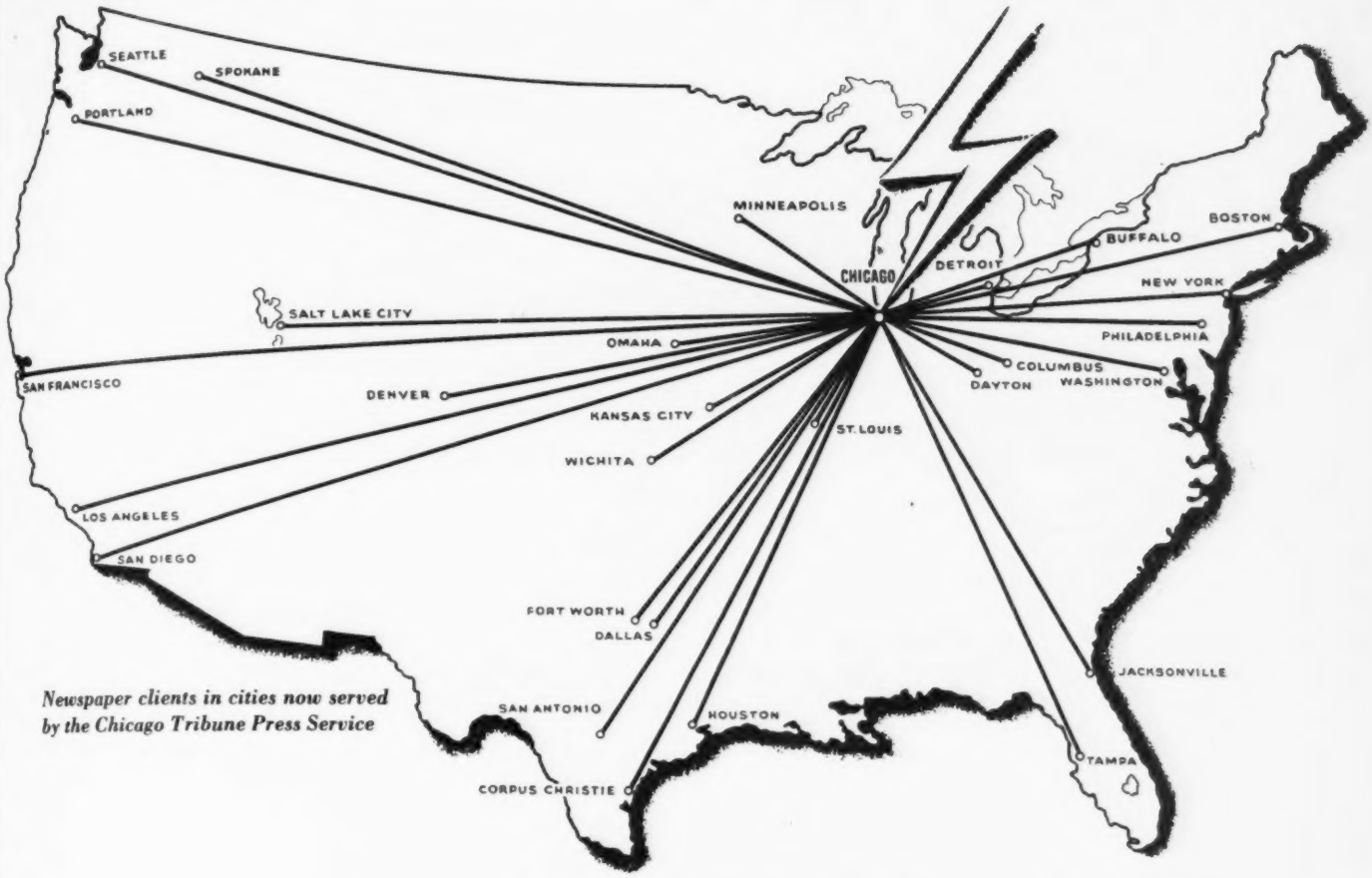

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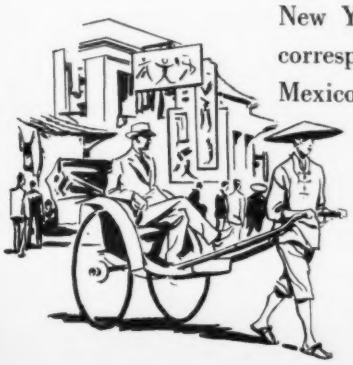

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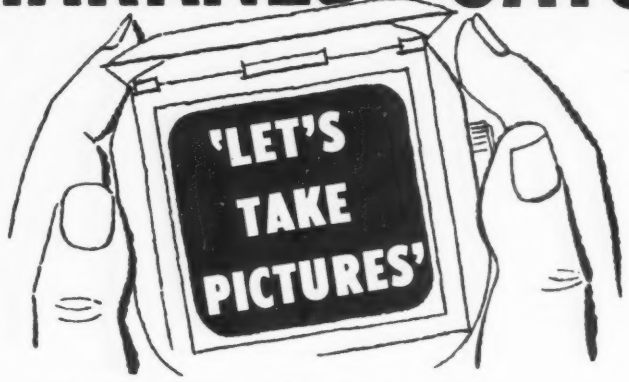

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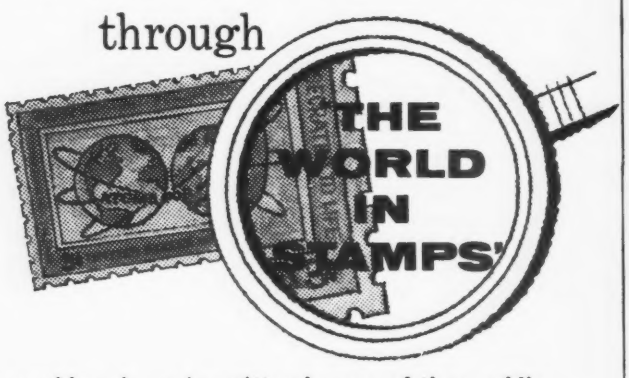

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(Continued from Page 322)

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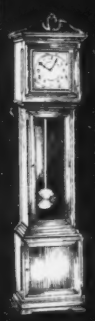

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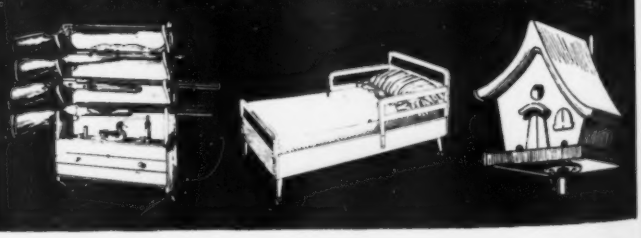

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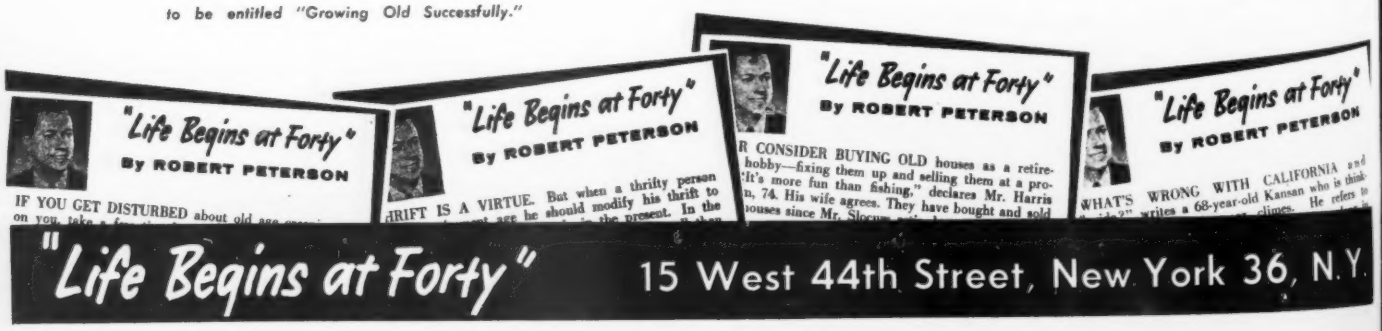

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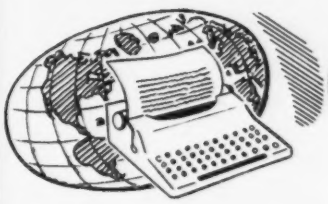

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NOTE: Because of the time gap between closing date and publication date, there may be new organizations or changes in Year Book listings which could not be accommodated in this issue.
It is requested that information in this connection be forwarded to Year Book Editor, EDITOR & PUBLISHER, 1475 Broadway, New York 36, N. Y., for possible use in the 1958 issue.

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FILMS AND FILMSTRIPS RELATING TO NEWSPAPER BUSINESS

Film—Producer
Running Time—Description
Distribution—Cost

ALASKA ADVENTURES—Holland, Mich., Sentinel and Midland, Mich., News.
Running time one hour, color, 16 mm. sound. (Loaned-small charge outside trading area or private parties)

ALL IN A DAY—Port Huron, Mich., Times Herald.
Running time 30 mins., 16 mm., black and white, silent. (Loaned—only return shipping charge)

A NEW ERA IN PRINTING—Intertype Corp., 360 Furman St. Bklyn. 1, N. Y.
Running time 30-35 mins. 16mm., sound, color. (Loaned-no charge)

A NEWFOUNDLAND ENTERPRISE—
Running time one and one half hours, color, 16 mm., sound, 2 reels.
Distributed by Bowater Paper Co., 342 Madison Ave., New York 17, N. Y.

AUDIENCE IN IOWA—Des Moines Iowa Register and Tribune.
(Loaned-no charge)

BATTLE OF THE BUDWORM—International Paper Co., 220 E. 42nd St., New York 17, N. Y.
Running time 18 mins., 16mm., sound, color. (Loaned-no charge)

BEHIND THE HEADLINES—Chester, Pa., Times.
Running time 16 min., 16 mm., black and white, sound. (Equipment & projectionist supplied-no charge)

BENJAMIN FRANKLIN—Encyclopedia Britannica Films Inc., Wilmette, Ill.
Running time 17 mins., black and white. Can be purchased. (Loaned $4.50 for 1-3 days)

BLUE STREAK LINOTYPES—Mergenthaler Linotype Co. Park Ave. and Ryerson St. Bklyn. 5, N. Y.
Running time 25 mins., 16mm., sound, black and white. (Loaned-no charge)

CARRIER SALESMEN OF THE SPOKANE NEWSPAPERS—Spokane, Wash., Spokesman-Review and Chronicle.
Running time 45 min., 16 mm., color, sound. (Loaned—shipping and insuring expense only)

CITY DESK ITEM—Almanac Films, Inc., 516 Fifth Ave., New York 36, N. Y.
Running time 9 mins., 16mm., sound, black and white. (Loaned at $2.50 per day plus postal charges.) Purchase price $45.00.

CLIPPINGS OF MY MOVIE ALBUM—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 45 min., 16 mm., color, sound. (Loaned-small charge outside trading area or private parties)

COLONIAL PRINTER, THE—
Running time 25 min., 16 mm., color, sound.
Distributed by Film Distribution Section, Colonial Williamsburg, Williamsburg, Va. (Rental $4.00 first day, $2.00 second day, $1.00 each additional day. Purchase price $160.00 net.)

THE DAILY NEWSPAPER: ITS INFLUENCE ON AMERICAN LIFE AND BUSINESS—Bureau of Advertising 570 Lexington Ave., New York 22, N. Y.
Running time 15 mins., 35mm., color film strip. For general audiences. (Loaned or sold to members of the Bureau of Advertising.

DEMOCRACY—Encyclopedia Britannica Films, Inc., Wilmette, Ill.
Running time 11 mins., black and white. (Loaned $2.50 for 1-3 days. Can be purchased)

DEMOCRACY'S DIARY from "This is America" series—New York, N. Y. Times.
Running time 16 min., 16 mm., black and white, sound. (Loaned—no charge.)
Distributed by New York Times, Promotion Dept., New York 36, N. Y.

EDITOR'S NOTEBOOK, THE—Chicago, Ill., News.
Running time 28 mins., 16mm., black and white, sound (35 mm version for theaters 14 mins.) (Loaned—Postage only)

THE FABULOUS 40 MILES—Los Angeles, Cal., News.
Running time 25 mins., 16mm., color, sound. (Loaned, no charge)

FALLBROOK STORY—Los Angeles, Calif., Times.
Running time 30 mins., 16 mm., color. (Loaned—no charge)

FILM ABOUT CARRIER TRIPS—Hartford, Conn., Courant.
16mm., color, silent. (Not loaned).

FIVE CENTURIES OF TYPE FOUNDING—American Type Founders, Inc.,
Running time 30 mins., 16mm., color, sound. (Loaned-no charge, through Modern Talking Picture Service, 45 Rockefeller Plaza, New York 20, N. Y)

FLORIDA, PART I—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 45 min., color, sound.

FLORIDA, PART II—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 35 min., color, sound. (Loaned—small charge outside trading area or private parties)

FROM THE REVIEW TO THE HOME—Fostoria, Ohio, Review-Times.
Running time 20 mins., black and white, silent. (Loaned—no charge).

FROM TREE TO NEWSPAPER—Encyclopaedia Britannica Films.
Running time 15 min., 16 mm., black and white, silent (1928)
Distributed by Encyclopaedia Britannica Films, Inc., 20 No. Wacker Dr., Chicago, Ill.; Dept. of Visual Instruction, University Extension, University of California, Berkeley, Calif.

FROM TREES TO PAPER—American Forest Products Industries, 1816 N. St., N.W. Wash. 6, D.C 16mm., sound. Running time 12 1/2 mins., black and white. Loaned without cost.

FUNNY BUSINESS—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 20 mins., 16mm., sound, ($3.00 per day or $4.80 per wk. plus postage and insurance)

GOLDEN GLOVES ACROSS THE SEA—Chicago, Ill., Tribune.
Sports film.
(Loaned-no charge)

GOOD NEIGHBORS—Minneapolis, Minn., Star and Tribune.
Running time 22 mins., 16mm., black and white, sound. (Loaned—no charge).

HISTORY OF WRITING—Encyclopedia Britannica Films, Inc., Wilmette, Ill.
Running time 28 mins., black and white. ($5.50 for 1-3 days. Can be purchased.)

HOME TOWN PAPER—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 22 mins., 16mm., sound, ($2.00 per day or $3.20 per wk. plus postage and insurance)

HOLLAND TULIP, FESTIVAL—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 20 min., color, sound.
(Loaned—small charge outside trading area or private parties)

HOW TO READ NEWSPAPERS—Coronet Instructional Films, Coronet Bldg. Chicago 1, Ill.
Color or black and white, 16mm., sound, (Can be purchased from Coronet or rented from various sources. ANPA will supply rental source to those interested.)

HOW YOU CAN CASH IN ON THE GREATEST SHOW ON EARTH—Bureau of Advertising, 570 Lexington Ave., New York 22, N. Y.
For field sales forces of Nat'l. Advertisers.
Running time 30 mins., color slide presentation, (Similar to Man With 99 Hands) (Loaned or sold for $7.50 to members of Bureau of Advertising.)

IN BLACK AND WHITE—British Information Services, 30 Rockefeller Plaza New York 20, N. Y.
Running time 20 mins., black and white, 16mm., (Rental and Sale)

IN PARTNERSHIP WITH NATURE—International Paper Co., 220 E. 42nd St., New York 17, N. Y.
Running time 25 mins., 16mm., sound, color. (Loaned-no charge)

INSIDE DETROIT—Detroit, Mich., News.
Running time 17 mins., 16mm., sound, color. (Loaned, no charge).

IOWA-LAND OF OPPORTUNITY—Des Moines, Iowa, Register and Tribune.
Running time 20 min., 16 mm., color, sound. (Loaned—no charge)

IT'S A TREE COUNTRY—American Forest Products Industries.
Running time 14 mins., 16mm., color, sound. (Loaned-no charge)

JOHNNY ON THE SPOT—Newspaper Representatives Assn. of Chicago 360 No. Michigan Ave., Chicago 1, Ill.
Running time 15 mins., 16mm., sound, color. (Loaned-no charge)

KEYSTON, IDEA, THE—Pennsylvania Newspaper Publishers Assn., Telegraph Bldg., Harrisburg, Pa.
Running time 25 min., 16mm., sound color or black and white.
(Rental $5.00 one day, $2.50 each additional day.)

LETS GO TO PRESS—Scandia Films, Inc., 220 W. 42nd St., New York 36, N. Y.
Running time 12 mins., 16mm., sound, black and white.

LEXINGTON U. S. A.—Bureau of Advertising 570 Lexington Ave. New York 22, N. Y.
For car dealers and general audiences.
Running time 26 mins., color film strip, 35 mm with 33 v.p.m. sound recording.
(Loaned or sold for $15.00 to members of the Bureau of Advertising)

LOGGING PINE—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 45 min., color, sound.
(Loaned—small charge outside trading area or private parties.)

LOGGING: THE MILL—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 35 min., color, sound.
(Loaned—small charge outside trading area or private parties.)

LOGGING: THE RIVER DRIVE—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 40 min., color sound.
(Loaned—small charge outside trading area or private parties)

THE MAN WHO BUILT A BETTER MOUSETRAP—Standard Oil Company of Indiana, 910 South Michigan Ave., Chicago 80, Ill.
Running time 15 mins., slide-film, color, sound (record). (Loaned, plus postage).

THE MAN WITH 99 HANDS—Bureau of Advertising, 570 Lexington Ave., New York 22, N. Y.
For field sales forces of National Advertisers.
Running time 20 mins., 16mm., black and white. (Loaned or sold for $15.00 to members of the Bureau of Advertising)

MEXICO IN MARCH—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 1 hour, 16 mm., color, sound.
(Loaned—small charge outside trading area or private parties.)

MICHIGAN FANTASY—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 15 min., 16 mm., color, sound.
(Loaned—small charge outside trading area or private parties.)

MIDLAND CENTENNIAL—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 35 min., color, sound.
(Loaned—small charge outside trading area or private parties.)

MIRACLE OF THE MILLIONS—New York Daily News, New York, N. Y
Running time 35 mins., 16mm., color, sound. Distributed by New York, N. Y., Daily News.

MODERN MAILROOM METHODS—
16 mm., color silent.
Distributed by H. Earle Runion Production Engineers, 310 Republic Bldg., Louisville, Ky.

NEWSDAY CARRIER BOY, THE—Long Island, N. Y., Newsday.
Running time 25 min., color, sound. (Not loaned)

NEWSPAPER CHARACTER—Mergenthaler Linotype Co., Park Ave. and Ryerson St., Bklyn. N. Y.
Black and white film strip, 35mm., 142 frames. (Loaned-no charge)

NEWSPAPER STORY—Bureau of Visual Instruction University of Kansas Lawrence, Kan.
Running time 20 mins., 16mm., black and white, sound. ($2.00 per day or $3.20 per wk.)

NEWSPAPER STORY—Encyclopedia Britannica Films, Inc. Wilmette, Ill.
Running time 17 mins., black and white. ($3.50 for 1-3 days. Can be purchased.)

NEWSPAPER STORY—Rockford, Ill., Star and Register-Republic.
Running time 20 mins., 16mm., black and white, sound.
Distributed by Encyclopedia Britannica Films, Wilmette, Ill., (sells prints.) Loaned—$3.50 for 1-3 days. Can be purchased.

NEWSPAPERS—Young America Films, Inc. 18 E. 41st St., New York 17, N. Y.
Black and white film strip, 35mm., 48 frames. (Purchase Only)

NEWSPRINT—Quebec North Shore Paper Co.
Running time 25 min., 16 mm., color, sound.
Distributed by Howard E. Campbell, Canadian Consulate, 620 Fifth Ave., New York 20, N. Y.

NEWSPRINT HANDLING AT MILWAUKEE JOURNAL—Milwaukee, Wis., Journal.
16 mm., color, silent.

1950 ALL STAR-PHILADELPHIA EAGLES FOOTBALL GAME—Chicago, Ill., Tribune.
Running time 32 min., 16 mm., sound. Sports film. (Loaned—no charge)

1951 ALL STAR-CLEVELAND BROWNS FOOTBALL GAME—Chicago, Ill., Tribune.
Running time 26 min., 16 mm., black and white, sound. Sports film.
(Loaned—no charge)

1952 ALL STAR-LOS ANGELES RAMS FOOTBALL GAME—Chicago, Ill., Tribune.
Running time 30 min., 16 mm., black and white, sound. Sports film.
(Loaned—no charge). Add 1952 loans.

ONE MILLION PEOPLE—Des Moines, Iowa, Register and Tribune.
Running time 18 min., 16 mm., color, sound. (Loaned—no charge)

OUNCE OF PREVENTION—Mergenthaler Linotype Co. Park Ave. and Ryerson St. Bklyn. 5, N. Y.
Color film strip, 35mm., 42 frames. (Loaned-no charge)

OUT OF THE WOODS—Royal Oak, Mich., Daily Tribune.
Running time 17 min., 16 mm., black and white, sound.
(Loaned—transportation charges only)

PAPER—Encyclopedia Britannica Films, Inc. Wilmette, Ill.
Running time 11 mins., black and white. ($2.50 for 1-3 days. Can be purchased.)

PAPER-THE GIFT OF TS'AI LUN—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 28 mins., 16mm., sound ($1.00 per day or $1.60 per wk. plus postage and insurance)

THE PAPER INDUSTRY—Ralph Adams, 4104 Goodland Ave., North Hollywood, Calif.
Color, Strip film, 35mm., 2 parts, 61 frames. (Sold only-$9.00)

PAPER IN THE MAKING—International Paper Co., 220 E. 42nd St., New York 17, N. Y.
Running time 25 mins., 16mm., sound, color. (Loaned no charge)

THE PAPER MADE FOR YOU—Gilbert Paper Co. Menasha, Wis.
Running time 30 mins., 16mm., sound, black and white. (Loaned-postage only. Through Modern Talking Picture Service, 30 Rockefeller Plaza, New York 20, N. Y.)

PAPER MAKING—Coronet Instructional Films, Coronet Bldg., Chicago 1, Ill.
16mm., black and white, 2 reels, (Can be purchased from Coronet or rented from other sources. ANPA will supply rental source to those interested.)

PAPER WORK—Champion Paper and Fibre Co.—Running time 30 mins., 16mm., color, (Loaned, no charge through Modern Talking Pictures Service, 45 Rockefeller Plaza New York 20, N. Y.)

PRICE OF FREEDOM—Produced by Nat'l Assn. of Mfrs.
Running time 22 mins., 16mm., black and white, sound. (Loaned to publishers, $1.00 plus Postage).
Distributed by Gene Alleman, Michigan Press Assn., 257 Mich. Ave., East Lansing, Mich. or available from Audio-Visual Center of Indiana University, Bloomington, Ind.

PRINTING—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 11 min., 16mm., sound. ($1.25 per day or $2.00 per wk. plus postage and insurance)

PRINTING-HERE'S HOW WE PRINT—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 11 mins., 16mm., sound. ($1.25 per day or $2.00 per wk. plus postage and insurance)

PRINTING THROUGH THE AGES—Encyclopedia Britannica Films, Inc. Wilmette, Ill.
Running time 13 mins., black and white. ($3.00 for 1-3 days. Can be purchased)

PRODUCING A GREAT NEWSPAPER—Cleveland, Ohio, Plain Dealer.
Running time 20 mins., 16mm., black and white, sound. (Loaned—no charge).

PUBLIC OPINION—Encyclopedia Britannica Films, Inc. Wilmette, Ill.
Running time 11 mins., black and white. ($2.50 for 1-3- days. Can be purchased)

THE RICH IOWA FARM MARKET—Des Moines Iowa Register and Tribune.
(Loaned-no charge)

RIVER OF PAPER—
Running time 30 min., 16 mm., color, sound.
Distributed by Powell River Sales Corp., 400 Madison Ave., New York, 17, N. Y.

ROCKY MOUNTAIN EMPIRE—Denver (Colo.) Post.
Running time 28 mins., 16mm., color. (Loaned-no charge)

A SHORT COURSE IN PAPER MAKING—P. H. Glatfelter Co., Spring Grove., Pa.
Running time 35 mins., 16mm., sound, color. (Loaned-no charge)

THE SIOUX CITY STORY—Sioux City, Iowa, Journal-Tribune.
Running time 30 mins., 16mm., color, sound. (Loaned, no charge, except mailing cost).

SPOKANE AND ITS INLAND EMPIRE—Spokane, Wash., Spokesman-Review.
Running time 45 mins., 16mm., color, sound.
No charge—transp. and insurance only.
Distributed by Spokane, Wash., Spokesman-Review and Chronicle; Dept. of Visual Instruction, University Extension, University of California, Berkeley, Calif.; Bray Pictures Corp., 729 7th Ave., New York, N. Y.

SPOT NEWS—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 10 mins., 16mm. sound. ($1.25 per day or $2.00 per wk. plus postage & insurance)

STAR GOES TO PRESS, THE—Washington, D. C., Star.
Running time 20 min., 16 mm., color, sound. (Loaned—no charge)

THE STORY OF PRINTING—Encyclopedia Britannica Films, Inc. Wilmette, Ill.
Running time 48 mins., black and white. ($8.50 for 1-3 days. Can be purchased.)

STORY THAT COULDN'T BE PRINTED—Bureau of Visual Instruction University of Kansas, Lawrence, Kan.
Running time 11 mins., 16mm., sound, ($1.25 per day or $2.00 per wk. plus postage and insurance)

TELETYPESETTER—Mergenthaler Linotype Co. Park Ave. and Ryerson St., Bklyn. 5, N. Y.
Black and white film strip, 35mm., 26 frames. (Loaned-no charge)

THAT'S NEWS TO ME—Royal Oak, Mich., Tribune.
Running time 15 min., 16 mm., color, sound.
Distributed by Royal Oak Tribune, Royal Oak, Mich. (Loaned—mail charge).

THEY NEVER STOP TRYING—Seattle, Wash., Post-Intelligencer.
16 mm., sports promotion film.
(Loaned—no charge)

THE THIRD PERSON—for package goods people and general audiences.
Running time 27 mins., 35mm., film strip, 33 1/3 rpm recording. (Loaned or sold for $15.00 to members of Bureau of Advertising).

THIS IS THE PLACE—Salt Lake City, Utah, Deseret News.
Running time 22 min., 16 mm., color, sound. (Loaned—no charge)

TODAY AT YOUR PRESS-CHRONICLE—Johnson City, Tenn., Press-Chronicle.
Running time 30 min., 16 mm., color, sound. (Loaned—transportation charges only)

TODAY'S NEWS-TOMORROW'S MEN—Knoxville, Tenn., News Sentinel.
Running time 20 min., 16 mm., black and white, sound.
(Loaned to interested persons through Univ. of Tenn. Extension Service—small charge)

TORONTO STAR MAILROOM—Toronto, Ont., Canada, Star.
16mm., color, silent. Loaned.

TREES TO TRIBUNES—Chicago, Ill., Tribune.
Running time 43 min., 16 mm., color, sound (1943) (Loaned-no charge)

WEALTH OF THE NATION—Abitibi Service Inc., 131 No. Ludlow St., Dayton 2, Ohio.
Running time 22 mins., 16mm., color, sound. (Loaned-no charge)

WESTWARD, THE COURSE OF EMPIRE—Denver, Colo., Post.
16 mm., color, sound.
(Loaned—no charge)

WHAT HAPPENS WHEN NEWSPAPERS DON'T HIT TOWN?
For general audiences.
Running time 15min., color, 35mm. filmstrip, 33 r.p.m. recording of sound and voices to accompany it.
(Loaned or sold for $7.50 to Bureau of Advertising members).

WINGS OVER ONTARIO—Holland, Mich., Sentinel and Midland, Mich., News.
Running time 30 min., 16 mm., color, sound.
(Loaned—small charge outside trading area or private parties)

WORLD HERALD STORY, THE—Omaha, Neb., World-Herald.
Running time 26 min., color, sound.
(Loaned—no charge)

WRITING THROUGH THE AGES—Encyclopedia Britannica Films, Inc. Wilmette, Ill.
Running time 10 mins., black and white. ($2.50 1-3 days. Can be purchased)

YOUR NEWSPAPER—Rochester, N. Y., Times Union.
Running time 14 mins., 16mm., color, sound. (Loaned to local schools).

YOUR NEWSPAPER—Beloit, Wis., Daily News.
Running time 30 mins., 16mm. (Not loaned).

YOUR NEWSPAPER, HOW IT'S MADE—Saginaw, Mich., News.
Running time, 45 min. 1 reel, 16 mm., black and white, silent.
Distributed by Saginaw News, Saginaw, Mich.

A SELECTIVE BIBLIOGRAPHY ON JOURNALISTIC SUBJECTS

Prepared by Prof. Roscoe Ellard in Charge of Instruction, Graduate School of Journalism, Columbia University, New York

Author	Title	Publisher
1. AMERICAN JOURNALISM: EDITORAL DEPARTMENT		
1. ADVENTURE AND REMINISCENCE--		
Barnett, Lincoln	Writing on Life: 16 Closeups	Wm. Sloane Assoc.
**Borland, Hal	High, Wide, and Lonesome	Lippincott
Brown, John Mason	As They Appear	McGraw-Hill
**Burnett, Whit	The Spirit of Adventure	Holt
Casey, Robert J.	More Interesting People	Bobbs-Merrill
Cleveland, Charles	The Great Baseball Managers	Crowell
Daley, Arthur	Times at Bat--50 Years of Baseball	Random House
Daniels, Jonathan	Frontier On The Potomac	Macmillan
David, Clyde B.	Eyes of Boyhood	J. B. Lippincott
*Early, Eleanor	Washington Holiday	Prentice-Hall
**Ethridge, Willie S.	Nila (Magidoff)	Simon Schuster
Furman, Bess	Washington By-Line	Alfred Knopf
Gardner, Hy	Champagne Before Breakfast	Henry Holt
Gauvreau, Emile	My Last Million Readers	E. P. Dutton
Heath, S. Burton	Yankee Reporter	Wilfrid Funk
Hill, George H.	Yankee Photographer	Coward McCann
Hunt, Frazier	One American and His Attempt at Education	Simon-Schuster
Hunt, Sir John	The Conquest of Everest	E. P. Dutton
Izzard, Ralph	An Innocent on Everest	E. P. Dutton
**Kaltenborn, H. V.	It Seems Like Yesterday	Putnam
Lait, Jack and Mortimer Lee	Chicago, Confidential	Crown
Laney, Al	Paris Herald: The Incredible Newspaper	Appleton-Century
Laurie, Joe, Jr.	Vaudeville from the Honky-tonks to the Palace	Henry Holt
Lawrence, Jack	When the Ships Come In	Farrar-Rinehart
Lewis, Lloyd	It Takes All Kinds	Harcourt Brace
**Liebling, A. J.	The Sweet Science	Viking
**Lochner, Louis P.	Always the Unexpected	Macmillan
Mann, Arthur	Baseball Confidential	David McKay
Matthews, Herbert	Education of a Correspondent	Harcourt Brace
Marcosson, I. F.	Adventures in Interviewing	McBride
McLemore, Henry	One of Us Is Wrong	Henry Holt
**Meany, Tom	The Boston Red Sox	A. S. Barnes
**Mehl, Ernest	The Kansas City Athletics	Henry Holt
Morehouse, Ward	Just The Other Day	McGraw-Hill
**Patten, David	Three Sides to the Sea	Rinehart
**Popkin, Zelda	Open Every Door	E. P. Dutton
*Pulliam, Nina	I Traveled a Lonely Land	Bobbs-Merrill
Putnam, Anne & Keller Allan	Madami	Prentice-Hall
Rascoe, Burton	We Were Interrupted	Doubleday
Rosenstein, Jaik	Holly Legman	Madison Press, L. A.
Runyon, Damon, Jr.	Father's Footsteps	Random House
Schurmacher, E. C.	Nothing's Sacred on Sunday	Thomas Crowell
Sevareid, Eric	In One Ear	Alfred Knopf
Shepard, Judy and Rosenfeld, Alvin	Ticket to Israel	Rinehart
Smith, Merriman	The President Is Many Men	Harper
Stabler, Norman	How to Read Financial News	Harper
St. John, Robert	This Was My World	Doubleday
Stark, Freya	The Freya Stark Story	Coward-McCann
Sutton, Horace	Confessions of a Grand Hotel (Waldorf Astoria)	Henry Holt
Taylor, Deems	Some Enchanted Evenings	Harper
Thompson, Edward	Leg Man	E. P. Dutton
Thompson, Era	Africa, Land of My Fathers	Doubleday
*Walker, Danton	Danton's Inferno	Hastings House
**Walker, Stanley	Home to Texas	Harper
Weisberger, B.	Reporters for the Union	Little Brown
Wilson, Earl	Look Who's Abroad Now	Doubleday
Whitman, Howard	A Reporter in Search of God	Doubleday
2. AGRICULTURAL JOURNALISM		
Beckman, O'Brien and Converse	Technical Journalism	Iowa State Coll.
**Bostian & Kearl	Farm Magazines	Univ. Wisconsin
*Carpenter, Wm. L.	Agricultural Publications	Univ. Wisconsin
Fox, Rodney	Agricultural and Technical Journalism	Prentice-Hall
Iowa State College Stat. Lab.	InFARMation Please	Wallace's Farmer & Iowa Homestead, Des Moines, Ia.
Ward, William B.	Reporting Agriculture	Comstock Publishing Assoc. Cornell Univ.
3. ANALYZING JOURNALISM		
**APME	APME Redbook	Victor Hackler AP, N. Y.
**ASNE	Problems of Journalism	K. MacDonald DesMoines Register and Tribune
Bird, George and Merwin, Fred	The Press and Society	Prentice-Hall
§†Brucker, Herbert	Freedom of Information	Macmillan
Coblentz, Edmond	Newsmen Speak	Univ. Calif. Pr.
Drewry, J. E.	Journalism at Mid-Century	Univ. Ga. Press
Fisher, Charles	The Columnists	Howell-Soskin
International Press Institute	The Professional Panels	I. P. I. Zurich, Switzerland
Janowitz, Morris	The Community Press in an Urban Setting	Free Press, Glencoe, Illinois
**Kruglak, Theodore	The Foreign Correspondents	Librairie Droz Geneva
**Kruse, John (Ed)	The Press and World Affairs	Cocce Press, N. Y.
Liebling, A. J.	The Wayward Pressman	Doubleday
MacDougall, Curtis	Hoaxes	Macmillan
Mott, Frank L.	The News in America	Harvard Univ. Press
Myrdal, Gunnar	An American Dilemma	Harper
Phillips, Cabell (Ed)	Dateline Washington	Doubleday

TABLE OF CONTENTS

Selected books are listed under the following headings in alphabetical order.

I. AMERICAN JOURNALISM: EDITORIAL DEPARTMENT
1. Adventure and Reminiscence
2. Agricultural Journalism
3. Analyzing Journalism
4. Art of Writing
5. Biography: Journalists
6. Business Journalism
7. Cartoons and Cartoonists
8. Censorship and Press Freedom: Communications
9. Collections: News, Features, Columns
10. Copyediting, Headlines, Makeup
11. Country Journalism
12. Critical Writing Background
13. Editorial Collections and Techniques
14. Ethics
15. Features, Articles, Columns
16. Fiction, Newspaper
17. Foreign Correspondence and Reminiscence
18. Foreign Language Press
19. Handbooks for the Newsroom
20. Histories: General and Specialized
21. Histories of Individual Newspapers
22. House Magazines
23. Libel and Copyright
24. Libraries, Newspaper
25. Negro Press
26. Opportunities in Journalism
27. Photography
28. Propaganda and Public Relations: Domestic
29. Propaganda: Foreign and Wartime
30. Public Opinion
31. Radio and Television
32. Religious Journalism
33. Reporting and Writing News
34. Women in Journalism

II. AMERICAN JOURNALISM: BACKGROUND BOOKS
35. The American Scene
36. Biography: Newsworthy Persons
37. Contemporary Problems
38. Corporation Economics
39. Economics: Domestic and International
40. Foreign Affairs
41. History
42. Internal Revenue
43. Labor, Social Security, Wages
44. Political Thought
45. Railroads: Economics and Transportation

III. AMERICAN JOURNALISM: ADVERTISING
46. Art and Layout
47. Copy
48. Classified
49. General
50. History and Biography
51. Psychology
52. Special Fields

IV. AMERICAN JOURNALISM: BUSINESS AND MECHANICAL
53. Accounting
54. Circulation and Promotion
55. Newspaper Making
56. Newsprint
57. Printing and Engraving

V. AMERICAN JOURNALISM: MAGAZINES AND BOOKS
58. Authorship
59. Biography
60. Book and Magazine Publishing

VI. FOREIGN JOURNALISM
61. British
62. French
63. German
64. Other Countries

Author	Title	Publisher
ANALYZING JOURNALISM—Continued		
Pool, I. DeSola	The "Prestige Papers": A Survey of Their Editorials	Stanford Univ. Pr.
Reschke, L. and A.	The Newspaper in the Classroom	No. Amer. Press Milwaukee
**Rogers, Wm. C.	Community Education in World Affairs	Univ. Minn. Pr.
Seldes, George	Tell the Truth and Run	Greenberg, N. Y.
**Social Research, Inc.	Motivation Research Looks at Detroit Newspapers	Detroit Free Press
Speakers, Neb. Univ.	Toward a Profession of Journalism	Univ. Nebraska
Terrou, F. and Sola, L.	Legislation for Press, Film, Radio	Paris, UNESCO
UNESCO	Trade Barriers to Knowledge	Paris, UNESCO
§†Wolseley, R. and Campbell, L.	Exploring Journalism	Prentice-Hall
4. ART OF WRITING		
**Borland, Hal	How to Write and Sell Non-Fiction	Ronald Press
Brin, Joseph	Applied Semantics	Bruce-Humphries
Brittain, Vera	On Being an Author	Macmillan
Brooks, Cleanth, and Warren, Robert	Fundamentals of Good Writing	Harcourt Brace
Campbell, Walter	Writing Advice and Devices	Doubleday
Cather, Willa	On Writing	Knopf
Chase, Stuart	Power of Words	Harcourt Brace
Crawford, Robt. P.	Techniques of Creative Thinking	Hawthorn Press
Egri, Lajos	Your Key to Successful Writing	Henry Holt
Ferris, Helen (Ed.)	Writing Books for Girls and Boys	Doubleday
Flesch, Rudolf	How to Make Sense	Harper
Gowers, Sir Ernest	Plain Words: Their ABC	Knopf
ART OF WRITING—Continued		
Grace, W. J. and J. C.	The Art of Communicating Ideas	Devin-Adair
Graves and Hodge	The Reader Over Your Shoulder	Macmillan
Gunning, Robert	The Technique of Clear Writing	McGraw-Hill
Hayakawa, S. I.	Language, Meaning and Maturity	Harper
Highet, Gilbert	People, Places, and Books	Oxford Univ. Pr.
*Hoffman, F. J.	American Writing in the 1920s	Viking
**Hull, Helen (Ed)	The Writer's Book	Barnes & Noble
§Hull, Helen	The Writer's Book	Harper
Hunt, Cecil	How to Write a Book	Philosophical Library, N. Y.
**Johnson, W. H.	If You Must Write	Philosoph. Lib.
**Jones, Ruth and Mathieu, Aron	The Writer's Market	Writer's Digest Cincinnati
Klare, G. R. & Buck, Byron	Know Your Reader	Heritage House
Lait, Jack	A Practical Guide to Successful Writing	Knickerbocker
Leacock, Stephen	How to Write	Dodd, Mead
Lederer, W. J.	Spare-Time Article Writing for Money	W. W. Norton
Leggett, Mead & Charvat	Handbook for Writers	Prentice-Hall
Maugham, Somerset	A Writer's Notebook	Doubleday
§Maugham, Somerset	The Summing Up	Doubleday
Munson, Gorham	Writer's Workshop Companion	Farrar, Straus, Young
Orvis, Mary	The Art of Writing Fiction	Prentice-Hall
**Prescott, Orville	The Five Dollar Gold Piece	Random House
Ralph, R. G.	Put It Plainly	Thomas Crowell
Roberts, Kenneth	I Wanted to Write	Doubleday
**Rosenthal, I. and Yarmon, M.	The Art of Writing Made Simple	Garden City Books Garden City, N. Y.
*Sloane, Eugene H.	Words and Their Ways	Owl Press, Bay Ridge, Md.
*Smith, Robert	Modern Writing	Arrowhead Books
**St. Johns, Adela R.	How to Write a Story and Sell It	Doubleday
Tremaine, F. G.	Short Story Writing	Rodale Press
5. BIOGRAPHY: JOURNALISTS		
Adams, Samuel	Alexander Woollcott	Reynal Hitchcock
Bigelow, D. N.	William Conant Church and The Army & Navy Journal	Col Univ. Press
Britt, George	Forty Years, Forty Millions	Farrar Rinehart
Brower, E.	Champagne Cholly (Maury Paul)	E. P. Dutton
Brown, Francis	Raymond of the Times	W. W. Norton
Busch, Noel	Briton Hadden	Farrar Straus
Carlson, Oliver	Brisbane: A Candid Biography	Stackpole
Carlson, Oliver	The Man Who Made News (James Gordon Bennett)	Duell, Sloan, Fearce
Carter, Hodding	Where Main Street Meets the River	Rinehart
Cobb, Irvin S.	Exit Laughing	Bobbs-Merrill
Cortissoz, Royal	Life of Whitelaw Reid	Scribner
§Cox, James M.	Journey Through My Years	Simon-Schuster
Daniels, Josephus	Tar Heel Editor	Univ. No. Car.
Dennis, Charles	Victor Lawson	Univ. Chi. Press
Dennis, Charles	Eugene Field's Creative Years	Doubleday
Downey, Fairfax	Richard Harding Davis	Scribner
Drewry, John E.	Post Biogs. Famous Journalists	Univ. Ga. Press
**Elder, Donald	Ring Lardner	Doubleday
Ellard, Roscoe (Ed.)	Walter Williams 1864-1935	Univ. Mo. Pub.
**‡Fatout, Paul	Ambrose Bierce and the Black Hills	Univ. Okla. Press
Fatout, Paul	Ambrose Bierce, The Devil's Lexicographer	Univ. Okla. Press
Fowler, Gene	Timberline	Doubleday
Hale, Wm. Harlan	Horace Greeley, Voice of the People	Harper
*Harrison, Walter M.	Me and My Big Mouth	Britton Co. Oklahoma City
Heton, J. L.	Cobb of the World	E. P. Dutton
Hecht, Ben	A Child of the Century	Simon Schuster
*Higgins, Marguerite	News Is a Singular Thing	Doubleday
Howe, E. W.	Plain People	Dodd Mead
Johnson, Gerald	An Honorable Titan (Ochs)	Harper
Johnson, Walter	Selected Letters of Wm. A. White	Henry Holt
Kelly, Fred C.	The Life and Times of Kin Hubbard: Creator of Abe Martin	Farrar, Straus, Young
Kramer, Dale	Heywood Broun	A. A. Wyn
Manchester, Wm.	Disturber of the Peace (Mencken)	Harper
Marcosson, Issac	"Marse Henry" (Henry Watterson)	Dodd Mead
Markham, James H.	Bovard of the Post-Dispatch	La. State Univ.
Mathias, Fred	The Amazing Bob Davis	Longmans-Green
McCabe, Charles R.	Damned Old Crank (E. W. Scripps)	Harper
Miller, Lee, G.	The Story of Ernie Pyle	Viking
Nixon, Raymond B.	Henry W. Grady	Alfred Knopf
Ogden, Rollo	Edwin Lawrence Godkin	Macmillan
Older, Fremont	My Own Story	Macmillan
**Ottley, Roi	The Lonely Warrior (Robt. Abbott)	Regnery Press, Chi.
Patterson, Grove	I Like People	Random House
Rice, Grantland	The Tumult and the Shouting	A. S. Barnes
Richardson, James H.	For the Life of Me	Putnam's Sons
Roosevelt, Nicholas	A Front Row Seat	Univ. Okla. Press
*Scully, Frank	Cross My Heart	Greenberg

**Published or revised in 1956. *Published or revised in 1955.
†Six titles suggested for general libraries for a constructive picture of the newspaper.
‡Six additional titles for libraries.
§List suggested as purchasable for "approximately $200."

A SELECTIVE BIBLIOGRAPHY ON JOURNALISTIC SUBJECTS—Continued

Author	Title	Publisher
	BIOGRAPHY: JOURNALISTS—Continued	
Seitz, Don	Joseph Pulitzer	Simon-Schuster
**Seltzer, Louis B.	The Years Were Good	World Pub. Co. Cleveland
*Sharpe, Ernest	G. B. Dealey of the Dallas News	Henry Holt
Smith, Henry Justin	Deadlines	Covici-Friede
Stewart, Kenneth and Tebell, John	Makers of Modern Journalism	Prentice-Hall
Rose, Candace	Dana and the N. Y. Sun	Dodd-Mead
Stone, Melville	Fifty Years a Journalist	Doubleday Page
Tebbel, John	The Life and Good Times of Wm. Randolph Hearst	E. P. Dutton
Tebbel, John	An American Dynasty	Doubleday Doran
Tebbel, John	The Marshall Fields	E. P. Dutton
**Turnbull, Geo. S.	An Oregon Crusader	Binsford & Mort Portland, Ore.
Van Deusen, Glyndon	Horace Greeley: 19th Century Crusader	Univ. Pa. Press
**Wall, Joseph F.	Henry Watterson: Reconstructed Rebel	Oxford Univ. Pr.
Weingast, David	Walter Lippmann	Rutgers Univ. Pr.
**Whetstone, Daniel	Frontier Editor	Hastings House
White, Wm. Allen	Autobiography	Macmillan
*Winkler, John K.	Wm. Randolph Hearst	Hastings House
	6. BUSINESS JOURNALISM	
Crain, G. D. (Ed.)	Teacher of Business (J. H. McGraw)	Adver. Pub.
Elfenbein, Julien (Ed.)	Businesspaper Publishing Practice	Harper
Elfenbein, Julien	Business Journalism	Harper
Hall, Benn	Careers on Business Papers	Duell Sloan Pearce
Marston, Thompson, Zacker	Business Communication	Macmillan
Swetland, H. M.	Industrial Publishing	Scientific Books
Wimer, Arthur	Writing for the Business Press	Wm. C. Brown
	7. CARTOONS AND CARTOONISTS	
Bailey, John (Ed.)	SEP Cartoons	E. P. Dutton
Berger, Oscar	The Herblock Book	Beacon Press Boston
**Block, Herbert	Here and Now	Simon Schuster
*Brickman, Morrie	Do It Yourself	Gilbert Press
Cartoon Anthology	Best Cartoons From France	Simon-Schuster
Emett, Rowland	Trains, Trams and Englishmen	Harcourt Brace
Emett, Rowland	New World for Nellie	Harcourt Brace
Fitzpatrick, Daniel	A Review of Our Times	Simon-Schuster
Francois, Alfred	The Tattooed Sailor	Alfred Knopf
Gorey, Edward	The Unstrung Harp	Duell Sloan Pearce
**Hadley, A. T. and Berryman J.	Do I Make Myself Clear?	Henry Holt
Hoff, Syd	Out of Gas	Ives-Washburn
Hokinson, Helen	There Are Ladies Present	E. P. Dutton
**Kelly, Walt	Pogo Party	Simon-Schuster
Ketcham, Hank	More Dennis the Menace	Henry Holt
Key, Ted	If You Like Hazel	E. P. Dutton
Lariar, L. (Ed.)	Careers in Cartooning	Dodd Mead
Lariar, L.	Gold and Be Damned	Prentice-Hall
Low, David	Years of Wrath: 1931-45	Simon-Schuster
Mauldin, Bill	Bill Mauldin in Korea	W. W. Norton
Mauldin, Bill	Bill Mauldin's Army	Wm. Sloane Assoc.
Nickles, Marione (Ed))	"Honey, I'm Home!"	E. P. Dutton
O'Malley, Bill	Blessed Event	Prentice-Hall
**O'Malley, Bill	O'Malley's Nuns	Prentice-Hall
Osborn, Robert	Low and Inside	Farrar, Straus, Young
New Yorker	New Yorker 25th Anniv. Album	Harper
Nevins-Weitenkampf	A Century of Political Cartoons	Scribner
Parson, F. S.	Fractured French	Doubleday
Preston, Charles	Hey, Can't You Forget Business	E. P. Dutton
Shafer, Burr	Through More History With J. Wesley Smith	Vanguard Press
Spencer III, Dick	Pulitzer Prize Cartoons	Iowa State Coll.
Spencer III, Dick	Editorial Cartooning	Iowa State Coll.
Steig, William	Dreams of Glory	Alfred Knopf
Steinberg, Saul	The Passport	Harper
Taylor, R.	By the Dawn's Ugly Light	Henry Holt
Thurber, James	Fables for Our Time	Harper
Waugh, Coulton	The Comics	Macmillan
Webster, H. T.	The Best of H. T. Webster	Simon-Schuster
Wilson, Rufus R.	Lincoln in Caricature	Horizon Press
Williams, Garney	Collier's Kids	Henry Holt
Williams, J. R.	Out Our Way	Scribner's
	8. CENSORSHIP AND PRESS FREEDOM: COMMUNICATIONS	
**Asheim, Lester (Ed.)	The Future of the Book	Univ. Chicago
**Barnouw, Erik	Mass Communication	Rinehart
Chaffee, Zechariah	Government and Mass Communications	Univ. Chic. Press
**Chaffee, Zechariah	The Blessings of Liberty	Lippincott
*Cheney, Wm. L.	Freedom of the Press	Harcourt Brace
**Conference on Communication	Problems of Commun. in a Pluralistic Society	Marquette Univ.
Cooper, Kent	Barriers Down	Farrar Rinehart
**Cooper, Kent	The Right to Know	Farrar, Straus, Cudahy
Cross, Harold L.	The People's Right to Know	Col. Univ. Press
**Cushman, Robert	Civil Liberties in the U. S.	Cornell Univ. Pr.
Daniels, W. M.	The Censorship of Books	H. W. Wilson
Davis, Elmer	But We Were Born Free	Bobbs-Merrill
European Affairs Div.	Freedom of Information (Survey of Recent Writings)	Library Congress
**Fliess, Peter J.	Freedom of the Press in the German Republic: 1918-33	La. State Univ.
**Gerald, J. Edward	The British Press Under Economic Controls	Univ. Minn. Pr.
Gerald, J. Ed.	The Press and the Constitution: 1931-1947	Univ. Minn. Press
	CENSORSHIP AND PRESS FREEDOM: COMMUNICATIONS—Cont'd	
Hansen, Hurwitz & Madow	Sample Survey Methods and Theory	John Wiley Sons
Henry, Nelson (Ed.)	Mass Media and Education	Univ. Chi. Pr.
Hocking, Wm. E.	Freedom of the Press	Univ. Chi. Press
Hughes, Frank	Prejudice and the Press	Devin-Adair
Int. Press Inst.	The Flow of the News	Internatl. Pr. Inst.
Koop, Theodore	Weapon of Silence	Univ. Chi. Press
La Prensa Editors	Defense of Freedom	John Day
Lippmann, Walter	Libery and the News	Macmillan
*MacIver, Robt.	Academic Freedom in the U. S.	Col. Univ. Pr.
Milton, John	Areopagitica	Bohn Library
Salmon, Lucy	The Newspaper and Authority	Oxford Univ. Press
Schramm, Wilbur	Process and Effects of Mass Communication	Univ. Ill. Pr.
Siebert, Fred S.	Freedom of the Press in England 1476-1776	Univ. Ill. Press
**Smith, Bruner, White	Opinions and Personality	John Wiley
**Smith, J. M.	Freedom's Fetters: Alien and Sedition Laws	Cornell Univ. Pr.
Summers, Robert	Wartime Censorship of Press and Radio	H. W. Wilson
UN Dept. Social Aff.	Freedom of Information	United Nations
**UNESCO-Paris	World Communications 1956	Col. Univ. Pr.
**UNESCO	News Agencies: Structure and Organization	UN Pubs. N. Y. 36
**UNESCO	Trade Barriers to Knowledge	Col. Univ. Pr.
Wechsler, James	The Age of Suspicion	Random House
	9. COLLECTIONS: NEWS, FEATURES, COLUMNS	
Adams, Cedric Angelo Cohn (Ed.)	Poor Cedric's Almanac	Doubleday
Benchley, Nathaniel	The Benchley Roundup	Harper
Berger, Meyer	The Eight Million	Simon Schuster
Boynton, H. W.	Journalism and Literature	Houghton-Mifflin
Caen, Herb	Don't Call It Frisco	Doubleday
Cannon, Jimmy	Nobody Asked Me	Dial Press
Cerf, Bennett	Encyc. of Modern Amer. Humor	Doubleday
**Cerf, Bennett	The Life of the Party	Doubleday
Cole, Wm. (Ed.)	Best Humor from Punch	World Pub. Co.
**Cooke, Bob	Wake Up the Echoes	Hanover House
Danzig and Brandwein	Sport's Golden Age	Harper
Greene, Ward	Star Reporters and 34 of Their Greatest Stories	Random House
§Howe, Elvon (Ed.)	Rocky Mountain Empire	Doubleday
Jennings, Paul	Oddly Enough	Macmillan
Lasky, Victor	Wake Up the Echoes	Hawthorn Books, Inc.
**Lerner, Leo A.	The Itch of Opinion	Americana House
Kane, Harnett	Dear Dorothy Dix	Doubleday
**March and Ehre	Best Sports Stories and Photographs	E. P. Dutton
Menke, Frank	Sports Tales and Anecdotes	A. S. Barnes
Mott, Frank L.	Headlining America	Dryden Press
New Yorker Editors	New York Book of War Pieces	Reynal-Hitchcock
Reader's Digest Eds.	30th Anniversary Reader's Digest Reader	Doubleday
Smith, Red	Out of the Red	Alfred Knopf
Snyder and Morris	A Treasury of Great Reporting	Simon-Schuster
Sullivan, Frank	Sullivan Bites News	Little Brown
Thurber, James	The Thurber Album	Simon-Schuster
*Tripp, Frank	On the Newspaper Front	Gannett Newspapers Rochester, N. Y.
**Walker, Danton	Spooks Deluxe	Franklin Watts, N. Y.
	10. COPYEDITING, HEADLINES, MAKEUP	
Allen, John E.	Newspaper Designing	Harper
**Bastian, Case, Baskette	Editing the Day's News	Macmillan
Brown, Charles	News Editing and Display	Harper
Butler, Kenneth	Headline Design	Typo Design Center Mendota, Ill.
Garst and Bernstein	Headlines and Deadlines	Col. Univ. Press
Hawkes, Lester	Your Front Page	Campus Park Madison, Wisc.
Hoffman, U. N.	Verbs for Headlines	Portland 22, Ore.
Neal, R. M.	Editing the Small City Daily	Prentice-Hall
Radder and Stempel	Newspaper Editing, Makeup and Headlines	McGraw-Hill
Rae, Walter	Editing Small Newspapers	Morrow
Taylor, H., Scher, J.	Copyreading and News Editing	Prentice-Hall
Teifel, E. and Pearson, C. G.	A Day on the Copydesk	Rinehart
Vitray, Mills, Ellard	Pictorial Journalism	McGraw-Hill
Westley, Bruce	News Editing	Houghton, Mifflin
	11. COUNTRY JOURNALISM	
Barnhart, T. F.	Weekly Newspaper Management	Appleton-Century-Crofts
Barnhart, T. F.	Weekly Newspaper Makeup and Typography	Univ. Minn. Press
§ Barnhart, T. F.	Weekly Newspaper Writing and Editing	Dryden Press
Clark, Thomas	The Southern Country Editor	Bobbs-Merrill
Clark, Thomas	The Rural Press and the New South	La. State Univ.
Cosse, Margaret V.	The Suburban Weekly	Col. Univ. Press
*Esmond, Robt. V.	Handbook for Country Correspondents	Univ. Extension Div. Madison, Wisc.
Ferril, Thomas	I Hate Thursday	Harper
	COUNTRY JOURNALISM—Continued	
Hoch, Fred	Standard Book of Estimating for Printers	Printing Industry of America
Holmes, Victor	Salt of the Earth	Macmillan
Hough, Henry Beetle	Country Editor	Doubleday-Doran
McIlvaine, Jane	It Happens Every Thursday	McCrae-Smith Philadelphia
Rodier, Harold C.	Establishing and Operating A Small Printshop	Govt. Printing Off.
Smith and Rheuark	Management of Correspondents	La. State Univ.
Tate, H. Clay	Building a Better Home Town	Harper
	12. CRITICAL WRITING BACKGROUND	
Adams, J. Donald	The New Treasure Chest	E. P. Dutton
Atkinson, Brooks	Broadway Scrapbook	Theatre Arts
Beach, Stewart, (Ed.)	This Week's Short Short Stories	Random House
Canby, Henry Seidel	Definitions	Harcourt Brace
Cowley, Malcolm	The Literary Situation	Viking
Daiches, David	A Study of Literature	Cornell Univ.
§Drewry, John E.	Book Reviewing	The Writer, Inc.
Erskine, John	Literary Discipline	Bobbs-Merrill
Intercultural Publications	Perspectives, U. S. A.	Viking
Jarrell, Randall	Poetry and the Age	Alfred Knopf
Kant, Immanuel	Critique of Judgment	Macmillan
*Kramer, Robt. (Ed.)	Obscenity and the Arts	School of Law, Duke University
Krehbiel, H. E.	How to Listen to Music	Scribner
Lawrence, D. H.	Sex, Literature and Censorship	Twayne, Pubs.
Lieder and Withington	Art of Literary Criticism	Appleton-Century
Lynd, Robert	Books and Writers	Macmillan
Morris, Lloyd	Curtain Time	Random House
Nathan, George Jean	The Theater in the Fifties	Alfred Knopf
Nitchie, Elizabeth	The Criticism of Literature	Macmillan
Rapp, Albert	Origins of Wit and Humor	E. P. Dutton
Runes, D. D.	Treasury of Philosophy	Philosoph. Libr.
Sergeant, Elizabeth S.	Willa Cather	J. B. Lippincott
Sherman, Stuart	Points of View	Scribner
**Shipley, Joseph (Ed.)	Dictionary of World Literature	Philosoph. Lib.
Spaeth, Sigmund	The Art of Enjoying Music	Doubleday
Thompson, Oscar	Practical Music Criticism	Whitmark
**Wethered, H. N.	The Curious Art of Autobiography	Philosoph. Lib.
	13. EDITORIAL COLLECTIONS AND TECHNIQUES	
Brisbane, Arthur	Editorials from the Hearst Newspapers	International
Bush, Chilton	Editorial Thinking and Writing	Appleton
*De Voto, Bernard	The Easy Chair	Houghton Mifflin
Gore, Leroy	Joe Must Go	Julian Messner
Harrigan, Anthony (Ed.)	The Editor and the Republic	Univ. No. Car.
**Kriegbaum, Hillier	Facts in Perspective	Prentice-Hall
Krock, Arthur	Editorials of Henry Watterson	Doran
Lerner, Max	Public Journal	Viking
Mabin, Helen	The Editor and His People (Wm. A. White)	Macmillan
Matthes, F. T.	Casual Essays of the Sun	Cooke
Mencken, H. L.	A Mencken Chrestomathy	Knopf
Merz, Charles	Days of Decision (N. Y. Times)	Doubleday Doran
Nevins, Allan	American Press Opinion	Heath
O'Brien Howard V.	All Things Considered	Bobbs-Merrill
Tompkins, E. F. (Ed.)	Selections from Hearst	San Francisco Examiner
*§‡Waldrop, Gayle	Editor and Editorial Writing	Rinehart
White, E. B.	Wild Flag	Houghton Mifflin
	14. ETHICS	
Harris, Frank	Presentation of Crime in Newspapers	Sociol. Press
Jones, John Paul	Reporter's Handbook	Rinehart
Reid, Richard	The Morality of the Newspaper	Univ. Notre Dame
Stein, G. F.	Newspaper Ethics	SNPA, Chattanooga
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Bailey, Robeson	Techniques in Article Writing	Appleton-Century
Beranger, Clara	Writing for the Screen	Wm. C. Brown
§**Bird, Geo.	Article Writing and Marketing	Rinehart
Bond, Fraser	Breaking Into Print	McGraw-Hill
Bower, Warren (Ed.)	How to Write for Pleasure and Profit	J. B. Lippincott
Brennecke and Clark	Magazine and Article Writing	Macmillan
**Burack, A. S.	The Writer's Handbook	The Writer, Inc.
Campbell, Walter	Writing Non-Fiction	The Writer, Inc.
Charnley & Converse	Magazine Writing and Editing	Cordon Press
Crawford, Robert P.	The Magazine Article	McGraw-Hill
Cuppy, Will	January to December	Henry Holt
Dashiell, Alfred	Editor's Choice	Henry Holt
*Dickson, Frank	2000 Articles You Can Write and Sell	Perennial Press
Gundell, Glenn	Writing from Idea to Printed Page	Doubleday
Halsey, Ashley, Jr.	Illustrating for the SEP	The Writer, Inc.
Hinkle, O. and Henry, J.	How to Write Columns	Iowa State Coll.
Hoffman, Arthur S.	Fiction Writing Self-Taught	W. W. Norton
Houghton, S. G.	The Writer's Handbook	The Writer, Inc.
MacCampbell, D.	Selling What You Write	Crowell
**McCormick, Anne O.	The World at Home	Knopf
McKnight, Felix	The Easter Story (Retold)	Henry Holt
Merritt, Abraham	The Story Behind the Story	American Weekly

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†Six titles suggested for general libraries for a constructive picture of the newspaper.
‡Six additional titles for libraries.
§List suggested as purchasable for "approximately $200."

(Continued on Page 334)

A SELECTIVE BIBLIOGRAPHY ON JOURNALISTIC SUBJECTS—Continued

(Continued from Page 333)

FEATURES, ARTICLES, COLUMNS—Continued

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Miller, Llewellyn	Prize Articles 1954	Ballantine Books
New Yorker Staff	Profiles from the New Yorker	Alfred Knopf
Patterson, Helen	Writing and Selling Feature Articles	Prentice-Hall
Pitkin, Walter B.	The Art of Useful Writing	Whittlesey House
§Reddick, DeWitt	Modern Feature Writing	Harper
Richardson and Callahan	How to Write for Homemakers	Iowa State Coll.
‡Steigleman, Walter	Writing the Feature Article	Macmillan
White T. M.	How to Write For a Living	Reynal-Hitchcock
Widdemer, Margaret	Do You Want to Write?	Farrar-Rinehart
Woon, Basil	The Current Publishing Scene	Exposition Press
**Yearbook 1956	Writers' and Artists' Yearbook	Macmillan

16. FICTION, NEWSPAPER

Author	Title	Publisher
Babcock, Frederic	Hang Up the Fiddle	Doubleday
Bercovici, Rion	For Immediate Release	Sheridan
Brooks, John	The Big Wheel	Harper
Chambers, Whitman	Bring Me Another Murder	Dutton
Cooper, Kent	Anna Zenger, Mother of Freedom	Farrar Straus
Crump, Louise	The Face of Fear	Longmans
Davis, Clyde	The Stars Incline	Farrar Rinehart
Davis, Richard H.	Gallagher and Other Stories	Scribner
*deToledano, Ralph	Day of Reckoning	Henry Holt
Dutcher, Mary	Circulation	Faro
Emden, Freda Von	Sunday Paper	Naylor
Ford, Ford Madox	Mightier Than the Sword	Unwin
Fowler, Gene	Trumpet in the Dust	Liveright
Gibbs, Philip	The Street of Adventure	E. P. Dutton
Gollomb, Joseph	Window on the World	Harcourt Brace
Griffith, Leon	A Long Time Since Morning	Random House
Guinn, Jack	The Caperberry Bush	Little Brown
Harling, Robert	The Dark Savior	Harper
Ingersoll, Ralph	The Great Ones	Harcourt Brace
Katkov, Norman	Eagle at My Eyes	Doubleday
Kelly, Frank	An Edge of Light	Little Brown
Lanham, Edwin	The Iron Maiden	Harcourt Brace
**Linington, Eliz.	The Long Watch	Viking
Long, Margaret	Affair of the Heart	Random House
Lyons, Herbert	The Rest They Need	Dial Press
**Mason, Gregory	The Golden Archer	Twayne Pub.
Mealand, Richard	The First Person	Doubleday
Packard, Reynolds	Kansas City Milkman	E. P. Dutton
Shapiro, Lionel	Torch for a Dark Journey	Doubleday
Sheean, Vincent	The Tide	Doubleday
Tebbel, John	A Voice in the Streets	E. P. Dutton
Todrin, Boris	The Plundered Heart	E. P. Dutton
Ware, Harlan	Come Fill the Cup	Random House
Waugh, Evelyn	Scoop	Little Brown
Weidman, Jerome	The Price is Right	Harcourt Brace
Weitzenkorn, Louis	Five Star Final	Samuel French
Willard, Jack	The Wire God	Doubleday
Williams, Ben Ames	Splendor	E. P. Dutton
Williams, Jesse L.	The Stolen Story	Scribner

17. FOREIGN CORRESPONDENCE AND REMINISCENCE

Author	Title	Publisher
Beech, Keyes	Tokyo and Points East	Doubleday
Bennett, Lowell	Parachute to Berlin	Vanguard
Brock, Ray	Ghost on Horseback	Duell Sloan Pearce Little Brown
Brown, John Mason	Many a Watchful Night	Whittlesey House
Carpenter, Iris	No Woman's World	Houghton-Mifflin
Casey, Robert J.	Battle Below	Bobbs-Merrill
Casey, Robert J.	I Can't Forget	Bobbs-Merrill
Dille, John	Substitute for Victory	Doubleday
Dulles, Allen W.	Germany's Underground	Macmillan
Eldridge, Fred	Wrath in Burma	Doubleday
Frank, Pat	The Long Way Round	J. B. Lippincott
Gibbons, Edward	Floyd Gibbons Your Headline Hunter	Exposition Press
Gilmore, Eddy	Me and My Russian Wife	Doubleday
Gordey, Michael	Visa to Moscow	Alfred Knopf
Gramling, Oliver	Free Men are Fighting	Farrar-Rinehart
Gruber, Ruth	Israel Without Tears	A. A. Wyn
Hailey, Foster	Pacific Battle Line	Macmillan
*Higgins, Marguerite	Red Plush and Black Bread	Doubleday
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Hills, Russell	Desert War	Alfred Knopf
**Hunter, Edward	Brainwashing—Men Who Defied It	Farrar, Straus, Cudahy
Jackson, Robert	The Nuremberg Case	Alfred Knopf
Johnston, Stanley	Queen of the Flattops	E. P. Dutton
Lane, Arthur B.	I Saw Poland Betrayed	Bobbs-Merrill
Lardner, John	Southwest Passage	J. B. Lippincott
§Laurence, William L.	Dawn Over Zero	Alfred Knopf
Lawson, Ted	Thirty Seconds Over Tokyo	Random House
Lee, Clark	One Last Look Around	Duell Sloan Pearce
Magidoff, Robert	In Anger and Pity	Doubleday
Magill, Ralph	Israel Revisited	Tupper-Love, Atlanta
Middleton, Drew	Conquest of North Africa	Random House
Millis, Walter	This Is Pearl	Wm. Morrow
Moraes, Frank	Report on Mao's China	Macmillan
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Pratt, Fletcher	The Marines' War	Wm. Sloane Assoc.
§Pyle, Ernie	Brave Men	Henry Holt
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Rounault, Jean	Nightmare	Crowell
Sherrod, Robert	Tarawa: Story of a Battle	Duell Sloan Pearce
Shirer, William	Mid-Century Journey	Farrar Straus
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White, Theodore	The Stilwell Papers	Wm. Sloane Assoc.
White, W. L.	Back Down the Ridge	Harcourt Brace

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Author	Title	Publisher
Par, Robert E.	The Immigrant Press	Harper
Soltes, Mordecai	The Yiddish Press	Col. Univ. Press

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Author	Title	Publisher
Adams, Franklin P. (Ed.)	FPA's Book of Quotations	Funk Wagnalls
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Barnes, Duane C.	Word Lore	E. P. Dutton
Barnhart, C. L. (Ed.)	Century Cyclopedia of Names	Appleton Century Crofts
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Brigham, Clarence	History and Bibliography of American Newspapers	Amer. Antiqu. Soc.
Bruch, John	The Gawdy Century: 1848-1948	Random House
Copley Press, Inc.	The Copley Press	428 Downer Place Aurora, Ill.
Ellison, Rhoda	Hist. Bibliog. of Alabama Newsp. in the 19th Century	Univ. Ala. Press
Emery, Edwin	History of ANPA	Univ. Minn. Press
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Gramling, Oliver	AP, The Story of News	Farrar-Rinehart
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Noel, Mary	Villains Galore	Macmillan
Pollard, James	Presidents and the Press	Macmillan
Rosewater, Victor	Cooperative Newsgathering	Appleton-Century
Starr, Louis M.	Bohemian Brigade	Knopf
Storey, Graham	Reuters: A Century of Newsgathering	Crown
Watson, Elmo Scott	Newspaper Syndicates	Pub. Auxiliary

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Author	Title	Publisher
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Beebe, Lucius	Comstock Commotion	Stanford Univ.
Barrett, James W.	Joseph Pulitzer and His World	Vanguard
Berger, Meyer	The Story of the N. Y. Times	Simon-Schuster
Cohen, Hennig	The South Carolina Gazette	Univ. So. Car. Press
Chamberlain, J. E.	The Boston Transcript	Houghton-Mifflin
Dabney, Thomas	100 Great Years (Times Picayune)	La. State Univ.
Dana, Marshall	50 Years of Oregon Journal	Oregon Journal
Dyar, Ralph E.	News for an Empire (Spokesman-Review)	Caxton Printers Caldwell, Idaho
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Haskell, Henry C. Jr., and Fowler, R.	City of the Future (Kansas City Star)	Frank Glenn Pub. Co. K. C., Mo.
Hooker, Richard	Springfield Republican	Macmillan
Kinsley, Philip	Chicago Tribune: 1847-1900	Chi. Tribune
Lee Colleagues	The Lee Papers	Kewanee, Ill. Star
Lindemann, E. F.	St. Paul Pioneer-Press	Dispatch-Pioneer Press
Mallen, Frank	Sauce for the Gander (N. Y. Graphic)	Baldwin Books White Plains, N. Y.
Martin, Douglas	Tombstone's Epitaph	Univ. New Mex.
McLaughlin, Dick	From Humble Beginnings	Cleveland Press
Nevins, Allan	The Evening Post	Boni-Liveright
N. Y. Times	Famous Pages from N. Y. Times	Simon-Schuster
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Sass, Herbert	Outspoken (News and the Courier)	Univ. So. Car. Press
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Shaw, Archer	The Plain Dealer	Alfred Knopf
Smith, J. Eugene	100 Years of Hartford Courant	Yale Univ. Press
Sun Staff Members	The Sunpapers of Baltimore	Alfred Knopf
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Bentley, Garth	Editing the Company Publication	Harper
Biklen and Breth	Employee Publicatfons	McGraw-Hill
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**Ashley, Paul	Say It Safely	Univ. Wash. Pr. Seattle
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Weeks, Bertha	How to File and Index	Ronald Press
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(Continued on Page 336)

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Goode, R. B.	Corporation Income Tax	Wiley
Owen, W. W.	Labor-Management Economics	Ronald Press
Purdy, H. L. Etc.	Corporate Concentration	Prentice-Hall
Ripley, Wm. Z.	Main Street & Wall Street	Little Brown
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Alpert, Paul	20th Cent. Econ. Hist. of Europe	Henry Schuman
Basch, A.	New Europe and World Markets	Col. Univ. Press
Baykov, A.	The Soviet Economic System	Macmillan
Boone, Alfred	Econ. Devel. of Mid. East	Oxford Univ. Press
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**Cauley, T. J.	Agriculture in an Industrial Economy	Bookman Assoc.
Childs, Marquis	The Farmer Takes a Hand	Doubleday
Clark, John Maurice	Demob. of War Controls	McGraw-Hill
Clark, John Maurice	How to Check Inflation	Pub. Aff. Pam. 64
Clough, Shepard B.	The Economic Basis of Our American Civilization	Thomas Crowell
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†Six titles suggested for general libraries for a constructive picture of the newspaper.
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Einzig, Paul	Inflation	Macmillan
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Gross, H. & Erhard, L.	Germany's Comeback in the World Market	Macmillan
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**Jacoby, Neil	Can Prosperity Be Sustained?	Holt
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Kemmerer, D. M., Etc.	Making Capitalism Work	McGraw-Hill
Knirstead, B. S.	Theory of Economic Change	Macmillan
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Lasser, J. K. and Porter, Sylvia	Managing Your Money	Henry Holt
Lauterbach, A. T.	Economic Security and Individual Freedom	Cornell Univ. Press
Ludmer, H.	Basic Internat. Econ. Policies	Univ. Toledo
Manning & Potter	Govt. and Amer. Economy	Henry Holt
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Merlin, S. D.	Fluctuations in Econ. Thought	Col. Univ. Press
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**Myrdal, Gunnar	An International Economy	Harper
**Natl. Indus. Conference Board	The Economic Almanac 1956	Thomas Crowell
Ordway, Samuel	Resources & the Amer. Dream	Ronald Pr.
Potter, David	People of Plenty	Univ. Chi. Pr.
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Schultz, T. W.	Agricul. in Unstable Econ.	Chi. Univ. Press
Schurr, S. H.	Econ. of Atomic Power	Prin. Univ. Press
Slichter, Sumner	The American Economy	Alfred Knopf
Smith, A. H.	Economics for Our Times	McGraw-Hill
Soule, George	Econ. Forces in Amer. Hist.	Wm. Sloane Assoc.
*Soule, George	Ideas of Great Economists	Viking
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Southard, T. A.	For. Exch. Prac. and Policy	McGraw-Hill
Waage, T. O.	Inflation: Cause and Cure	H. W. Wilson
**Wendzel, Julius	The Dynamics of Capitalism	Harper
Whittlesey, Charles	Natl. Interest and Cartels	Macmillan

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Aguilera, Francisco	Latin American Studies	Univ. Fla. Press
Americano, Jorge	New Foundation of Internatl. Law	Macmillan
Balzak, Etc.	Economic Geog. of USSR	Macmillan
Bartlett, Vernon	Struggle for Africa	Fred A. Praeger
Barzini, Luigi, Jr.	Americans Are Alone in the World	Random House
Bate, H. MacClear	Report from Formosa	E. P. Dutton
Bemis, S. F.	Diplomatic History of the U. S.	Henry Holt
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Bowles, Chester	Ambassador's Report	Harper
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*Bowles, Chester	The New Dimensions of Peace	Harper
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**Brown, Elizabeth	The Enemy at His Back	The Bookmailer
*Cameron, James	Mandarin Red	Rinehart
Cerwin, Herbert	These Are the Mexicans	Reynal-Hitchcock
*Childs, Marquis	The Ragged Edge	Doubleday
Clark, Mark W.	From the Danube to the Yalu	Harper
*Cloete, Stuart	The African Giant	Houghton Mifflin
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Crankshaw, Edw.	Cracks in the Kremlin Wall	Viking
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*Gunther, John	Inside Africa	Harper
Halle, Louis J.	Civilization and Foreign Policy	Harper
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**Mayer, Milton	They Thought They Were Free: The Germans 1933-45	Univ. Chicago Pr.
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Morley, Felix	Foreign Policy of the U. S.	Alfred Knopf
Nagy, Ferenc	Struggle Behind Iron Curtain	Macmillan
North, Robert C.	Moscow and the Chinese Communists	Stan. Univ. Press
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Pares, Sir Bernard	A History of Russia	Alfred Knopf
Payne, Robert	Red Storm Over Asia	Macmillan
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Reischauer, E. O.	Japan Past and Present	Alfred Knopf
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Resner, Lawrence	Eternal Stranger	Doubleday
Roosevelt, Eleanor and DeWitt, Wm.	UN: Today and Tomorrow	Harper
Root, Waverley	Secret History of the War	Scribner
Rosenbloom, Morris	Peace Through Strength	Farrar, Straus, Young
Rosinger, L.	India and the U. S.	Macmillan
Rostow, W. & others	Prospects for Communist China	John Wiley
Schwartz, Benj.	Chinese Communism and Mao	Harv. Univ. Press
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Stebbins, Richard	The U. S. in World Affairs	Harper
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Toynbee, Arnold	The World and the West	Oxford Univ. Press
U. S. Dept. of State	The Soviet Union as Reported by Former Soviet Citizens	Interview Report
Vernadsky, George	History of Russia	Yale Univ. Press
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**Whitaker, Arthur	Argentine Upheaval	F. A. Praeger
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*Andrews, J. C.	The North Reports the Civil War	Univ. Pitts. Pr.
Barck & Blake	Since 1900	Macmillan
Beals, Carlton	Our Yankee Heritage	David McKay
Beard, C. and M.	Rise of Amer. Civilization	Macmillan
Bierne, Francis	The War of 1812	E. P. Dutton
**Bliven, Bruce	Battle for Manhattan	Holt
*Brown, Mark Felton, W. R.	The Frontier Years	Holt
Catton, Bruce	Stillness at Appomattox	Doubleday
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Chestnut and Williams	Diary From Dixie	Houghton-Mifflin
Churchill, Winston	World War II, 6 Vols.	Houghton-Mifflin
Commager, Henry S.	Living Ideas in America	Harper
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Coulter, Merton	South, Reconstruction	La. State Univ.
Croce, Benedetto	History as Story of Liberty	W. W. Norton
Curti, Merle	Growth of American Thought	Harper
Curti, Merle	Probing Our Past	Harper
Curti, M. & Birr, K.	Prelude to Point 4	Univ. Wis. Press
Daniels, Jonathan	The End of Innocence	Lippincott
Dedmon, Emmett	Fabulous Chicago	Random House
DeVoto, Bernard	The Journals of Lewis & Clark	Houghton-Mifflin
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Eaton, Clement	Hist. of the Southern Confederacy	Macmillan
Edman, Irwin	Fountainheads of Freedom	Reynal-Hitchcock
Furman, Bess	White House Profile	Bobbs-Merrill
Gard, Wayne	The Chisholm Trail	Univ. Okla. Pr.
**Goldman, Eric	The Crucial Decade: America 1945-55	Knopf
**Gunther, John and Quint, Bernard	Days to Remember	Harper
Hansen, Harry	Scarsdale	Harper
Hofstader, Richard	American Political Tradition	Alfred Knopf
Hogben, Lancelot	Cave Printing to Comic Strip	Chanticler
Holbrook, Stewart	The Age of the Moguls	Doubleday
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**Holbrook, Stewart	The Rocky Mountain Revolution	Holt
Horner, Harlan	Lincoln and Greeley	Univ. of Ill.
Hough, Henry B.	Whaling Wives	Houghton-Mifflin
Howe, Quincy	The World Between Wars (v. 2)	Simon Schuster
Johnson, Gerald W.	This American People	Harper
Jones (with Angly)	50 Billion Dollars (RFC)	Macmillan
**Jones, Virgil C.	Gray Ghosts and Rebel Raiders	Holt
**Kehl, James A.	Ill Feeling in the Era of Good Feeling	Univ. of Pittsburgh
**Kennan, Geo. F.	Russia Leaves the War	Princeton Univ.
Kohler, P. (Ed.)	Journey For Our Time	Pellegrini-Cudahy
*Kraenzel, Carl	The Great Plains in Transition	Univ. Okla. Pr.
Lazarus and Goldberg	Collective Bargaining	Pub. Aff. Inst.

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Lindquist, Orville	Fallacies in U. S. History	Dietz Press
Longstreet, Stephen	A Century on Wheels	Henry Holt
**Lord, Walter	A Night to Remember	Holt
Lorwin, Lewis	The International Labor Movement	Harper
Mayers, Lewis	The American Legal System	Harper
Merriam, Lewis	Relief and Social Security	Brookings Inst.
Miller, John C.	Origins of Amer. Rev.	Little Brown
**Millis, Walter	Arms and Men: Amer. Military History	Putnam
**Montagu, Ashley, (Ed.)	Toynbee and History	Porter Sargent, Boston
**Moos, Malcolm	The Republicans 1854-1956	Random House
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Morris, Richard	Encyclopedia of American History	Harper
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Nevins, Allan	The Statesmanship of the Civil War	Macmillan
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Ottley, Roi	Black Odyssey	Scribner
**Pratt, Fletcher	Civil War on Western Waters	Holt
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Roberts, Owen J.	The Court and Constitution	Harv. Univ. Press
Ross, Ishbel	Rebel Rose	Harper
Saveth, Edw. N.	Understanding the American Past	Little Brown
Sedillot, Rene	World History in 300 Pages	Harcourt-Brace
Stegner, Wallace	Beyond the 100th Meridian	Houghton Mifflin
Stimpson, George	Book About Amer. History	Harper
Toynbee, Arnold	A Study of History Vols 7-10	Oxford Univ. Press
Tucker, Glenn	Poltroons and Patriots	Bobbs Merrill
Webb, Walter P.	The Great Frontier	Houghton-Mifflin
Wechter, Dixon	The Great Depression	Macmillan
Wehle, Louis B.	Hidden Threads of History	Macmillan
Wellman, Paul	Glory, God, and Gold	Doubleday
Weyl, Nathaniel	The Battle Against Disloyalty	Thomas Crowell
White, Leonard	The Federalists	Macmillan
White, Leonard	The Jacksonians	Macmillan
Wolle, Muriel S.	The Bonanza Trail	Indiana Univ. Pr.
Woodward, W. E.	New American History	Doubleday

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Author	Title	Publisher
*Casey and Bierman	Tax Shelter in Business	Inst. for Bus. Research
Groves, H. M.	Financing Government	20th Cent. Fund
Hansen, Alvin	Mon. Theory and Fiscal Pol.	McGraw-Hill
Hubbard, J. C.	Income by Taxation	Harv. Univ. Press
Kimmel, L. H.	Taxes and Econom. Incentive	Brookings Inst.
Lasser, J. K.	Handbook of Tax Techniques	Prentice-Hall
Lasser, J. K.	Tax Accounting Methods	Van Nostrand
Lasser and Porter	Managing Your Money	Henry Holt
Montgomery, etc.	Federal taxes	Ronald Press
Schultz, W. J.	American Public Finance	Prentice-Hall
Simons, H. C.	Federal Tax Reform	Chi. Univ. Press
Symposium	Limits of Taxable Capacity	Tax Inst. Inc. 451 Nassau Princeton, N. J.
*U. S. Gov't	Federal Internal Revenue Code	Bobbs Merrill

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Author	Title	Publisher
Barish, Norman	Systems Analysis	Funk Wagnalls
Charm, S. B.	Wage Pol. for Management	Funk Wagnalls
**Cobleigh, Ira	How to Gain Security and Financial Independence	Hawthorn Books
Daugherty, Carroll	Labor Problems	Houghton-Mifflin
Douglas, Paul	Social Security in U. S.	McGraw-Hill
Drucker, Peter	The Practice of Management	Harper
Fisher, Allen	Econ. Process and Soc. Sec.	Macmillan
Ginzberg, Eli	The Labor Leader	Macmillan
Gregory, Charles	Labor and the Law	W. W. Norton
Haber, Harbison, Klein & Palmer	Manpower in the U. S.	Harper
Hardman, J. and Newfeld, M.	The House of Labor	Prentice-Hall
Hayes, H. G.	Spending, Saving, Employment	Alfred-Knopf
**Levinson, Edw.	Labor on the March	University Books N. Y.
**Lipset, Trow, Coleman	Union Democracy	Free Press Glencoe, Ill.
Michael, L. B.	Wage and Salary Fundamentals	McGraw-Hill
Millis, and Brown	Wagner Act to Taft-Hartley	Chi. Univ. Press
Peterson, Florence	American Labor Unions	Harper
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Seidman, Joel	American Labor From Defense to Reconversion	Chi. Univ. Press
Seward, Wm.	Teamwork in Industry	Funk Wagnalls
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**Stokes, Dillard	Social Security: Fact and Fancy	Regnery Pr., Chi.
Taylor, A. G.	Labor Problems, Labor Laws	Prentice-Hall
Torrence, George	Labor Administration	Funk Wagnalls
Yoder, D.	Manpower Economics	McGraw-Hill
**Youtsler, James S.	Labor's Wage Policies in the 20th Century	Skidmore Coll. Pr.

44. POLITICAL THOUGHT

Author	Title	Publisher
Agar, Herbert	A Declaration of Faith	Houghton-Mifflin
Biddle, Francis	The Fear of Freedom	Doubleday
Brinton, Crane	Ideas and Men	Prentice-Hall
Bryson, Lyman	The Next America	Harper
Bundy, M. (Ed.)	Dean Acheson's Record	Houghton-Mifflin
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Burnham, James (Ed.)	What Europe Thinks of America	John Day
Coker, Francis	Recent Political Thought	Appleton-Century
*Coon, Horace	Triumph of the Eggheads	Random House
Corwin, Ed.	Total War and Constitution	Alfred Knopf
Dilliard, Irving (Ed.)	Addresses of Judge Hand	Alfred Knopf
Ewing, A. C.	World Government	Macmillan
Fischer, John	Master Plan, U. S. A.	Harper
Goble, G. W.	The Design of Democracy	Univ. Okla. Press
Griffith, E. S.	The Amer. System of Government	Fred. Praeger
*Grimes, Alan P.	American Political Thought	Holt
**Heckscher, August	The Politics of Woodrow Wilson	Harper
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Morley, John (Lord)	On Compromise	Chapman Hall
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Nussbaum, A.	Concise Hist. of the Law of Nations	Macmillan
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*Snyder, Louis	The Meaning of Nationalism	Rutgers Univ.
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**Beckman M., et al	Economics of Transportation	Yale
Bigham, Truman	Transportation Principles	McGraw-Hill
Botkin, B. A. and Harlow, Alvin	Treasury of Railroad Folklore	Crown
Bryan, Leslie	Water Transportation	Ronald Press
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**Ellis, C. H.	Pictorial History of Railroads	Macmillan
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Parmalee, J. H.	The Modern Railway	Longmans-Green
Pease, Herbert	The Singing Rails	Crowell
Stocker, H. E.	Motor Traffic Management	Prentice-Hall
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Tedrow, J. H.	Regulation of Transportation	Wm. C. Brown
Wilson and Taylor	Southern Pacific	McGraw-Hill
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	46. ART AND LAYOUT	
Ad Directors Club of N. Y.	33rd Annual of Advertising & Editorial Art	Farrar Straus Young
Allner, W. H. (Ed.)	International Poster Annual	Pellegrini-Cudahy
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Benson and Carey	Elements of Lettering	McGraw-Hill
**Butler, Kenneth et al	Double-Spreads in Publication Layout	Typo Design Center Mendota, Ill.
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*Dreyfuss, Henry	Designing for People	Simon-Schuster
Dwiggins, W. A.	Layout in Advertising	Harper
Felten, Charles	Layout	Appleton Century Crofts
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Greer, Carl	Adv. Mechanical Produc.	Tudor
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Holme, R. & Frost, K.	Modern Lettering and Calligraphy	Studio Pub.
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Longyear, Wm.	Advertising Layout	Ronald Press
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Mercer, F. (Ed.)	Modern Publicity '54-55	Studio Pub.
Rodevald, Fred	Commercial Art as a Business	Viking
Siegfried, L. B.	Typographic Design in Advert.	United Typothetae
Soc. of Indus. Designers	Industrial Design in America 1954	Farrar Straus Young
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Glim, Aesop	Copy—Core of Advertising	McGraw-Hill
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Hymes, David	Production in Advertising	Colton Pr., N. Y.
Manville, Richard	Winning Advertisements	Harper
Sunners, William	American Slogans	Paebar Co. N. Y.
**Swan, Carroll J.	Tested Advertising Copy	Printer's Ink
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Mason, Jarvis W.	Agents' Advertising Primer	Rough Notes, Inc. Indianapolis
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Parish, Howard	How to Sell Classified	Parish & Pickett
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Brennen, Ed.	Advertising Media	McGraw-Hill
**Brenner, Henry	Marketing Research Pays Off	Printer's Ink
Brewster, Palmer & Ingraham	Introduction to Advertising	McGraw-Hill
Caples, John	Tested Advertising Methods	Harper
Chirurg, James	Choosing an Agency	Funk Wagnalls
*Davis, Donald W.	Basic Text in Advertising	Printers Ink, Pleasantville, NY
Digges, I. W.	Law of Advertising and Marketing	Funk Wagnalls
Engle, Nathaniel (Ed)	Marketing in the West	Ronald Press
Fortune Editors	Why Do People Buy?	McGraw-Hill
Frey, Albert	Advertising (2nd ed)	Ronald Press
Geller, Max	Advertising at the Crossroads	Ronald Press
Graham, Irvin	Advertising Agency Practice	Harper
Graham, Irvin	Advertising Campaigns	Harper
Kidd, Bj	Just Like a Woman	Appleton-Century
Kleppner, Otto	Advertising Procedure	Prentice-Hall
Lazo, Hector	Case Histories of Advertising	Funk Wagnalls
Printers Ink Eds.	Checklist of Essentials	Funk Wagnalls
Scott, J. D.	Advertising	Prentice-Hall
Settel, Irwin	Effective Retail Advertising	Fairchild Pub. N. Y.
Small, Richard	Salesmanship	Macmillan
Staff, Printer's Ink	Business Letters That Click	Funk Wagnalls
Staff Printers Ink	Cutting Ad and Printing Costs	Funk Wagnalls
Swindler, Wm. F.	Legal Rates 48 States	Univ. Idaho Press
Wardlaw, Jack	Top Secrets Successful Selling	Wilfred Funk
Weiss, E. B.	Mass Marketing	Funk Wagnalls
**Whittier, Charles	Creative Advertising	Holt
Wiseman, Mark	Anatomy of Advertising	Harper
**Woolf, James D.	Salesense in Advertising	Crown Pub.
	50. HISTORY AND BIOGRAPHY	
Bird, Harry L.	Fascinating Advertising Business	Bobbs-Merrill
Calkins, Ernest E.	And Hearing Not	Scribner
Crow, Carl	The Great American Customer	Harper
Fletcher, F. L.	Lucid Interval	Harper
Hopkins, C.	My Life in Advertising	Harper
Hower, Ralph	History of an Agency	Harv. Univ. Press
*Mahoney, Tom	The Great Merchants	Harper
Thomson, Wm. A.	High Adventure in Advertising	North River Press
Young, John Orr	Adventures in Advertising	Harper
	51. PSYCHOLOGY	
Hatwick, Melvin	Psychology for Advertising	Prentice-Hall
Husband, Richard	Psychology of Successful Selling	Harper
Link, Henry	Psychology of Selling Ads	Macmillan
Lucas and Britt	Ad Psychology and Research	McGraw-Hill
	52. SPECIAL FIELDS	
**Bartle, F. W.	How to Manage Industrial Advertising	Printer's Ink
Borden and others	National Newspaper Advertising	Harv. Univ. Press
Bradford, Ernest	Market Research Agencies	Author, New Rochelle, N. Y.
Bridge, Don	Men and Methods	Arco Pub., N. Y.
**Bureau of Advertising	Newspapers—At Your Service	ANPA
Burton, Philip	Advertising for Small Stores	Prentice-Hall
Byrnes, Garrett	Fashion in Newspapers	API, Col. Univ.
Byrnes, Garrett	Food in Newspapers	API, Col. Univ.
Collier, Robert	Collier Letter Book (6th ed)	Prentice-Hall
Conley, Chace	Publicity & Its Relation to Selling	Know-How Pub. Co. N. Y.
Crosby, Alex	Pamphlets That Pull	Natl. Pub. Council
Fox, Willard	Market Research for Profit	Prentice-Hall
Gaba, Lester	Window Display	Studio-Crowell
*Great Idea Series	Great Ideas of Western Man	Container Corp. of Amer., Chi.
Hanford, Mabel	Business Publication Selling	Harper
*Hicks, Roland	Cooperative Advertising	N. Y. Assoc. Natl. Advertisers
*Horvath, W.	How to Overcome Objections in Selling	Prentice-Hall
Hutchins, Mosher	Cooperative Advertising	Ronald Press
Lackey, J. V.	Transportation Advertising	Harv. Univ. Press
Lund, John V.	Newspaper Advertising	Prentice-Hall
Mayer, Edward	Direct Mail Advertising	Funk Wagnalls
Patterson, Wm.	America: Miracle at Work	Prentice-Hall
Preston, Harold	Successful Mail Selling	Ronald Press
Printers Ink Staff	Small Space Advertising	Funk Wagnalls
Rowland, Carrie	Advertising in Modern Retailing	Harper
Schreiber, G. R.	The Rise of Automatic Selling	John Wiley
**Simon, J. Morton	Law for Advertising Marketing	W. W. Norton
**Stone, Robert	Successful Direct Mail Adv. and Selling	Prentice-Hall
Sullivan, Vincent	How to Sell Your Way into Big Money	Citadel Press
Tobias, M. E.	Profitable Retail Advertising	Harper
	SPECIAL FIELDS—Continued	
Tompkins, Norman	Small Manufacturer Advertising	Funk Wagnalls
Wilson, Bud	Merchandising Primer	McGraw-Hill
Wolfe, Charles	Modern Radio Advertising	Funk Wagnalls
	IV. AMERICAN JOURNALISM: BUSINESS AND MECHANICAL	
	53. ACCOUNTING	
Newlove and Garner	Advanced Accounting (2 vol.)	Heath
Owens and Kennedy	Accounting	Van Nostrand
Van Bentheusen, A. S.	Newspaper Organization, Accounting	Prentice-Hall
	54. CIRCULATION AND PROMOTION	
Allen, Charles	Free Circulation	La. State Univ.
Assn. Natl. Adver.	Magazine Rates-Circulation	385 Madison, N. Y.
Barnhart, Thomas	Newspaper Sales Promotion	Burgess Pub. Co.
Clary, Robert	71 Ways to Build Newspapers	Clary Pub. Co. 524 Spring St. Los Angeles
Davenport, John	Newspaper Circulation	Wm. C. Brown
Dyar, Ralph	Newspaper Promotion	Harper
Eisen, Max	Daily Newspaper Circulation	Col. Univ. Bkstore
*Jefferson, C. K.	Carrier Leadership	Des Moines 15, Iowa
Kaufman and Cone	Successful Prize Contests	Prestice-Hall
McClure, L. W.	Newspaper Advertising and Promotion	Macmillan
*Natl. News Prom. Assn.	Newspaper Promotion Primer	Frank Knight, Charleston, W. Va. Gazette
Smith, Lloyd	The Paper Route	Burton, K. C. Mo.
Texas Circ. Mgrs.	Newspaper Circulation	Steck Co.
Yassen, Leonard	Plant Location	Business Reports Roslyn, N. Y.
Wood, Donald J.	Newspaper Circulation Management	Wood, 515 Wesley, Oakland 6, Cal.
	55. NEWSPAPER MAKING (SEE ALSO NO. 11: COUNTRY JOURNALISM)	
Floherty, John	Your Daily Paper	J. B. Lippincott
§Pollard, James E.	Newspaper Management	McGraw-Hill
Rogers, Jason	Newspaper Building	Harper
*Rucker, Frank Williams, H. L.	Newspaper Organization and Management	Iowa State Coll.
Thayer, Frank	Newspaper Business Management	Prentice-Hall
**Whetstone, Daniel	Frontier Editor	Hastings House
Wood, Donald J.	Newspaper Personnel Relations	Wood, 515 Wesley Oakland 6, Cal.
	56. NEWSPRINT	
Ellis, Etham	Print Paper Pendulum	Rutgers Univ. Pr.
**Forest Products Div.	Report on Newsprint	U. S. Dept. Commerce
Guthrie, John	Economics of Pulp and Paper	Wash. State Coll.
Stanford Research Inst.	Newsprint Situation in No. Amer.	Stanford Institute
Newsprint Assoc. Canada	Newsprint Data: 1953	Sun Life Bldg. Montreal, Can.
*Newsprint Service Bur.	Newsprint World Production and Distribution	342 Madison Ave. N. Y.
Sutermeister, Edwin	The Story of Papermaking	R. R. Bowker
**UN	Statistical Yearbook	Col. Univ. Pr.
U. S. Senate	Newsprint for Tomorrow	Govt. Ptg. Off.
	57. PRINTING AND ENGRAVING	
Abel and Straw	Mechanism of Lino and Intertype	Lebawarts Press
**Arnold, Edmund	Functional Newspaper Design	Harper
Avis, F. C.	Printers' Arithmetic	Leagrave Press
Bennett, Paul	Books and Printing	World Pub. Co.
Biggs, John	An Approach to Type	Pellegrini-Cudahy
Biggs, John	Illustration and Reproduction	Pellegrini-Cudahy
Butler, Kenneth	Headline Design in Publication Layout	Typo Research Centr. Mendota, Ill.
**Club of Printing Women	Brief History of Women In Printing	N. Y. Club, Printing Women
Coffin, Harry (Ed)	Designs, Borders, etc.	Studio-Crowell
Collison, Robert L.	Indexes and Indexing	John DeGraff, N. Y.
*Cooke, Donald	Color by Overprinting	J. C. Winston, Phila.
Dair, Carl	Design With Type	Pellegrini-Cudahy
Dalgin, Ben	Advertising Production	McGraw-Hill
*Davidson, Stanley	Revolution in the Printing Industry	Ptg. Research Group, Cambridge
deLopatecki, Eugene	Typograhpers Desk Manual	Ronald Press
Devinne, T.	Plain Printing Types	Oswald
Ede, Charles (Ed)	The Art of the Book	Studio-Crowell
Fishenden, R. (Ed)	Penrose Annual	Pellegrini-Cudahy
Flader and Mertle	Modern Photoengraving	Mod. Photo. Pub.
Goggin, Joseph D.	Manual of Stereotyping	Goggin, Chicago
Goggin, Joseph D.	Molding and Casting Factors	Goggin, Chicago
Gore, Quentin (Ed.)	Typographical Makeup Manual	Field Enterprises
Groesbeck, Harry	Printing-Engraving Primer	Colton Press, N. Y.
Hills and Sullivan	Fac Simile	McGraw-Hill
Ivins, Wm. M.	Prints and Visual Communications	Harv. Univ. Press
Jackson, Hartley	Newspaper Typography	Stanford Univ.
Karch, Randolph	How to Plan Printing	Prentice-Hall
**Langdon, Grace	Proofreading Publications	Author, Univ. Wis.
Lasky, Joseph	Proofreading	Mentor
*Marakius, Theo.	Operation of the Offset Press	American Graphics, Irvington, N. Y.

**Published or revised in 1956. *Published or revised in 1955.
†Six titles suggested for general libraries for a constructive picture of the newspaper.
‡Six additional titles for libraries.
§List suggested as purchasable for "approximately $200."

SCHOOLS AND DEPARTMENTS OF JOURNALISM

AGRICULTURE AND MECHANICAL COLLEGE OF TEXAS, College Station, Texas. General enrollment for first semester, 6,798. Department of Journalism. Faculty: Prof. Donald D. Burchard, A.M., head of department.

ALABAMA, UNIVERSITY OF, Tuscaloosa, Ala. 1956: On-campus enrollment first semester, 8,850. Dept. of Journalism. C. E. Bounds, M.A., professor and head. Graduated in Journalism (1955-56) 16 bachelors, 2 masters.

ARIZONA, UNIVERSITY OF, Tucson, Arizona. General enrollment first term 6,606. Department of Journalism. Brewster P. Campbell, professor and head; Enrollment: 114; majors, 75. B.A. degree with major in Journalism. Graduated (1955-56): 106.

ARKANSAS, UNIVERSITY OF, Fayetteville, Ark. General enrollment for first semester, 5,200. Department of Journalism. J. A. Thalheimer, M.A., professor and chairman of the department; Graduated in Journalism last year (1955-56); 9 bachelors.

BAYLOR UNIVERSITY, Waco, Texas. General enrollment for first quarter, 5,000. Department of Journalism. William J. Thomas, Ph.D., professor of journalism and chairman of department.

BOSTON UNIVERSITY, Boston, Mass. General enrollment for the fall semester full time, 10,298. Division of Journalism, School of Public Relations and Communications. Joseph A. Del Porto, B.A., M.A., Ph.D., professor of journalism and division chairman. Enrollment: professional, 110. Graduated in Journalism last year (1955-56): 29 bachelors; 12 masters.

BOWLING GREEN STATE UNIVERSITY, Bowling Green, Ohio. General enrollment for the first semester, 4,238. Department of Journalism. Jesse J. Currier, M.A., professor and Chairman of the Department. Graduated in journalism (1955-56): 22.

BRADLEY UNIVERSITY, Peoria, Ill. Department of Journalism, organized in 1920, Sue Maxwell, Ph.D., chairman. Seventeen courses in journalism, including typography, photo-journalism, industrial publications and public relations, representing 50 semester hours. Professional enrollment: 34 sophomores, 11 juniors, 8 seniors. Graduated 1956, 15.

BRIDGEPORT UNIVERSITY, Bridgeport 4, Conn. Department of Journalism organized in 1947. Howard Boone Jacobson, Chairman of the Department. Degrees: B.A., B.S. Graduated (1954-55): 7.

BRIGHAM YOUNG UNIVERSITY, Provo, Utah. General enrollment first quarter, 8,650. Department of Journalism. Oliver R. Smith, A.B., Ph.D., associate professor, chairman of the department. Graduated in journalism last year (1955-56): 13 bachelors, 1 master.

BUTLER UNIVERSITY, Indianapolis, Ind. General enrollment first semester 3,500. Communication-Journalism Division of the College of Business Administration. Degree in Journalism also offered in College of Arts and Sciences. De Forest O'Dell, A.B., M.A., Ph.D., Professor of Journalism, in charge of Division. Graduated in Journalism last year (1955-56): 5 bachelors of science, 1 bachelor of arts.

CALIFORNIA, UNIVERSITY OF, Berkeley, California. Total enrollment fall semester 19,196. Philip F. Griffin, M.A., associate professor and chairman of department. Graduated in journalism (1955-56): 39 bachelors; 2 masters.

CALIFORNIA, UNIVERSITY OF, Los Angeles, California. General enrollment for fall semester, 14,794. Department of Journalism. Robert E. G. Harris, M.A., professor and chairman of the department. Graduated in 1956, 15 masters.

COLORADO, UNIVERSITY OF, Boulder, Colo. General enrollment for Fall semester, 10,544 College of Journalism. A. Gayle Waldrop, M.A., professor, director. Enrollment: professional 65; pre-professional, 99. Special student 1.

COLUMBIA UNIVERSITY, New York, N. Y. Graduate School of Journalism. Edward W. Barrett, A.B., LL.D., Dean.

CONNECTICUT, UNIVERSITY OF, Storrs, Conn. General enrollment for first semester, 11,360. Department of Journalism. John H. Gleason, head of department and professor of journalism. Enrollment in journalism: 32.

CREIGHTON UNIVERSITY, Omaha, Nebr. General Enrollment First Semester, 2,630. Department of Journalism. Rev. R. C. Williams, S.J., A.M., director of the department. Graduated in Journalism last year: 6 bachelors.

DENVER, UNIVERSITY OF, Denver, Colo. General enrollment first quarter, 6,000. Department of journalism. J. Russell Heitman, B.J., M.S.J., chairman of department. Graduated in journalism last year (1955-56): 3 bachelors.

DRAKE UNIVERSITY, Des Moines 11, Iowa. General enrollment for first semester, 2,700. Department of Journalism. R. M. Bliss, acting head of the department. Graduated in journalism last year (1955-56): 5.

DUQUESNE UNIVERSITY, Pittsburgh, Pa. General enrollment for first semester, 4,000. Department of Journalism. Associate Professor Cornelius S. McCarthy, B.S., M.E., coordinator of department. Enrollment; professional, 151. (Instruction begins in freshman year.)

FLORIDA STATE UNIVERSITY. Tallahassee, Fla. School of Journalism. General enrollment 6,442 for first semester. Laurence R. Campbell, Ph.D., Dean. Graduated in journalism (1955-56) M.A., 1; B.S., 15; B.A., 7. Enrollemnt: professional, 45; pre-professional, 67.

FLORIDA, UNIVERSITY OF, Gainesville, Fla. General Enrollment fall semester, 10,800. School of Journalism and Communications. Rae O. Weimer, professor of journalism and director of the school. Graduated in journalism last academic year (1955-56). 25 BSC, 29 BSJ, 2 MA.

FRESNO STATE COLLEGE, Fresno, California. General enrollment first semester 4,900. Department of Journalism. Faculty: Paul V. Sheehan, A.B., A.M., Ph.D., professor and chairman of the department. Graduates in journalism (1954-55). 13.

FURMAN UNIVERSITY, Greenville, S. C. General enrollment for first semester, 1,330. Department of Journalism, Ira L. Baker, M.A., head. Enrollment total: 31. Graduates, spring, 1956: 6.

(Continued on Page 340)

A SELECTIVE BIBLIOGRAPHY ON JOURNALISTIC SUBJECTS—Continued

Author	Title	Publisher
PRINTING AND ENGRAVING—Continued		
Mason, Edward	Halftone Dots	Mason, Iowa City
Mayfield, J. B.	Practical Art for Reproduction	Reprod. Art Press
Mengel, Willi	Mergenthaler & the Printing Revolution	Mergenthaler Co. Brooklyn, N. Y.
Mills, J.	Sources, Graphic Arts Info	Carnegie Press
Milwaukee Journal	ROP Color in the Journal	Milwaukee, Wis.
Morison, Stanley	The Typographic Arts	Harv. Univ. Press
Morison, Stanley	Four Centuries of Fine Printing	Farrar-Straus
*Nash, Ray	Printing as an Art	Harvard Univ. Pr.
*Orr, Kenneth	Printing Layout and Design	Delmar Pub. Co. Albany, N. Y.
*Porter, Arthur	Job Property Rights	Columbia Univ.
Pottinger, David	Printers and Printing	Harv. Univ. Press
Rosner, Charles	Printers' Progress 1851-1951	Harv. Univ. Press
**Steinberg, S. H.	500 Years of Printing	Penguin Books
Studio Publications	Stuido Book of Alphabets	432 Fourth av. N. Y.
Sutton, Albert	Design and Makeup	Prentice-Hall
Tarr, John	Printing Today	Oxford Univ. Press
Updike, Daniel	Printing Types (2 vol.)	Harv. Univ. Press
*Warde, Beatrice	Printing Should be Invisible	World Pub. Co. Cleveland
V. AMERICAN JOURNALISM: MAGAZINES AND BOOKS		
58. AUTHORSHIP (See No. 15; No. 4)		
**Ascoli, Max	The Reporter Reader	Doubleday
Flesch, Rudolf	Best Articles 1953	Heritage House
Howard, Clive (Ed)	Guide to Successful Magazine Writing	Scribners
Kearney, Paul	Freelance Writing for a Living	David McKay
Scientific American	Scientific Amer. Reader	Simon Schuster
Western Writers of America	Holsters and Heroes	Macmillan
59. BIOGRAPHY		
Baker, Ray Standard	American Chronicle	Scribner
Bok, Edward L.	Americanization	Scribner
Chase, Edna and Ilka	Always in Vogue	Doubleday
Cheney, Wm. L.	So It Seemed	Harcourt Brace
Ellsworth, W. W.	A Golden Age of Authors	Houghton-Mifflin
Fleming, E. M.	Bowker: Militant Liberal	Univ. Okla. Press
Harper, J. H.	I Remember	Harper
Johnson, R. U.	Remembered Yesterdays	Century
Kramer, Dale	Ross of the New Yorker	Doubleday
Sedgwick, Ellery	The Happy Profession	Little-Brown
Tebbel, John	Lorimer and the SEP	Doubleday
**Ulman, Edward	Rogue of Publisher's Row	Exposition Press
Van Gelder, Robert	Writers and Writing	Scribner
Wheelock, John	Editor to Author	Scribner
60. BOOK AND MAGAZINE PUBLISHING		
Bakeless, John	Magazine Writing	Viking
Cutton, Bruce (Ed)	American Heritage	Simon Schuster
*DeVoto, Bernard	The Easy Chair	Houghton Mifflin
Diringer, David	The Hand Produced Book	Philosoph. Libr.
Drewry, John	Contemporary American Magazines	Univ. Ga. Press
Gingrich, Arnold	Esquire Treasury	Simon Schuster
Hamilton, Wm. B.	50 Years-South Atlantic Quarterly	Duke Univ. Press
*Malkin, Sol (Ed)	1955 Bookman's Yearbook	42 Walnut, Newark
Miers, E. & Ellis, R.	Bookmaking & Kindred Amenities	Rutgers Univ.
Mott, Frank	History of American Magazines	Harv. Univ. Press
**Reynolds, Quentin	100 Years of Publishing at Street & Smith	Random House
Sedgwick, Ellery	Atlantic Harvest	Little-Brown
*SEP	Saturday Evening Post Treasury	Simon-Schuster
Sheehan, Donald	This Was Publishing	Indiana Univ. Pr.
Stine and Hill	Quarterly Review: Gifford	Univ. No. Car.
Smith, Harrison	Main Street to Stockholm: Letters of Sinclair Lewis	Harcourt-Brace
*Stewart, Paul	The Prairie Schooner Story	Univ. Neb. Pr.
Thompson, Lovell & others	Youth's Companion	Houghton Mifflin
*Weeks, Edward	The Open Heart	Little-Brown
Weeks, Edward	This Trade of Writing	Little-Brown
Wolseley, Roland	The Magazine World	Prentice-Hall
Wood, James P.	Magazines in the U. S.	Ronald Press
VI. FOREIGN JOURNALISM		
61. BRITISH		
Aspinall, A.	Politics and the Press	Van Tal, Ltd.
Benn Bros., London	Newspaper Press Directory 1953	John deGraff, Inc. N. Y.
Coase, R. H.	British Broadcasting	Harv. Univ. Press
Clarke, Tom	My Northcliffe Diary	Cosmopolitan
London Daily Mail	News in Our Times: 1896-1946	Assoc. Newspapers
Dawson, Thomas	Law of the Press	Staples Press
**Driberg, Tom	Beaverbrook: Power and Frustration	
Evans, Trevor (Ed)	The Great Bohunkus (Ian Mackay)	W. H. Allen, London
Gibbs, Philip	Adventures in Journalism	Harper
*Gill, Leslie E.	Advertising and Psychology	Longmans
Hadley, W. W.	The Kemsley Manual	Cassell
Harris, Wilson	Life So Far	London: Cape
*H.M.S.O.	Britain-Official Handbook 1955	Brit. Info. Serv.
Innis, H. A.	The Press	Oxford Press, London
Jones, Sir Roderick	A Life in Reuters	Doubleday
Lancaster, Osbert	All Done From Memory	Houghton-Mifflin
London Times Staff	History of the Times (4 vols)	Macmillan
*Lord Burnham	The Daily Telegraph	Cassell, London
Manchester Guardian	C. P. Scott: 1846-1942	Frederick Muller
Minney, R. J.	Viscount Southwood	Odhams Press Ltd. London
Morison, Stanley	The English Newspaper	Macmillan
*Nelson & Sykes	Outdoor Advertising	Allen-Unwin, London.
Nicholas, H. G.	The British Election (1950)	Macmillan
O'Donnell, Bernard	Cavalcade of Justice	Macmillan
O'Sullivan, R.	The Defamation Act 1952	Sweet & Maxwell London
Reyner, J. H.	Modern Radio Communication	Pitman
Rigby, Charles	Staff Journalist	Pitman
Ryan, A. P.	Lord Northcliffe	Macmillan
Scott, J. Robertson	The Life and Death of a Newspaper: Pall Mall Gazette	Methuen Ltd.
*St. John, Stevas	Obscenity and the Law	Secker & Warburg
Storey, Graham	Reuters	Crown
Steed, Wickham	The Press	Harmondsworth
Williams, Valentine	World of Action	Houghton-Mifflin
62. FRENCH		
Bourquin, Jacques	La Liberte de la Presse	Presses Universitaires de France
Cordier, F. S.	La Radio Reflet de Notre Temps	Editions Internat.
Hatin, Louis	Histoire, Politique, Litteraire de la Presse en France	Paris
*Kayser, Jaques	Mort d'une Liberte	Librairie Plon, Paris
L'Echasseur	Dans le Maquis de la Presse	Editions Mosanes, Namur
Manevy, R.	Histoire de la Presse 1914-39	Editions Correa
Polowski, Jacques	La Presse, la Propagande et l'Opinion Publique sous l'Occupation	Center du Document, Paris
Sudre, Rene	Le Huitieme Art (la Radio)	Juillard, Paris
Terrou, F.	Economie et Legislation de la Presse	Les Coeurs de Droit
Thevenot, J.	L'Age de la Television	Editions Ouvrieres
63. GERMAN		
Grother, Otto	Die Zeitung	Benscheimer
Hagemann, Walter	Die Zeitung als Organismus	Kurt Vonwinckel, Heidelberg
Kurth, Karl	Handbook of the Displaced Persons' Press	Kitzingen-Main: Holzner-Verlag
Pilgert, Henry	Press, Radio & Film in West Germany	U. S. High Commr. for Germany
*Stamm, Willy	Der Leitfaden fur Presse und Werbung	Essen
64. OTHER COUNTRIES		
Avis-Aarbogen	1948 Newspaper Yearbook	Schultz-Farlag, Copenhagen
Azikiwe, Nnamdi	The Suppression of the Press in British West Africa	African Book Co. Onitcha, Nigeria
Banner, Franklin	A Study of the Australian Press	Pa. State Coll.
Bbatnagar, R. R.	Rise and Growth of Hindi Journalism: 1826-1945	Kitab-Mahal
Cimorra, Clementi	Historia del Periodismo	Editorial Atlantida, Buenos Aires
Coker, Increase	70 Years of the Nigerian Press	Box 139 Daily Times Lagos, Nigeria
*Czechoslovak Studies	Czechoslovak Periodical Press	Czech. Institute Box 934, Chicago
*Finn, A.	Experiences of a Soviet Journalist	USSR Research, N. Y.
*Gonzales, Rinz, et al	El Periodismo	Ed Noguer, Barcelona
Grasses, Pedro (Ed)	Materiales para la Historia del Periodismo en Venezuela	Universidad Central Caracas
Internat. Press Inst.	The News From Russia	IPI, Zurich, Swit.
Internat. Press Inst.	Improvement of Information	IPI, Zurch, Swit.
**Jap. News. Pub. Assoc.	The Japanese Press 1956	Tokyo
Japan. Newsp. Pub.	The Japanese Press, 1952	Nippon Times, Tokio
*Kottyar, A.	Newspapers in the USSR	USSR Research, N. Y.
Malgeri, A.	l'Occupazione di Milano e la Liberazione	Editori Associati, Milan
Mayer, George	El Derecho Publico de Prensa '46	Univ. Buenos Air.
McFadden, Tom	Daily Journalism in the Arab States	Ohio State Univ.
Newspaper Publishers Association	Japanese Press 1954	Tokyo, Japan
Suaree, Octavio de la	Socioperiodismo	Cultural, Havana
Suaree, Octavio de la	Moraletica del Periodismo	Cultural, Havana
Schneider, Maarten	The Netherlands Press Today	E. J. Brill, Leyden
*Suzuki, Hidesaburo	Early Japanese Newspapers	
*Swiss Editors	Catalogue des Journaux Swisses	AASP, Zurich
Torres, Teodoro	Periodismo Mexicano	Botas, Mex. City
Tcechoslovak Journalists	La Presse et les Journalistes	Prague
*Thorsen, Svend	Newspapers in Denmark	Danish Info. Inst., Copenhagen
Vargas, Martinez	Periodismo en Bolivia	Imprenta, Univ. Cochabamba
Wolseley, Roland (Ed.)	Journalism in Modern Indiana	Asia Pub. House Bombay
Yutang, Lin	Public Opinion in China	Chi. Univ. Press

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†Six titles suggested for general libraries for a constructive picture of the newspaper.
‡Six additional titles for libraries.
§List suggested as purchasable for "approximately $200."

SCHOOLS AND DEPARTMENTS OF JOURNALISM—Continued

(Continued from Page 339)

GEORGE WASHINGTON UNIVERSITY, Washington, D. C. General enrollment for the first term, 8,151. Department of Journalism. Elbridge Colby, Ph.D., professor and executive officer of the department. Enrollment: professional 46; graduated in journalism last year, 19.

GEORGIA, UNIVERSITY OF (Henry W. Grady School of Journalism), Athens, Ga. General enrollment for first term, 5,900. School of Journalism. John E. Drewry, A.B., B.J., A.M., professor of journalism and dean of the school. Enrollment: professional 103, pre-professional 118. Graduated in journalism (1956): 2 masters, 50 bachelors.

HOUSTON, UNIVERSITY OF, Houston, Tex. General enrollment for first term, 13,361. Department of Journalism and Graphic Arts. Faculty: Bruce Underwood, M.A., associate professor of journalism and director (on leave). Robin Hood, M.S. Associate Professor of Journalism, Acting Chairman. Graduated in journalism and graphic arts last year, 14.

IDAHO STATE COLLEGE, Pocatello, Idaho. General enrollment for first semester, 2,330. The division of journalism. Steve Lamoreux, Instructor and director. Enrollment in journalism: professional, 15, pre-professional, 40. Graduated in journalism last year (1955-56). Journalism 2. Journ. Pol. Sc. 1.

IDAHO, UNIVERSITY OF, Moscow, Idaho. General enrollment for first semester, 3,310. Department of Journalism. Granville Price, Ph.D., professor and chairman. Enrollment in journalism, professional, 10; pre-professional, 28. Graduated in journalism last year (1955-56): 3.

ILLINOIS, UNIVERSITY OF, Urbana, Ill. General enrollment for the first semester, 19,088 (1956). School of Journalism and Communications. Fredrick S. Siebert, A.B., J.D., professor of journalism and director of the school. Enrollment: professional, 216; graduate, 30. Graduated in journalism last year (1955-56): 114 Bachelors, 6 masters.

INDIANA UNIVERSITY, Bloomington, Ind. General enrollment for first semester, 14,160. Department of Journalism. John E. Stempel, M.S., professor of journalism and chairman of the department. Graduated in journalism last year (1955-56): 23 bachelors; 2 masters.

IOWA STATE COLLEGE, Ames, Iowa. General enrollment for first quarter, 10,000. Department of Journalism. K. R. Marvin, B.S., M.S., professor and head of department. Graduated in journalism last year (1955-56): 28 B.S., 2 M.S., 1 Ph.D.

IOWA, STATE UNIVERSITY OF, Iowa City, Iowa. General enrollment for first semester, 9,742. School of Journalism, Leslie G. Moeller, B.A., professor and director. Graduated in journalism in 1956: 61 bachelors; 12 masters; 5 doctors.

KANSAS STATE COLLEGE OF AGRICULTURE AND APPLIED SCIENCE, Manhattan, Kans. General enrollment for first semester, 6,600. Department of Journalism: R. R. Lashbrook, B.S., M.S., professor and head of the department. Graduated in journalism last year (1955-56); 28 bachelors.

KANSAS, UNIVERSITY OF, Lawrence, Kansas. General enrollment for the first semester, 8,000. William Allen White School of Journalism and Public Information. Burton W. Marvin, M.Sc., professor of journalism and dean. Graduated in journalism last year (1955-56): 37 bachelors, 2 masters.

KENT STATE UNIVERSITY, Kent, Ohio. General enrollment for first quarter, 6,300. School of Journalism. William Taylor, M.A., professor and chairman of the school of journalism. Graduates in journalism last year (1955-56): 31.

KENTUCKY, UNIVERSITY OF, Lexington, Ky. General enrollment for first semester, 8,110. School of Journalism. L. Niel Plummer, Ph.D., professor and director of the School. Graduated in journalism last year (1955-56): 39 bachelors.

LEHIGH UNIVERSITY, Bethlehem, Pa. General enrollment for first semester, 3,150. Division of Journalism. Joseph B. McFadden, associate professor and head of journalism division. Graduates in journalism last year (1955-56): 2.

LINCOLN UNIVERSITY, Jefferson City, Mo. General enrollment for first semester, 880. Department of Journalism. Armistead S. Pride, A.B., M.A., M.S.J., Ph.D., chairman. Graduated in journalism (1956): 5.

LONG ISLAND UNIVERSITY, Brooklyn 1, N. Y. General enrollment for first semester, 2,300. Department of Journalism: Theodore E. Kruglak, B.A., M.A., Dr.Pol.Sci., professor and chairman of the department.

LOUISIANA STATE UNIVERSITY, Baton Rouge, La. General enrollment for first semester, 9,931. School of Journalism. Dr. Frank James Price, Prof. of Journalism and Director. Graduated in journalism last year (1955-56): 18 bachelors; 2 masters.

LOYOLA UNIVERSITY OF THE SOUTH, New Orleans, La. Department of Journalism. General enrollment for (1955-56), 2,569. Chairman, Edwin P. Fricke, Ph.B. Enrollment professional, 24.

MAINE, UNIVERSITY OF, Orono, Maine. General enrollment for first semester, 4,000. Department of Journalism. Brooks W. Hamilton, A.B., assistant professor and head of department. Graduated in journalism last year: 5.

MARQUETTE UNIVERSITY, Milwaukee, Wis. General enrollment for first semester, 9,176. College of Journalism. J. L. O'Sullivan, B.J., professor of journalism and dean of the college. Graduated in journalism last year, 56 bachelors; 4 masters.

MARSHALL COLLEGE, Huntington, West Virginia. General enrollment for fall semester: 3,800. on campus and 480 by extension, night school 722. Department of Journalism. W. Page Pitt, M.S.J., professor and head of the department. Graduated in journalism (1955-56): A.B.(with certificate in journalism): 9. Enrollment in journalism classes in September, 1955; 163; journalism majors: 48.

MARYLAND, UNIVERSITY OF, College Park, Md. Enrollment, first semester 1954-55, 12,983. Department of Journalism and Public Relations, Faculty: Alfred Crowell, professor, head of department; Graduated in Journalism, 1955-56, 28.

MEMPHIS STATE COLLEGE, Memphis, Tenn. Dr. Herbert Lee Williams, head of department.

MERCER UNIVERSITY, Macon, Ga. General enrollment for first term, 1,268. Department of Journalism. Rabun L. Brantley, A.B., M.A., Ph.D., head of the department. Enrollment: non-professional and elective students, 15.

MIAMI, UNIVERSITY OF, Coral Gables, Fla. General enrollment for Fall semester, 11,929. Department of Journalism. Simon Hochberger, B.J., A.M., professor and chairman of department. Graduated in journalism (1956): 22.

MICHIGAN STATE UNIVERSITY, East Lansing, Mich. General enrollment for first semester, 19,000. School of Journalism. Paul J. Deutschmann, Ph.D., head of the department. Graduated in journalism last year, 60.

MICHIGAN, UNIVERSITY OF, Ann Arbor, Mich. General enrollment for first semester, 20,676. Department of Journalism. Wesley H. Maurer, A.B., B.S., B.J., professor and chairman of the Department. Graduates (1956): 27 bachelors (6 women, 21 men) (12 certificated); masters (2 years and 3 years), 4.

MINNESOTA, UNIVERSITY OF, Minneapolis, Minn. General enrollment for first term, 25,500. School of Journalism. Ralph D. Casey, Ph.D., director and professor of journalism. School of Journalism enrollment: 49 graduate students, 4 special students, 164 upperclass professional students; 76 pre-professional students; 411 total number of students attending one or more journalism classes. Graduated in journalism last year (1955-56): 14 graduate degrees; 64 bachelor of arts degrees.

MISSISSIPPI SOUTHERN COLLEGE, Hattiesburg, Miss. General enrollment 3,273. Department of Journalism, organized in 1947. Frank W. Buckley, B.A., M.A., LL.B., chairman. B.A. and B.S. degree with major in journalism. Enrollment for 1955-56: professional, 39.

MISSISSIPPI, UNIVERSITY OF, Oxford, Mississippi. General enrollment of the university. 2,834. Enrollment: professional, 1,970. B.A. major in journalism, B.S. degree. Graduated in journalism last year: 13.

MISSOURI, UNIVERSITY OF, Columbia, Mo. General enrollment first semester, 3,456. School of Journalism. Earl Franklin English, A.B., B.S., A.M., Ph.D., Dean of the Faculty and professor. Enrollment: 221 upperclass; 67 graduates; B.J. (1956), 110; 13 graduate degrees.

MONTANA STATE UNIVERSITY, Missoula, Montana. General enrollment for first quarter, 2,363. School of Journalism. N. B. Blumberg, Ph.D., Dean and professor. Enrollment: 80. Graduated in journalism last year (1955-56): 19 bachelors, 1 master.

NEBRASKA, UNIVERSITY OF, Lincoln 8, Nebraska. General enrollment for first semester, 3,387. School of Journalism. William E. Hall, Ph.D., professor and director of the school. Enrollment: professional, 55; pre-professional, 62. Graduated in journalism last year: 25.

NEVADA, UNIVERSITY OF, Reno, Nevada. General enrollment for first semester, 1,800. Department of Journalism. A. L. Higginbotham, M.A., professor of journalism and chairman of the department; Enrollment: professional, 30; pre-professional, 25; miscellaneous, 35. Graduated in journalism last year (1955-56): 6 bachelors.

NEW MEXICO, UNIVERSITY OF, Albuquerque, New Mexico. General enrollment for semester 1, 1956, 5,300. Department of Journalism, Keen Rafferty, B.A., professor and chairman of department. Leonard L. Jermain, M.A., associate professor. Graduated in journalism, June 1956, 9 majors, all bachelors.

NEW YORK UNIVERSITY, New York, N. Y. Total general enrollment for last year, 38,950. (approx.). Department of Journalism. John Tebbel, Litt.D., professor and chairman of the department, Enrollment: professional, approx. 227. Graduates in journalism last year (1955-56): 37 bachelors.

NORTH CAROLINA, UNIVERSITY OF, Chapel Hill, N. C. General enrollment for first semester, 6,971. School of Journalism. Norval Neil Luxon, B.S., M.A., Ph.D., professor of journalism and dean of school. Enrollment: professional: 67. Graduated in journalism last year (1955-56): 25 bachelors.

NORTH DAKOTA, UNIVERSITY OF, Grand Forks, N. D. General enrollment of civilian students, 3,400; first semester. Department of Journalism. Faculty: Professor Alvin E. Austin, B.A., head of department. Graduates last year 10.

NORTH TEXAS STATE COLLEGE, Denton, Tex. General enrollment for first semester, 195. Department of Journalism. Enrollment: professional, 61, pre-professional, 75. Non-journalism majors, 59. Graduated in journalism (1955-56): 23.

NORTHWESTERN UNIVERSITY, Evanston, Ill. (The Medill School of Journalism). Kenneth E. Olson, M.A., LL.D., professor of journalism and dean: Graduated in journalism last year (1955-56): 41 masters; 85 bachelors.

NOTRE DAME, UNIVERSITY OF, South Bend, Indiana. General enrollment for first semester, 5,678. Department of Journalism. Thomas J. Stritch, A.M., head. Graduated in journalism in June, 1956: 25 bachelors.

OHIO STATE UNIVERSITY, Columbus, Ohio. General enrollment for first quarter, 23,000. School of Journalism. James E. Pollard, M.A., Ph.D., professor of journalism and director of the school. Enrollment: professional, 150, pre-professional, 90; miscellaneous, 85. Graduated in journalism last year (1955-56); 26 bachelors, 4 masters.

OHIO UNIVERSITY, Athens, Ohio. General enrollment for first semester, 7,000. School of Journalism. L. J. Hortin, M.A., Litt.D., professor of journalism and director of the school. Graduated in journalism last year (1955-56): 37 bachelors; 2 masters.

OHIO WESLEYAN UNIVERSITY, Delaware, Ohio. General enrollment for fall semester, 2,060. Department of Journalism. Verne E. Edwards, Jr., M.S., associate professor and chairman. Enrollment: 22 majors, 64 others. Graduated in journalism last year, 5.

OKLAHOMA AGRICULTURAL AND MECHANICAL COLLEGE, Stillwater, Okla. General enrollment for first semester, 10,459 students. Department of Technical Journalism. Clement E. Trout, B.S., M.S., professor of journalism and head of department. Enrollment; professional, 46; pre-professional, 67; service courses, 144. Graduated in journalism, (1955-56): 18 bachelors; 2 masters.

OKLAHOMA BAPTIST UNIVERSITY, Shawnee, Okla. General enrollment for first semester, 1,254. Enrollment: pre-professionals, 24.

OKLAHOMA CITY UNIVERSITY, Oklahoma City, Oklahoma. General enrollment for first semester, 3,200. Professional: 24; pre-professional: 40; miscellaneous: 22.

OKLAHOMA, UNIVERSITY OF, Norman, Okla. General enrollment for first semester, 11,481. Fayette Copeland, Ph.D., director. Enrollment: professional, 125; pre-professional, 128; miscellaneous, 17. Graduated in journalism last year (1954-55), 55 bachelors, 3 masters.

OMAHA, UNIVERSITY OF, Omaha, Nebraska. General enrollment for first semester, 2,350. Department of Journalism. Paul V. Peterson, A.B., M.A., assistant professor and acting chairman of the department. Journalism enrollment, 57. Graduated in Journalism (1955-56): 11 bachelors.

OREGON, UNIVERSITY OF, Eugene, Oregon. General enrollment for first term, 5,010. School of Journalism. Charles T. Duncan, M.A., dean and professor. Enrollment: Professional graduate, 16; Professional, 65. Graduated in journalism last year, 21 bachelors, 4 masters.

PENNSYLVANIA STATE UNIVERSITY, University Park, Pa. General enrollment for the first semester, 13,147; on campus; 2,398 attending Penn State Centers. School of Journalism. I. W. Cole, M.S., Director of the school; James W. Markham, Ph.D., head department of News and Editorial Journalism; Donald W. Davis, A.B., head, department of Advertising. Enrollment: professional, 131; pre-professional 130; miscellaneous, 153. Graduated in journalism last year, 39 bachelors; 5 masters.

PITTSBURGH, UNIVERSITY OF, Pittsburgh 13, Pa. Total enrollment, 22,929. Department of Journalism. Enrollment: 318 majors.

RIDER COLLEGE, Trenton, N.J. General enrollment for the first semester, 1,707. Division of Journalism. Frederick L. Ferris, Ph.B., A.M., head of the division of journalism. Enrollment: pre-professional, 46. Number of graduates last year, 10.

RUTGERS THE STATE UNIVERSITY OF NEW JERSEY, New Brunswick, N. J. General enrollment for first semester, 3,200. School of Journalism. Frederic E. Merwin, Ph.D., professor of journalism and director of the school. Enrollment: professional, 27; pre-professional, 22. Graduated in journalism last year (1955-56): 24 bachelors.

ST. BONAVENTURE UNIVERSITY, St. Bonaventure (near Allegany), N. Y. General enrollment for first semester, 1,700. Department of Journalism. Russell J. Jandoli, M.A., M.S., Ph.D., professor and chairman of the department. Enrollment: professional, 40. Graduated in journalism last year: 12 bachelors.

SAN DIEGO STATE COLLEGE, San Diego, Calif. General enrollment for first semester, 8,312. Department of Journalism. Faculty: James L. Julian, B.S., B.A., M.A., Ph.D., professor of journalism and chairman of the department. Enrollment: professional, 74; graduated in journalism last year, 18.

SAN JOSE STATE COLLEGE, San Jose, California. General enrollment for first semester, 9,419. Department of Journalism and Advertising. Dwight Bentel, M.A., Ed.D., professor of journalism and head of the department. Enrollment: professional, 95; pre-professional 116, miscellaneous, 20. Graduated in journalism (1954-55): 37.

SIMMONS COLLEGE, Boston, Mass. (School of Publication). General enrollment of the college in 1956-57 is 1,504. The enrollment in the School of Publication in 1956-57 is 76. Raymond F. Bosworth, M.A., professor of English and director of the School of Publication. (In June, 1955, B.S. degrees were awarded to 12 graduates.)

SOUTH CAROLINA, UNIVERSITY OF, Columbia, S. C. General enrollment for first semester, 4,240. including all departments. G. A. Buchanan, dean and professor of journalism. Enrollment: 112 professional. Graduated in journalism this year (1956): 17 bachelors of journalism.

SOUTH DAKOTA STATE COLLEGE, Brookings, S. D. General enrollment for first quarter, 3,101. Department of Printing and Journalism. George H Phillips, M.S., professor and head of department. Enrollment: professional journalism, 37; pre-professional journalism, 36; printing, 39; miscellaneous, 98. Graduated in journalism last year (1955-56): 8 bachelors.

SOUTH DAKOTA, UNIVERSITY OF, Vermillion, S. D. General enrollment for first semester, 1,800. Department of Journalism. Graduated in journalism last year (1954-55): 3 bachelors.

SOUTHERN CALIFORNIA, UNIVERSITY OF, Los Angeles 7, Calif. General enrollment for the spring term, 16,942. School of Journalism. John H. McCoy, A.B. in Journ., M.S. in Ed., director of the school. Enrollment: lower division, pre-professional, 51; upper division, professional, 37; specials, 3; miscellaneous, 15. Graduated with A.B. in Journalism (1955): 15; June (1956): 11; Candidates for graduation in January (1957): 7.

SOUTHERN ILLINOIS UNIVERSITY, Carbondale, Illinois. Department of Journalism. General enrollment for the first semester, 4,600. Howard Rusk Long, Ph.D., Chairman of Department. Enrollment: professional, 35; pre-professional, 55; miscellaneous, 7. Graduated in Journalism, (1955-56): 3.

SOUTHERN METHODIST UNIVERSITY, Dallas 5, Texas. General enrollment for first semester, 5,073. Department of Journalism. E. L. Callihan, B.J., M.S.J., chairman of the department. Enrollment: professional, 36; pre-professional, 35. Graduated in journalism last year (1955-56): 13 bachelors.

STANFORD UNIVERSITY, Stanford, California. General enrollment for Autumn quarter, 7,500. Department of Communication and Journalism. Chilton R. Bush, Ph.D., professor of journalism, executive head of department and director of Institute for Communication Research. Enrollment: professional, 63. Graduated in journalism last year (1955-56): 16 bachelors; 9 masters; 2 Ph.D., Mass. Comm.

SYRACUSE UNIVERSITY, Syracuse, N. Y. General enrollment for first semester, 9,376. School of Journalism. Wesley C. Clark, Ph.D., dean of the school and professor of journalism. Graduate, professional, 41; undergraduate, professional, 56; undergraduate pre-professional, 229, miscellaneous, 278. Graduates in journalism last year: 21 masters, 31 bachelors.

TEMPLE UNIVERSITY, Philadelphia, Pa. General enrollment for first semester, 18,937. Department of Journalism and Communications. J. Douglas Perry, A.B., A.M., professor of journalism and head of the department. Enrollment; professional, 93; pre-professional, 123. Graduated in journalism last year (1955-56): 48.

TENNESSEE, UNIVERSITY OF, Knoxville, Tenn. General enrollment for fall quarter, 9,000. Department of Journalism. Willis C. Tucker, B.A., M.A., professor of journalism and head of the department. Enrollment: professional, 89; pre-professional, 34. Graduated in journalism last year (1956): 20 bachelors.

TEXAS CHRISTIAN UNIVERSITY, Fort Worth, Texas. General enrollment for first semester, 6,100. Department of Journalism. Warren K. Agee, Ph.D., associate professor of journalism and chairman of the department. Enrollment: professional, 24; pre-professional, 46; miscellaneous, 70. Graduated in journalism last year (1954-55): 7 bachelors.

TEXAS STATE COLLEGE FOR WOMEN, Denton, Texas. General enrollment for first semester, 2,100. Department of Journalism. Frank C. Rigler, professor and director. Enrollment, professional, 24; pre-professional, 29; miscellaneous, 6. Graduated in journalism last year (1955-56): 5 bachelors.

TEXAS TECHNOLOGICAL COLLEGE, Lubbock, Texas. General enrollment for first semester 3,055. Department of Journalism. Wallace E. Garets, B.S., M.S., associate professor of journalism and head of department. Enrollment: professional, 46; pre-professional, 24. Graduates in journalism (1955-56): 5 bachelors.

TEXAS, UNIVERSITY OF, Austin, Tex. General enrollment for the first semester, 18,116. School of Journalism. Director: Paul J. Thompson. Enrollment: Graduate students, 19; senior and junior professional journalism students, 171; pre-professional journalism students, 113; miscellaneous students, 181. Graduated in journalism last year, 61.

TULANE UNIVERSITY, New Orleans, La. General enrollment for Fall semester, 6,620. Department of Journalism. George E. Simmons, B.J., M.A., professor of journalism and head of department. Enrollment: 30.

TULSA, UNIVERSITY OF, Tulsa, Okla. General enrollment for the first semester, 4,500. Department of Journalism. Ed. H. Johnson, B.A., M.A., assoc. prof. and head of dept. Enrollment: professional, 85; miscellaneous, 30. Graduated in journalism (1955-56): 23.

UTAH STATE AGRICULTURAL COLLEGE, Logan, Utah. Cumulative enrollment, 3,500. Department of English & Journalism. King Hendricks, Ph.D., professor and head of department. Enrollment: professional, lower division, 20; upper division, 15; miscellaneous, 70. Graduated with B.S., 1955, 3. Normal distribution of graduates; 60 per cent men.

UTAH, UNIVERSITY OF, Salt Lake City, Utah. General enrollment for the first quarter, 8,724. Department of Journalism. Enrollment: in journalism, 161; professional, 50; pre-professional, 40; miscellaneous, 20. 10 bachelor degrees and 4 master degrees. Majoring in Journalism: 16. Graduated in journalism (1955-56): 14.

WASHINGTON AND LEE UNIVERSITY, Lexington, Va. Department of Journalism and Communications (Lee Journalism Foundation). O. W. Riegel, M.A., professor of journalism and director of the department.

WASHINGTON STATE COLLEGE, Pullman, Wash. General enrollment for fall semester, 5,750. R. V. Alward Jr., M.A., associate professor and coordinator of journalism. Enrollment: professional, 19; pre-professional, 29; non-majors, 67; graduated last year, 8.

WASHINGTON UNIVERSITY, St. Louis, Mo. General enrollment for Fall term, 5,932. Bachelor of Arts program with journalism major. James K. McClure, M.B.A., associate professor. Enrollment: professional, 14; pre-professional 28.

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WAYNE STATE UNIVERSITY, Detroit 2, Michigan. General enrollment for first semester (1956-57), 19,500. Department of Journalism. Sprague Holden, A.B., A.M., professor of journalism and chairman, on leave. William White, A.B., M.A., Ph.D., associate professor and acting chairman. Enrollment: Total in all journalism courses—152, journalism majors—73. Graduated as journalism majors last year (1955-56), 14 bachelors.

WEST VIRGINIA UNIVERSITY, Morgantown, W. Va. General enrollment for the first semester, 5,863. School of Journalism. P. I. Reed, Ph.D., professor of journalism and director of the school. Enrollment: professional, 42; pre-professional, 58; miscellaneous, 0. Graduated in journalism last year, 14 bachelors.

WICHITA, THE UNIVERSITY OF, Wichita, Kans. General enrollment for first semester (1956-57): 5,507. Department of Journalism. Paul F. Gerhard, B.A., M.A., assistant professor and head of department. Enrollment: professional, 20; pre-professional, 41; special, 3. Class enrollment: 101. Graduated as journalism majors last year (1955-56): 8 bachelors.

WISCONSIN, UNIVERSITY OF, Madison 6, Wis. General enrollment for first semester, 16,099. School of Journalism. Ralph O. Nafziger, Ph.D., professor of journalism and director of the school. Enrollment: professional, 138; pre-professional, 128. Class enrollmem, 648. Graduated in journalism last year (1955-56): 44 bachelors, 5 masters, 1 doctor.

UNIVERSITY OF WISCONSIN, DEPARTMENT OF AGRICULTURAL JOURNALISM. General enrollment for first semester, 16,000 (See school of journalism.) Bryant Kearl, Ph.D., professor and chairman of the department. Enrollment: 40; class enrollment: 480; graduated in agricultural and home economics journalism last year (1955-56): 12 bachelors, 9 masters.

WYOMING, UNIVERSITY OF, Laramie, Wyo. General enrollment for first semester, 86. Department of Journalism. Enrollment: professional, 46, (11 freshmen, 15 sophomores, 7 juniors, 13 seniors.) Journalism graduates last year: 12.

CANADA

CARLETON COLLEGE, Ottawa, Ontario, General enrollment, winter session 1956-57: 550. Department of Journalism, Wilfrid Eggleston, M.B.E., B.A., professor and director of the department. Enrollment: 50. Graduated in Journalism (1955-56): 6 bachelors.

SCHOOL OF JOURNALISM, Halifax, Nova Scotia. Affiliated with University of King's College, St. Mary's University and Mount Saint Vincent College. Robert J. McCleave, Director of Studies, Chief News Editor, Station CJCH, Halifax.

RYERSON INSTITUTE OF TECHNOLOGY, Toronto, Ontario. General enrollment for academic year 1956-57, day and night schools, 7,288. Department of Journalism, School of Graphic Arts. Edward U. Schrader, B.A., B.Ed., director of courses in journalism and printing management. Enrollment, day: 80; evening: 200.

WESTERN ONTARIO, UNIVERSITY OF, London, Ontario. General enrollment for the first term, 4,000. Department of Journalism. J. Leslie Wild, B.A., professor and head of the department. Enrollment: professional, 24; pre-professional, 19; miscellaneous, 13. Graduated in journalism (1955-56): 9.

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Adopted for its members by the American Society of Journalism School Administrators in annual conference June 29, 1946, at St. Louis, Missouri.

Facilities
Laboratories, class rooms, equipment, and libraries adequate to the achievement of the educational objective of the school.

Institution
A recognized institution of higher learning with education for journalism on a level with other comparable professional training and with strong liberal arts offerings.

Objectives
Broad training for the profession with emphasis on only those special fields for which the school professes to prepare.

Curriculum
A liberal, balanced combination of cultural or background studies in the liberal arts representing all major fields of knowledge, or selected special disciplines, and professional courses in journalism, with not more than one-fifth of the total work for the bachelor's degree required in technical courses in journalism.

Faculty
A faculty qualified by personal characteristics, formal and informal education, successful experience in journalism, earnestness, breadth, and ability to instruct in the subjects the department professes, and sufficient in number to permit individual attention to students.

Instructional Methods
Individualized and personalized instructional relationship between teacher and student, with small classes and adequate practice work.

Students
Students qualified by intelligence and other personal characteristics to do quality work in journalism studies and to be successful practitioners, with the unfit eliminated by selective methods.

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ASSOCIATION OF ADVERTISING MEN AND WOMEN, INC.—Sec.: Miss Vinnie Volpe, Lithographers Journal, 143 W. 51st St., New York, N. Y.

OLEAN SALES & ADVERTISING CLUB, OLEAN, N. Y.—

ROCHESTER AD CLUB, INC.—Sec.: Glenn C. Morrow, 116 Powers Hotel (14).

MOHAWK VALLEY ADVERTISING CLUB—Sec.: Edward C. Markert, Walters Electrotype Co., 10 Devereux St., Utica, N. Y.

NORTH CAROLINA

ADVERTISING CLUB OF CHARLOTTE—Sec.: Miss Jerry Patterson, Radio Station WIST, Liberty Life Bldg.

DURHAM ADVERTISING CLUB—Sec.: Edwin B. Hamshar, Office Service Co., P. O. Box 982.

ADVERTISING CLUB OF GREENSBORO—Sec.: Jack Hood, % Morrison-Neese, 112 S. Greene St.

THE RALEIGH ADVERTISING CLUB—Sec.: Clyde Mitchell, WPTF, Box 1511.

OHIO

ADVERTISING CLUB OF AKRON, INC.—Sec.: Miss Helen Kepple, YMCA, 80 W. Center St. (8).

CANTON ADVERTISING CLUB—Sec.: Helen E. Magaw, Huffman and Co., Hills and Dales Rd.

THE ADVERTISERS' CLUB OF CINCINNATI—Office Sec.: Mrs. Josephine Hennessy, Adv. Club of Cincinnati, 227 Sheraton-Gibson Hotel (1); Sec. Treas: Myron L. Smith, Adv. Club of Cincinnati, 227 Sheraton-Gibson Hotel (1).

THE JUNIOR ADVERTISING CLUB OF CINCINNATI—

THE CLEVELAND ADVERTISING CLUB—Exec. Sec.: Horace C. Treharne, Cleveland Advertising Club, Hotel Statler (15).

THE WOMEN'S ADVERTISING CLUB OF CLEVELAND—Sec.: Mary Jane Kimpel, Penton Publishing Co., Penton Bldg. (13).

ADVERTISING CLUB OF THE COLUMBUS CHAMBER OF COMMERCE—Exec. Sec.: Gale Dodrill, The Columbus Chamber of Commerce, 30 East Broad St. (16).

DAYTON ADVERTISING CLUB—Sec.: Miss Betty McGonigle, Don Kemper Advertising Agency, 850 South Patterson Blvd. (9).

ADVERTISING CLUB OF NORTH CENTRAL OHIO—Sec.: Alex J. Young, Ohio Brass Co., Mansfield, O.

MARION SALES-AD CLUB—Sec.: Jack Lautenslager, Marion Chamber of Commerce, P. O. Box 448.

THE ADVERTISING CLUB OF SPRINGFIELD—Sec.: Katherine Hennessy, Business Letter Service, 201 N. Plum.

ADVERTISING CLUB OF TOLEDO—Sec.: Harry Nickerson, Toledo Chamber of Commerce, 218 Huron St.

THE WOMEN'S ADVERTISING CLUB OF TOLEDO—Sec.: Mrs. Royal Corrello, The Toledo Blade, 541 Superior St. (4).

OKLAHOMA

OKLAHOMA CITY ADVERTISING CLUB—Sec.: Madge Kennedy, Oklahoma Publishing Co., 500 N. Broadway (1).

TULSA ADVERTISING FEDERATION—Sec.: Edwin S. Vincil, The Vincil Company, 12 N. Main (3).

OREGON

LANE ADVERTISING AND SALES CLUB—Sec.: Ann T. Sullivan, J. C. Penney Company, Willamette St. & Broadway, Eugene, Ore.

OREGON ADVERTISING CLUB—Sec.: Mrs. Rita Woodbury, % Oregon Adv. Club, 509 Board of Trade Bldg., Portland, Ore.

WOMEN'S ADVERTISING CLUB OF PORTLAND—Sec.: Mrs. Margaret Emerson, Abstract & Title Co., 425 S.W. Fourth Av. (4).

PENNSYLVANIA

ADVERTISING AND SALES CLUB OF ERIE—Sec.: Raymond W. Hall, Hall Advertising Co., 1022 W. 28th St.

ADVERTISING CLUB OF HARRISBURG—Sec.: Patricia Gardner, Route 88, Paxtonia, Harrisburg, Pa.

ADVERTISING CLUB OF JOHNSTOWN—Sec.: James C. Ream, Johnstown Poster Adv. Co., 301 Central Av.

THE POOR RICHARD CLUB—Sec.: Alfred C. McCrea, Reuben H. Donnelley Corp., 401 N. Broad St., Phila. 8, Pa.

PHILADELPHIA CLUB OF ADVERTISING WOMEN—Sec.: Miss Elizabeth E. Raftery, Doremus-Eshleman, Inc., 1616 Walnut St. (3).

PITTSBURGH ADVERTISING CLUB—Sec.: Polly Reilly Patterson, The Bell Telephone Co. of Pa., Box 34 (30).

SCRANTON ADVERTISING AND SALES CLUB—Sec.: Frances M. Reardon, Donnelly Adv. Corp. of Pa., Chamber of Commerce Bldg.

ADVERTISING CLUB OF WILKES-BARRE—Sec.: Joseph Cooper, Catholic Light, 48 S. Washington St.

ADVERTISING CLUB OF YORK, INC.—Sec.: Mrs. Lorie Wineman, WSBA, R. D. #5.

RHODE ISLAND

ADVERTISING CLUB OF THE GREATER PROVIDENCE CHAMBER OF COMMERCE—Sec.: William B. Spencer, The Greater Providence C. of C., P. O. BOX 1337.

THE WOMEN'S ADVERTISING CLUB OF PROVIDENCE—Sec.: Estelle M. Murphy, Mir-tel, 642a Elmwood Av.

SOUTH CAROLINA

COLUMBIA ADVERTISING CLUB—Sec.: Betty Blair, Tom Daisley Adv. Agency, 1226 Bull St.

ADVERTISING CLUB OF GREENVILLE—Sec.: Mrs. Dana C. Dunson, P. O. Box 1561.

TENNESSEE

ADVERTISING CLUB OF MEMPHIS—Sec.: Mrs. Janie Holaday, Memphis Publishing Co., P. O. Box 364.

NASHVILLE ADVERTISING FEDERATION—Exec. Sec.: Miss Dorothy Thompson, Nashville Advertising Fed., The Maxwell House Hotel, Fourth & Church St. (3); Sec.: Norman Stewart, WSOK Radio Station, 400 Davidson St.

TEXAS

ADVERTISING CLUB OF ABILENE—Sec.: Miss Audrea Grisham, Duo Litho and Letter Service, 3450 South 12th St.

ADVERTISING CLUB OF AMARILLO—Sec.: Tris Coffin, Better Business Bureau, Blackburn Bldg.

AUSTIN ADVERTISING CLUB—Sec.: Frances Fisher, Free Lance Art, 1411 Kirkwood.

ADVERTISING CLUB OF CORPUS CHRISTI—Sec.: A. J. Cheatum, Del Mar College, 101 Baldwin Blvd.

DALLAS ADVERTISING LEAGUE—Exec. Sec.: Tom J. McHale, Dallas Chamber of Commerce, 1101 Commerce St.; Sec.: Loyd Price, Times Herald, Herald Square.

ADVERTISING CLUB OF EL PASO—Exec. Sec.: Mr. Dale M. Riley, W. G. Walz Co., 500 San Francisco St.; Sec.: Mrs. Phyllis Maint, White and Shuford, Advertising, 1821 Wyoming.

ADVERTISING CLUB OF FORT WORTH—Sec.: F. M. Hawk, Tarrant Co. Chapter American Red Cross, 1404 W. El Paso St.

HOUSTON ADVERTISING CLUB, INC.—Sec.: Mrs. Alice Rogers, Houston Tradetypers, 2616 Bagby (6).

ADVERTISING CLUB OF LUBBOCK—Sec.: Marine J. Bachman, West Texas Advertising Co., 1319 Sixth St.

STARR, CAMERON, WILLACY, HIDALGO COUNTIES RIO GRANDE VALLEY ADVERTISING CLUB—Sec.: Jack A. Purnell, Purnell Photos, P. O. Drawer 1551, Harlingen, Tex.

SAN ANGELO ADVERTISING CLUB, INC.—Sec.: Bob Workman, Station KTXL, Texas Ave. & Robert Lee Rd.

ADVERTISING CLUBS OF UNITED STATES AND CANADA—Continued

SAN ANTONIO ADVERTISING CLUB—Exec. Sec.: William B. Arnold, Weekly Dispatch, P. O. Box 1538 (3).

ADVERTISING CLUB OF WACO—Sec.: Miss Jane Campbell, Connally Funeral Home, 1000 Washington St.

UTAH

OGDEN ADVERTISING & SALES CLUB—Sec.: Sherrill Pierson, Pierson & Kearney, Hotel Ben Lomond.

SALT LAKE ADVERTISING CLUB—Exec. Sec.: Mrs. Bernice Bywater, Box 2249, Bountiful, Utah.

VIRGINIA

THE LYNCHBURG ADVERTISING & SALES CLUB—Sec.: Anice M. Howell, E. C. Glass High School, Memorial Av.

ADVERTISING CLUB OF NORFOLK—Sec.: Mrs. Jackie Head, Ames and Brownley, Inc., Granby St.

ADVERTISING CLUB OF RICHMOND—Sec.: Charles Talley, First and Merchants National Bank, Ninth and Main (19).

ROANOKE ADVERTISING CLUB—Sec.: Mrs. Helen Croft, Times-World Corp.

WASHINGTON

ADVERTISING AND SALES CLUB OF SEATTLE, INC.—Exec. Sec.: Mrs. Nancy Davis, 209 Seneca St. (1).

ADVERTISING AND SALES ASSOCIATION OF SPOKANE—Exec. Sec.: Mrs. Ann Zavitz, 119 N. Post 43 (1).

TACOMA ADVERTISING CLUB—Sec.: Mary Ann Wilson, 102 S. 12th (1).

TACOMA ADVERTISING & BUSINESS WOMEN—Pres.: Miss Vera Klarich, 3115 N. Ferdinand St. (7).

WEST VIRGINIA

THE ADVERTISING CLUB OF HUNTINGTON—Sec.: Curtis C. Jones, WSAZ Inc., 201 Ninth St. (18).

THE WHEELING ADVERTISING CLUB—Exec. Sec.: Mrs. Mary Neal, The Wheeling Advertising Club, P. O. Box 303.

WISCONSIN

FOX VALLEY ADVERTISING CLUB—Sec.: Harold Anderson, Geer-Murray, Inc., 190 N. Main, Oshkosh, Wis.

MADISON ADVERTISING CLUB—Sec.: Jack Stephan, Stephan Advertising, P. O. Box 1163.

MILWAUKEE ADVERTISING CLUB—Exec. Sec.: Mrs. Eunice Schmitt, Milwaukee Advertising Club, 740 N. Plankinton Av. (3); Sec.: Roger LeGrand, Cramer-Krasselt Co., 733 N. Van Buren St. (2).

THE WOMEN'S ADVERTISING CLUB OF MILWAUKEE, INC.—Sec.: Mrs. Erna Schuster, W. A. Krueger Co., 3820 W. Wisconsin Av.

ADVERTISING CLUB OF RACINE—Sec.: David Meltzer, Rainfair, Inc., 1501 Albert St.

HAWAII

HONOLULU ADVERTISING CLUB—Exec. Sec.: Frances R. Delpeck, P. O. Box 1813.

CANADA

SALES & ADVERTISING CLUB OF BELLEVILLE—Sec.: R. M. Bob Chipman, Industrial Acceptance Corp., 218a Front St.

THE SALES AND ADVERTISING CLUB OF BRANTFORD—Sec.: Lionel W. Moyer, Moyer Printing Co., Ltd., 49 Egerton St.

AD & SALES BUREAU, THE CALGARY CHAMBER OF COMMERCE—Sec.: A. Neil Leighton, The Calgary Chamber of Commerce, 809 Centre St., S.

ADVERTISING & SALES CLUB OF CHATHAM—Sec.: William A. Martin, Walter Martin Ltd., 101 McGuigan Av.

ADVERTISING AND SALES EXECUTIVES CLUB OF EDMONTON—Co-Ord: William J. Cottrell, Continental Ads, 10052 100th St.

GUELPH SALES AND ADVERTISING CLUB—Sec.: Edward Heffernan, LaFontaines Limited, 84 Bagot St.

HALIFAX ADVERTISING AND SALES CLUB—Sec.: C. D. Robertson, The Eastern Trust Co., 184 Hollis St.

ADVERTISING & SALES CLUB OF HAMILTON—Sec.: Harold E. Dennison, Russell T. Kelley Co. Ltd., P. O. Box 250.

WOMEN'S ADVERTISING AND SALES CLUB OF HAMILTON—Sec.: Mrs. Vera Clow, London Life Insurance Co., Box 190.

THE ADVERTISING AND SALES CLUB OF KINGSTON—Sec.: Sam N. Kingston, Drury's Fuel & Builders' Supplies Ltd., 235 Wellington St.

KITCHENER-WATERLOO SALES & ADVERTISING CLUB—Sec.: Ross E. Hahn, Greb Shoe Company Ltd., 72 St. Leger St.

ADVERTISING AND SALES EXECUTIVES CLUB OF MONTREAL—Exec.-Sec.: Ryva Wolfe, Advertising & Sales Executive, Club of Montreal, Suite 31, Sheraton Mt. Royal Hotel.

THE JUNIOR ADVERTISING AND SALES CLUB OF MONTREAL—Sec.: Heather Crankshaw, Junior Advertising & Sales, Club of Montreal, Suite 31, Sheraton Mt. Royal Hotel.

GREATER NIAGARA ADVERTISING & SALES CLUB—Sec.: George W. Nealey, Niagara Falls Evening Review, Morrison St., Niagara Falls.

THE ADVERTISING AND SALES CLUB OF OTTAWA—Sec.: Thomas H. Dougherty, Investors Syndicate of Canada, 111 Sparks St.

THE WOMEN'S ADVERTISING CLUB OF OTTAWA—Sec.: Jean Dunn, Morrison-Lamothe Bakery, 95 Echo Drive (1).

PETERBOROUGH SALES AND ADVERTISING CLUB—Sec.: Ralph D. Hutchison, Millard's Sport Goods, 324 Charlotte St.

CLUB VENTE PUBLICITE DE QUEBEC—Sec.: Claude Patry, Pain Simard Ltee, P. O. Box 1212.

ADVERTISING AND SALES CLUB OF ST. CATHARINES—Sec.: Donald W. Warren, Warren Bros. Ltd., 335 St. Paul St.

ADVERTISING AND SALES CLUB OF SUDBURY—Sec.: E. Kergan, 346 Leslie St.

THE ADVERTISING AND SALES CLUB OF TORONTO—Sec.: W. H. Reid, Spitzer & Mills Ltd.; 50 King St., W.; Man.-Dir.: F. H. Hatch, Advertising & Sales Club of 208 King St. W.

YOUNG MEN'S ADVERTISING AND SALES CLUB OF TORONTO—Sec.: R. B. Monk, Foster Advertising Ltd., 149 Alcorn Av.

THE WOMEN'S ADVERTISING CLUB OF TORONTO—Sec.: Audrey Barlow, Needham, Louis and Brorby of Canada, Ltd. 880 Bay St.

ADVERTISING AND SALES BUREAU OF VANCOUVER (CASC & AAW)—Exec. Sec.: Alex E. Scoten, Advertising & Sales Bureau, Vancouver Board of Trade, 805-355 Burrard St.

THE ADVERTISING AND SALES CLUB OF WINDSOR—Sec.: Lloyd A. Wicks, The Toronto General Trusts Corp., 347 Ouellette Av.

WOMEN'S ADVERTISING AND SALES CLUB OF WINDSOR—Sec.: Miss Marie Thronton, Beauty Counselors of Canada Ltd., R. R. #2, Tecumseh, Ont.

SALES AND ADVERTISING CLUB OF WINNIPEG—Pres.: G. Brydon McCrea, McConnell, Eastman & Co. Ltd., 504 Trust & Loan Bldg.

WOMEN'S ADVERTISING CLUB OF WINNIPEG—Sec.: Miss Jean Solylo, T. Eaton Co., Ltd., City Advertising.

ASSOCIATIONS AND CLUBS—UNITED STATES AND CANADA

NATIONAL

AGRICULTURAL PRESS ASSOCIATION of CANADA. Headquarters: 137 Wellington St., West, Toronto. H. F. Weld, Farmer's Advocate & Canadian Countryman, Toronto, pres.; G. J. McGoey, McGoey Bros., Toronto, hon. secy. Elections held June.

ALPHA DELTA SIGMA, PROFESSIONAL ADVERTISING FRATERNITY—Philip Ward Burton, Syracuse University, School of Journalism, Syracuse, N. Y., National President. Milton E. Gross, University of Missouri School of Journalism, National Executive Secretary.

AMERICAN AGRICULTURAL EDITORS' ASSOCIATION Headquarters: 139 N. Clark, Chicago 2, Ill. Thos. J. Anderson, Farm & Ranch 318 Murfreesboro Rd., Nashville 10, Tenn., pres.; C. L. Mast, Jr., Agricultural Leaders' Digest, Chicago 2, Ill., secy-treas.

AMERICAN ASSOCIATION OF ENGLISH-JEWISH NEWSPAPERS—311 Church St., Nashville, Tenn. Jacques Back, pres; Adolph Rosenberg, Atlanta, secy. Elections held May.

AMERICAN ASSOCIATION OF NEWSPAPER REPRESENTATIVES (NEW YORK CHAPTER)—William W. Metz, Scripps-Howard Newspapers, 230 Park Avenue, New York, pres; Stephen W. Hamlyn, The Katz Agency, 477 Madison Ave., New York, secy. Elections held 2nd Thurs. in June. Philadelphia Chapter: Richard G. Holloway, Story, Brooks & Finley, Inc., pres.; Karl H. Frishman, Scripps-Howard Newspapers, secy-treas.

AMERICAN ASSOCIATION of SCHOOLS and DEPARTMENTS of JOURNALISM—Ralph D. Casey, Minnesota University, pres; Elmer F. Beth, Kansas University, Lawrence, secretary-treasurer. Election about September 1.

AMERICAN ASSOCIATION of SUNDAY AND FEATURE EDITORS—Stanley Horstman, This Week Magazine, 430 Lexington Ave., New York City, pres.; Edward P. Kasun, The Pittsburgh (Pa.) Press, secy.

AMERICAN COLLEGE PUBLIC RELATIONS ASSOCIATION—Headquarters: 726 Jackson Place, N. W., Washington 6, D. C. Noel Johnston, exec. secy. Lyna Poole, Johns Hopkins Univ., pres. Elections held June.

AMERICAN COUNCIL on EDUCATION for JOURNALISM—Edward Lindsay, Herald and Review, Decatur, Ill., representing A.S.N.E., pres. John E. Stempel, Dept. of Journalism, Indiana University, representing A.E.J., secy-treas. Elections held April

AMERICAN LEGION PRESS ASSOCIATION—Jack R. C. Cann, P. O. Box 1055, Indianapolis 6, Ind., secy-treas.

AMERICAN MARKETING ASSOCIATION—Headquarters: 27 E. Monroe St., Chicago 3, Ill., Charles W. Smith, McKinsey & Co., New York, N. Y., pres.; Hugh G. Wales, University of Illinois, Urbana, Ill., secy. Elections held April.

AMERICAN NEWSPAPER GUILD, THE—1126 16th St., N. W., Washington 6, D. C., Joseph F. Collis, president; Charles A. Perlik, Jr., secy-treas.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION—William Dwight, Holyoke (Mass.) Transcript-Telegram, pres.; W. J. Blackburn, London (Ont.) Free Press, secy. Elections held April.

AMERICAN PAPER & PULP ASSOCIATION—Headquarters: 122 E. 42 St., New York, David L. Luke, Jr., West Virginia Pulp and Paper Co., 230 Park Ave., New York, N. Y., pres.; E. W. Tinker, 122 East 42nd St, New York, exec. secy. & treas. Elections held February.

AMERICAN SOCIETY of JOURNALISM SCHOOL ADMINISTRATORS—Alfred Crowell, University of Maryland, pres.; William Maxwell, University of South Dakota, deputy secy-treas. Elections about September 1.

AMERICANSOCIETY of NEWSPAPER EDITORS, THE—Headquarters: Alice Fox Pitts, Box 1053, Wilmington 99, Delaware; Jenkin Lloyd Jones, Tulsa (Okla.) Tribune, pres.; J. R. Wiggins, Washington, (D.C.) Post and Times Herald, secy. Next election, July 1957.

AMERICAN TRAVEL WRITERS ASSN.—Headquarters: P. O. Box 4840, Cleveland Park Station, Washington 8, D. C. Peter J. Celliers, Town Journal & Farm Journal, pres.; Walter Hubbard, Washington Post & Times Herald, secy.

ASSOCIATED COURT & COMMERCIAL NEWSPAPERS, INC.—Headquarters: 34 N. La Salle St. Chicago 2, Ill. Joseph Stadelman, Chicago Law Bulletin, 34 N. La Salle St., Chicago Ill., secy.

ASSOCIATED NEGRO PRESS, 3531 South Parkway, first floor, Chicago 15, Ill.—C. A. Barnett, president; I. Roland, secretary. Washington Bureau 1915-14th St., N. W., Washington, D. C.; Harry Levette, 4266 S. Central Ave., Los Angeles, Calif.

ASSOCIATED PRESS, THE—General Office, 50 Rockefeller Plaza, New York 20, N. Y. Robert McLean, Philadelphia (Pa.) Evening Bulletin, pres.; Lloyd Stratton, secy. Elections held April each year.

ASSOCIATED PRESS MANAGING EDITORS ASSOCIATION, Inc.—V. M. Newton, Jr., Tampa (Fla.) Tribune, pres.; Coleman A. Harwell, Nashville (Tenn.) Tennessean, secy. Elections held November.

ASSOCIATION OF BETTER BUSINESS BUREAUS, INC.—723 Chrysler Bldg., New York 17, N. Y.; Victor H. Nyborg, (Full-time President, Association of Better Business Bureaus, Inc., New York City), pres.; George V. Morse, Jr. (Manager, Better Business Bureau, Memphis, Tenn.), secy. Elections held Oct.

ASSOCIATION for EDUCATION in JOURNALISM—Norval Neil Luxon, North Carolina University, pres.; Elmer F. Beth, Kansas University, Lawrence, secy-treas. Raymond B. Nixon. Elections held about Sept. 1.

ASSOCIATION of NORTH AMERICAN DIRECTORY PUBLISHERS—Headquarters Address: 60 E. 56th St., New York 22, N. Y. Walter J. Gardner, pres.; E. J. Loranger, (HQ) secy-treas. Elections held November.

ASSOCIATION of PETROLEUM WRITERS—LeRoy Menzing, Petroleum Week, New York, pres; Clarence F. Mantooth, Tulsa World, Tulsa, Okla., secy-treas. Officers elected Nov. 13, San Francisco. Elections held November.

AUDIT BUREAU OF CIRCULATIONS—Headquarters: 123 N. Wacker Drive, Chicago 6, Ill. Stanley R. Clague, Modern Hospital Publishing Co., Inc., Chicago, secretary; James N. Shryock, 123 North Wacker Drive, Chicago, pres. and managing director. Elections held October.

AVIATION WRITERS ASSOCIATION—Headquarters: 600 York Rd., Jenkintown, Pa. David R. Wallin, St. Louis (Mo.) Post Dispatch, pres.; Ralph H. McClarren, (HQ), exec. secy. Elections held June.

BASEBALL WRITERS' ASSOCIATION of AMERICA—Headquarters: 235 East 45th St., New York 17, N. Y. Lyall Smith, Detroit Free Press, pres.; Ken Smith, New York Mirror, secy-treas. Elections held Oct.

BOSTON PRESS CLUB—40 Boylston St. Joe Harrington (Globe) pres.; James Smith (AP) secy.

BUREAU of BROADCAST MEASUREMENT, THE—Headquarters: 96 Eglinton Avenue, East, Toronto 12, Ont., Canada. Charles R. Vint, 3 Fallingbrook Crescent, Toronto 13, pres.; Charles J. Follett, executive secretary and treasurer. Annual Meeting in March.

BUSINESS NEWSPAPERS ASSOCIATION OF CANADA—M. G. Christie, National Business Publications Ltd., Gardenvale, Que., pres.

CANADIAN CIRCULATIONS AUDIT BOARD, INC:—Headquarters: 701 Federal Building, Toronto 1, Ont. H. G. Dighton, Hydro-Electric Power Commission of Ontario, pres.; J. A. M. Galilee, 701 Federal Bldg., Toronto 1, Ont., general manager and secretary. Elections held February.

CANADIAN PRESS, THE—Headquarters: 55 University Ave., Toronto 1, Ont. D. B. Rogers, The Leader-Post, Regina, Sask., president, Gillis Purcell, gen. mgr. and secy. Elections held April.

CANADIAN WEEKLY NEWSPAPERS ASSOCIATION—Headquarters: 34 Front Street West, Toronto, Ont. William Telfer, managing director; W. W. Draayer, Wetaskiwin, Alta., pres. Elections held September.

CATHOLIC PRESS ASSOCIATION of the UNITED STATES, INC., THE—Headquarters: 150 East 39th St., New York 16, N. Y. Rt. Rev. John S. Randall, The Catholic Courier Journal, 35 Scio St., Rochester, N. Y. pres.; G. Roger Cahaney (150 East 39th St., New York 16, N.Y.), executive secretary.

COUNCIL on COMMUNICATIONS RESEARCH—Headquarters: Division of Journalism Boston University, Boston, Mass. David Manning White (chairman), Boston University. Elections held August 31st.

DOG WRITERS' ASSOCIATION—George Butz, Philadelphia Inquirer, pres.; Louise McMahon, Philadelphia Bulletin, Phila., Pa., secy-treas. Elections held February.

EDUCATION WRITERS ASSOCIATION—Fred Hechinger, pres.; Joseph Deitch, 525 W. 120th St., New York 27, N. Y., secy-treas.

FEDERATION of CANADIAN ADVERTISING and SALES CLUBS—Headquarters address: Suite 31, Sheraton Mount Royal Hotel, Montreal, Que.; William Hamilton, M. P., Federation, exec. dir.

FOOTBALL WRITERS ASSOCIATION OF AMERICA—Leo Fischer, Chicago American, pres.; Bert McGrane, Des Moines (Ia.) Register, secy-treas. Elections held August.

GAMMA ALPHA CHI, NATIONAL PROFESSIONAL ADVERTISING FRATERNITY for WOMEN—Mrs. Claire Drew Forbes Walker, 2030 Anacapa Street, Santa Barbara, Calif., pres.; Mrs. W. C. Altman, Box 854, Wewoka, Okla., exec. secy. Elections held Nov.

GRIDIRON CLUB of WASHINGTON, D. C.—Roscoe Drummond, New York Herald Tribune, pres.

INTER-AMERICAN PRESS ASSOCIATION—22 E. 60th St., New York 22, N. Y. Guillermo Martinez Marquez, El Pais, Havana, Cuba, president; John O'Rourke, U-P, Daily News, Washington, D. C., vice-pres.; Jorge Mantilla Ortega, El Comercio, Quito, Ecuador, secretary; Robert U. Brown, Editor & Publisher, New York, N. Y., treasurer; Angel Ramos, El Mundo, San Juan, Puerto Rico, Chairman, Executive Committee; James B. Canel, manager.

INSTITUTE of NEWSPAPER CONTROLLERS and FINANCE OFFICERS—230 W. 41st St., New York, 36, N. Y. Hodgdon, Cleveland (Ohio) Plain Dealer, pres.; Nora N. Foulds, London, Ontario (Can.) Free Press, secy.

INTERNATIONAL COUNCIL OF INDUSTRIAL EDITORS—Adrian R. Sorrells, North American Aviation, Inc. International Airport, Los Angeles 45, California, pres.; Mrs. Ludel B. Sauvageot, ICIE Central Office, 9 Overwood Road, Akron 13, Ohio, secy. Elections held June.

INTERNATIONAL LABOR PRESS ASSOCIATION (AFL-CIO)—Headquarters: AFL-CIO Building, 815 16th St., N. W., Washington 6, D. C. Gordon H. Cole, Machinists Building, Washington 6, D. C., pres.; Bernard R. Mullady, secy-treas., AFL-CIO Building. Elections held odd years.

INTERNATIONAL SOCIETY OF AVIATION WRITERS—Headquarters: International Aviation Bldg., Montreal, Canada. Arthur Riley, Boston Globe, pres.; Rose Willmot, Hunting Associates, Toronto, secy. gen.

KAPPA ALPHA MU HONORARY FRATERNITY in PHOTO-JOURNALISM—Headquarters: 18 Walter Williams Hall, University of Missouri, Columbia, David Glenn, University of Miami, Fla., natl. pres.; Vi Edom, University of Missouri, secretary, advisory council; natl. secy., Clifton C. Edom, University of Missouri. Elections held April.

MAGAZINE PUBLISHERS ASSOCIATION OF CANADA—K. L. Whelan, Chatelaine, Toronto, pres.; Miss Mabel Ferris, Health, Toronto, hon. secy.

NATIONAL ASSOCIATION of CREDIT MEN—Executive offices, 229 Fourth Ave., New York 3, N. Y., Irwin Stumborg, Baldwin Piano Company, Cincinnati, Ohio, pres.; Philip J. Gray, secy. Elections held May.

NATIONAL ASSOCIATION OF GAGWRITERS—Headquarters: P. O. Box 835, Grand Central Station, New York 17, N. Y. George Q. Lewis, director; Fred Pitzer, assoc. dir.; Bill Treadwell, associate.

NATIONAL ASSOCIATION of RADIO and TELEVISION BROADCASTERS—Harold E. Fellows, pres. and chairman of the board; Everett E. Revercomb secy-treas., 1771 N. St., N. W., Washington 6, D. C.

NATIONAL ASSOCIATION OF REAL ESTATE EDITORS—Headquarters: 1420 E. Ninth St., Cleveland 14, Ohio. Paul Kneeland, Boston Globe, pres.; Jim Chandler, Cleveland Press, secy. Elections held Nov.

NATIONAL ASSOCIATION of SCIENCE WRITERS—Headquarters: 5 Longview Road, Port Washington, N. Y. Mrs. Howard W. Blakeslee, admin. secy.; Roland H. Berg, Look Magazine, New York City, pres.; John Troan, Pittsburgh Press, secy-treas. Elections held June.

NATIONAL CARTOONISTS SOCIETY—Headquarters Address: 140 W. 57th St., New York. Harry Devlin, pres.; Carl Rose, secy. Elections held February.

NATIONAL CONFERENCE of BUSINESS PAPER EDITORS—Headquarters Address: 205 East 42nd Street, New York 17, N. Y. Harold E. Green, Printers' Ink, pres.

NATIONAL CONFERENCE OF EDITORIAL WRITERS—Headquarters: 1111 17th St., N. W. Washington 6, D. C. James J. Kilpatrick, Richmond (Va.) News Leader, chairman; M. Carl Andrews, Roanoke (Va.) World-News, secy. Elections held Nov.

NATIONAL EDITORIAL ASSOCIATION—Headquarters: 225 N. Michigan Ave., Chicago 1, Ill. Alfred J. Ball, Woodhaven (N. Y.) Leader-Observer, pres.; Don Eck. exec. secy. and gen. mgr. Elections held June.

NATIONAL INDUSTRIAL ADVERTISERS ASSOCIATION—Headquarters: 271 Madison Ave., New York 16, John C. Freeman, pres.; G. A. Frye, Doyle, Kitchen & McCormick, Inc., New York, secy-treas. Elections held May.

NATIONAL NEWSPAPER PROMOTION ASSOCIATION—Headquarters: 75 Fountain Street, Providence, R. I. Ted Barrett, Dallas Morning News, Dallas, Texas, pres.; Clifford A. Shaw, Providence Journal-Bulletin, Providence, R. I., secy-treas.

NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION—T. C. Jervay, Wilmington (N.C.) Journal, 412 S. 7th St., Wilmington, N. C., pres.; William O. Walker, Cleveland Call & Post, 2319 E. 55th St., Cleveland, Ohio, secy. Elections held June.

(Continued on Page 344)

ASSOCIATIONS AND CLUBS—UNITED STATES AND CANADA—Continued

(Continued from Page 343)

NATIONAL PRESS CLUB—Frank Holeman, New York Daily News, pres.; George Cullen, Bureau of National Affairs, secy.

NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION, INC.—Headquarters: Box 111, Roanoke Va.; Arthur L. Witman, St. Louis (Mo.) Post-Dispatch, pres.; Charles H. Cooper (Herald-Sun Papers), 114 Leon St., Durham, N. C., secy.

NATIONAL RETAIL DRY GOODS ASSOCIATION—H. Q.: 100 W. 31 St., New York 1, N. Y. Philip M. Talbott, pres. Elections held Jan.

NEWSPAPER ASSOCIATION MANAGERS, INC.—Headquarters: c/o Ben Blackstock, Oklahoma Press Assn., 2807 Biltmore Hotel, Oklahoma City, Okla., pres.; William F. Canfield, Inland Daily Press Assn., 7 S. Dearborn St., Chicago, Ill., secy-treas. Next election August 1957.

NEWSPAPER PERSONNEL RELATIONS ASSOCIATION—Charles W. Weaver, Jr., Guy Gannett Publishing Co., pres.; Ralph Thornton, Minneapolis Star & Tribune, secy-treas.

NEWSPRINT SERVICE BUREAU, INC.—Headquarters: 342 Madison Avenue, New York 17, New York. Arthur G. Wakeman, Coosa Pines, Ala., pres.; John J. Zima, 342 Madison Avenue, New York 17, New York, secy-treas. Elections held February.

OVERSEAS PRESS CLUB OF AMERICA—Headquarters: 35 E. 39th St., New York. Wayne Richardson, pres.; Will H. Yolen, secy.

OVERSEAS WRITERS—Richard Harkness, National Broadcasting Co.; pres. Elections held Dec.

PERIODICAL PRESS ASSOCIATION—Headquarters: 137 Wellington St. W., Toronto, Canada. R. C. Brown, The Country Guide, Winnipeg. pres.; George Mansfield, Toronto, Mgr.

PROPRIETARY ASSOCIATION, THE—Headquarters: 810-18th St., N. W., Washington 6, D. C. Sherwood E. Silliman, Vick Chemical Co., New York 17, N. Y., pres.; A. K. Barta, (H. Q.), secy-treas. Elections held May.

PUBLIC RELATIONS SOCIETY OF AMERICA, INC.—2 West 46th St., New York 36, N. Y., W. Howard Chase, Communications Counselors, Inc., New York, N. Y., pres.; Shirley D. Smith (Mr.), Shirley D. Smith and Assoc., Memphis, Tenn., secy.

QUILL and SCROLL SOCIETY—Headquarters: 111 West Jackson Blvd., Chicago 4, Ill. George H. Gallup, American Institute of Public Opinion, Princeton, N. J., chairman of the board; Edward Nell, 111 West Jackson Blvd., Chicago 4, Ill., executive secretary. Elections held July.

RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION, THE—Headquarters: c/o Rob Downey, Radio Station WKAR, Michigan State University, Box 790, East Lansing, Mich., exec. secy., Ted Koop, CBS News, Washington (D. C.), pres. Elections held November.

RELIGIOUS NEWSWRITERS ASSOCIATION—Robert D. Whitaker, Providence Journal-Bulletin, pres. Elections held May, every second year.

SIGMA DELTA CHI PROFESSIONAL JOURNALISTIC FRATERNITY—Headquarters address: 35 East Wacker Drive, Chicago 1, Ill. Mason Rossiter Smith, Gouverneur (N. Y.) Tribune Press, president; James A. Byron, news director of WBAP, Fort Worth, Texas, secretary. Elections held Nov.

SOCIETY OF BUSINESS MAGAZINE EDITORS—Richard H. Morris, Plant Engineering, pres.; William A. Phair., Hardware Age., secy-treas. Elections held November.

SOCIETY OF MAGAZINE WRITERS, 520 Fifth Ave., New York, N. Y., Jack Harrison Pollack, pres.; Beatrice Schapper, corr. secy. Elections held in December.

SPEIDEL EDITORS ASSOCIATION—Colorado Springs, Colo. Charles G. Murray, Poughkeepsie (N. Y.) New Yorker, exec. secy.

SWIMMING WRITERS ASSOCIATION OF AMERICA, THE—New Haven, Conn. Louis G. Black (Associated Press, New Haven), pres.; Charles Loftus, Yale University, corresponding secretary.

THETA SIGMA PHI, The National Professional Fraternity for Women in Journalism—National Headquarters: Box 7619, University Station, Austin 12, Texas. Caldwell Meyer, executive secretary; Mrs. Franklin J. Tranett, Columbus, Ohio, pres. Elections held June.

UNITED NATIONS CORRESPONDENTS ASSOCIATION—Headquarters: Press Section, Room 452, United Nations, N. Y. John W. Heffernan, Reuters, pres.; Francis W. Carpenter, Associated Press, secy. Elections held October.

WHITE HOUSE CORRESPONDENTS ASSOCIATION—Francis M. Stephenson, New York Daily News, pres.; Paul Wooton, New Orleans Time-Picayune and Chilton Publications, secy-treas. Elections held March.

WHITE HOUSE NEWS PHOTOGRAPHERS ASSOCIATION—Henry Burroughs, A. P.; pres.; George Tames, New York Times, secy. Elections held January.

WOMEN'S NATIONAL PRESS CLUB—Headquarters: 1367 National Press Bldg., Washington 4, D. C., Alice Frein Johnson, pres.; L. K. Knight, exec. secy.

WORLD TRADE WRITERS ASSOCIATION—H. Eugene Dickhuth, New York Herald Tribune, pres.; Peter F. Greene, Exporters' Digest, secy-treas.

CITY, STATE AND REGIONAL

ALABAMA PRESS ASSOCIATION — Ben G. George, Demopolis Times, pres.; Jack Beisner, secy-treas. Headquarters: P.O. Box 2008, University, Ala. Elections held January.

ALLIED DAILY NEWSPAPERS OF WASHINGTON—Headquarters: 201 Rockway-Leland Building, Olympia, Wash. Charles L. Sefrit, Bellingham Herald, pres.; Lew Selvidge, secy-mgr. Elections held January.

ARIZONA NEWSPAPERS ASSOCIATION—Headquarters: 318 E. Polk St., Phoenix. (Mrs.) Huan Madden, exec.-secy.; Frank E. Drachman, Tucson Newspapers, Inc., pres.; Sig H. Atkinson, Chandler Arizonian, secy.-treas. Elections held January.

ARKANSAS PRESS ASSOCIATION—Headquarters: 110 Stephens Bldg., Little Rock, Ark. Sam Hodges, Osceola Times, pres.; William G. Conley, secy-mgr. Elections held January.

ASSOCIATED DAILIES OF CONNECTICUT—Carter H. White, Meriden Record, pres.; E. Bartlett Barnes, Bristol Press, secy. Elections held Winter meeting.

ASSOCIATED PRESS NEWS EXECUTIVES OF CALIFORNIA AND NEVADA—Headquarters address: Home newspaper of chairman. Until June, 1957, Larry Sisk, San Diego Tribune, chairman; Howard H. Hayes, Riverside (Cal.) Press-Enterprise, secy-treas. Elections held June.

ASSOCIATED PRESS NEWSPAPER MEMBERS OF NEBRASKA—Gene Kemper, Alliance (Neb.) Times Herald, pres.

BALTIMORE PRESS PHOTOGRAPHERS ASSOCIATION, INC.—P.O. Box 1664, Baltimore 3, Md. Jack Shipley, News-Post, pres.; James Kelmartin, News-Post, secy.

BLUE PENCIL CLUB of OHIO—Headquarters: School of Journalism, Ohio State University, Columbus 10, Ohio. Don Beattie, Ashland Times Gazette, pres.; F. W. Maguire, School of Journalism, Ohio State University, secy-treas. Elections held May.

BOSTON PRESS PHOTOGRAPHERS ASSOCIATION, INC.—P.O. Box 122, Boston, Mass. Paul Maguire, Boston Globe, pres.; Russell Adams, Boston Herald, secy.

BUSINESS MEN'S ALLIANCE—Headquarters address: 207 So. Main St. (P.O. Box 329), Salt Lake City 10, Utah. Wendell B. Romney, pres. Elections held January.

CALIFORNIA - NEVADA STATE ASSOCIATED PRESS ASSOCIATION—Headquarters: P.O. Box 3554, San Francisco 19, Calif. Harry Millet, Palo Alto Times, chairman. Paul Rodenhamer, Redding Reocrd Searchlight, secy-treas. Elections held in Feb.

CALIFORNIA NEWSPAPER PUBLISHERS ASSOCIATION, INC.—Headquarters: 809 Pacific Electric Bldg., 610 S. Main St., Los Angeles 14, Calif. Seymour C. Sterling, Sanger Herald, pres.; A. W. Bramwell, Chico Enterprise Record, secy-treas.

CALIFORNIA PRESS ASSOCIATION—Headquarters Address: 45 Second Street, San Francisco, Calif. Justus F. Craemer, San Rafael, Calif., pres.; B. J. Abraham, Bellflower, Calif., secy. Elections held spring meeting each year.

CANADIAN DAILY NEWSPAPER PUBLISHERS ASSOCIATION—Headquarters: 55 University Ave., Toronto, Ont. John Bassett, Jr., Toronto Telegram, pres. Elections held April.

CANADIAN MANAGING EDITORS' CONFERENCE—T. N. Morrison, Welland (Ont.) Tribune, pres.; Miss Marjorie Budd, British American Oil Co. Ltd., 800 Bay St., Toronto, exec. secy. Elections held Feb.

CARIBBEAN PRESS ASSOCIATION—Edward L. Cozier, Voice of St. Louis, pres.; Cyril Soares, Daily Gleaner, Jamaica, secy. Elections held November.

CHICAGO CHAPTER, AMERICAN ASSOCIATION of NEWSPAPER REPRESENTATIVES—Headquarters: Suite 1121, 360 North Michigan Ave., Chicago 1. Donald B. Milliken, Texas Daily Press League, 360 N. Michigan Ave., pres.; Wm. W. Sauerberg, Ward-Griffith Co., 400 N. Michigan Ave., secy. & asst. treas.; Miss Agnes M. Beck, exec. secy. Elections held June.

CHICAGO NEWSPAPER PUBLISHERS' ASSOCIATION—Russ Stewart, Chicago Sun-Times, pres.; Arthur E. Hall, Chicago Daily News, vice-pres.; C. E. McKittrick, Chicago Tribune, treasurer; John F. O'Keefe, secretary. Elections held annually, second Monday in May.

CHICAGO PRESS CLUB—George Tagge, Chicago Tribune, pres. Elections held December.

CHICAGO PRESS PHOTOGRAPHERS ASSOCIATION—Charles E. Knoblock, Associated Press, pres.; Luigi Mendocino, Chicago Tribune, secy.

CITY PRESS ASSOCIATION of CHICAGO—Donald J. Walsh, Chicago American, president; John F. O'Keefe, secretary-treasurer and assistant general manager.

COLORADO PRESS ASSOCIATION—Headquarters: 1645 Court Pl., Denver 2, Colo. Fred M. Betz, Jr., Lamar Daily News, president; William M. Long, managing director.

CONNECTICUT DAILY NEWSPAPERS ASSN. INC.—Winsted, Conn. Carter H. White, Meriden Record-Journal, pres.; E. Bartlett Barnes, Bristol Press, secy. Meeting in Nov.

CONNECTICUT EDITORIAL ASSOCIATION—Headquarters: U-61, Storrs, Conn. Carlton Hill, New Canaan Advertiser, pres.; John H. Gleason, executive secretary, U-61, Storrs, Conn. Elections held June.

CUVIER PRESS CLUB—Headquarters Address: 22 Garfield Place, Cincinnati 2, Ohio. George Fries, pres.; Walter F. Haehnle, secy.; L. Roy Leonard, mgr. Elections held Nov.

DELAWARE VALLEY INDUSTRIAL EDITORS—Philip M. Lind, editor, Rohm & Haas Co., 222 W. Washington Sq., Philadelphia 6, Pa. Elections held May.

DEL-MAR-VA PRESS ASSOCIATION—Milton K. Freid, Delaware Coast Press, Rehoboth Beach, Del., pres.; Robert H. Yerkes, Milford Chronicle, Milford, Del., secy-treas. Elections held January.

DETROIT CHAPTER, AMERICAN ASSOCIATION of NEWSPAPER REPRESENTATIVES—Robert Erickson, Maloney, Regan & Schmitt, Inc., pres.; E. S. Stagg, Kelly-Smith Company, secy. Elections held Oct.

DETROIT NEWSPAPER PUBLISHERS ASSOCIATION—William H. Mills, manager, Detroit Times, Detroit 31, Mich.; Robert C. Butz, exec. secy., 525 Book Bldg., 1249 Washington Blvd., Detroit 26, Mich.

EASTERN NORTH CAROLINA PRESS ASSOCIATION—Headquarters: Ahoskie, N. C. Cletus Brock, Mount Olive Tribune, pres.; J. Mayon Parker, Ahoskie Herald, secy-treas. Elections held Nov.

FLORIDA DAILY NEWSPAPER ASSOCIATION—Central Office, 337 Stadium, University of Florida School of Journalism and Communications, Gainesville, Fla. W. S. Zachach, Clearwater Sun, pres.; John Paul Jones, University of Florida School of Journalism and Communications, secy-mgr. Elections held May.

FLORIDA PRESS ASSOCIATION—Offices, 337 Stadium, University of Florida School of Journalism and Communications, Gainesville, Fla. Tom Leonard, Milton Press-Gazette, Milton, Fla., pres.; John Paul Jones, School of Journalism and Communications, University of Florida, Gainesville, Fla., secy-mgr.

FLORIDA SOCIETY of EDITORS — James A. Clendinen, Tampa Tribune, pres.; William G. Wiley, St. Petersburg Independent, secy. Elections held November.

FOURTH ESTATE SQUARE CLUB OF PHILADELPHIA (composed of newspapermen of Masonic Fraternity)—Headquarters Address: 1736 Spring Garden St., Philadelphia, Pa. James E. Lee, pres.; Carl Wilson, secy. Elections held Dec.

GEORGIA PRESS ASSOCIATION—R. E. Ledford, Vidalia Advance, pres.; Harvey H. Walters, 24 Ivy Street, S. E., Atlanta 3, Ga., secy-mgr. Elections held June.

GREATER LOS ANGELES PRESS CLUB—Headquarters: 3400 Wilshire Blvd., Los Angeles. Joseph M. Quinn, City News Service, pres.; Gerald F. Maher, Los Angeles Mirror-News, secy.; Spencer B. Kurtz, mgr.

HOOSIER STATE PRESS ASSOCIATION, INC.—Headquarters: 603 Indiana Trust Bldg., Indianapolis 4, Ind. Wray E. Fleming, general counsel; Richard Blacklidge, Kokomo, Ind., pres.; Virgil McClintic, Monticello, Ind., secy. Elections held June.

IDAHO ALLIED DAILIES, INC.—E. F. McDermott, Idaho Falls Post-Register, pres. Elections held November.

ILLINOIS AP BROADCASTERS ASSOCIATION—Al Rowe, WSOY, Decatur, chairman; William Brady, WPRC, Lincoln, vice chairman.

ILLINOIS DAILY NEWSPAPER MARKETS—George H. Williams, Gen. Mgr., 605 East Capitol Avenue, Springfield, Ill.; Edward Jenison, Paris Beacon-News, pres.; Kendall White, Elgin Daily Courier-News, secy-treas. Elections held May.

ILLINOIS PRESS ASSOCIATION—Headquarters: 119 Gregory Hall, Urbana, Ill. W. E. Williams, Chicago Heights Star, Chicago Heights, Ill., pres.; Arthur E. Strang, 119 Gregory Hall, University of Illinois, Urbana, secy-mgr. Elections held Oct.

INDIANA ASSOCIATED PRESS—James Rasmussen, Gary Post-Tribune, president; W. P. Macdonald, Star-News Bldg., Indianapolis, chief of bureau.

INDIANA DEMOCRATIC EDITORIAL ASSOCIATION—John D. Scott, Shelbyville, Ind., pres.; Eleanor P. Jamison, Sullivan, Ind., secy-treas. Elections held April.

INDIANA REPUBLICAN EDITORIAL ASSOCIATION — Howard Grossman, Salem Republican-Leader, pres.; Stephen C. Noland, Indianapolis, secy.

INDIANAPOLIS PRESS CLUB—Irving Leibowitz, Indianapolis Times, pres.

INLAND DAILY PRESS ASSOCIATION—Lester A. Walker, Fremont (Nebr.) Guide and Tribune, pres.; Stewart Riley, Bedford (Ind.) Times-Mail, chairman of the board; William F. Canfield, 7 South Dearborn St., Chicago 3, secy-treas. Elections held October.

INNER CIRCLE, New York City—Vincent A. Caso, Sr., Il Progresso, pres.; James C. O'Connor, New York Mirror, secy.

IOWA ASSOCIATED PRESS TELEGRAPH EDITORS ASSOCIATION — Headquarters: Associated Press, Register & Tribune, Des Moines, Iowa. Ben Stearns, Iowa City Press-Citizen, pres.; Jack Erickson, AP, Des Moines, secy-treas.; C. G. Douglass, chief of Bureau, AP, Des Moines. Elections held each spring.

IOWA DAILY PRESS ASSOCIATION—Headquarters: 318 Shops Building, Des Moines 9, Iowa. Robert Hogan, News Bureau Chief; Herbert O. Tschudy, Executive Director; C. W. Moody, Burlington Hawk-Eye Gazette, pres. Elections held September.

IOWA PRESS ASSOCIATION, INC.—501 Shops Bldg., Des Moines 9, Iowa. Don Reid, managing director; S. E. Tennant, Colfax Tribune, pres.; Gordon Aasgaard, Lake Mills Graphic, rec. secy. Elections held April.

IOWA PRESS PHOTOGRAPHERS ASSOCIATION INC.—Cy Berg, Marshalltown Times Republican, pres.; Eugene Cheney, Nora Springs Advertiser, secy. Elections held June.

JACKSON PRESS CLUB, Jackson, Mississippi—Jimmy Ward, pres.; Robert Webb, secy-treas.

KANSAS PRESS ASSOCIATION—Elton Carter, Norton Telegram, pres.; Larry Miller, 701 Jackson St., Topeka, gen. mgr. Elections held January.

KENTUCKY PRESS ASSOCIATIONS, INC.—Alfred S. Wathen, Jr., Kentucky Standard, Bardstown, pres.; Victor R. Portmann, secy-mgr.; Central Office, School of Journalism, University of Kentucky, Lexington.

LEGISLATIVE CORRESPONDENTS ASSOCIATION, Albany, N. Y.—Warren Weaver, Jr., The New York Times, pres.; John C. Crary, New York Redbook, secy.

LOS ANGELES CHAPTER, AMERICAN ASSOCIATION OF NEWSPAPER REPRESENTATIVES—Headquarters: c/o Western Dailies, 1330 Wilshire Blvd. A. P. Hartman, Ridder-Johns, Inc., 3242 W. 8th St., director; Richard W. Tullar, Cresmer & Woodward, Inc., 3460 Wilshire Blvd., pres.; R. James Thacker, Western Dailies, 1330 Wilshire Blvd., secy-treas. Elections held September.

LOUISIANA DAILY NEWSPAPER PUBLISHERS ASSOCIATION—C. P. Liter, general manager, Baton Rouge State-Times and Advocate, secy-treas. Elections held April.

LOUISIANA PRESS ASSOCIATION—Bruce R. McCoy, Alumni Hall, University Station, Baton Rouge, manager.

MAINE DAILY NEWSPAPER PUBLISHERS ASSOCIATION—Robert Beith, Portland Press-Herald, pres.; Quentin A. Whittier, Lewiston Sun-Journal, secy-treas. Elections held Jan.

MARYLAND PRESS ASSOCIATION—Headquarters: 513 Park Avenue, Baltimore 1, Md. Charles Gerwig, Stromberg Publications, Ellicott City, pres.; William Kerbin, Jr., Democratic Messenger, Snow Hill, secy. Elections held Feb.

MASSACHUSETTS PRESS ASSOCIATION—Headquarters: Foxboro Reporter, Foxboro, Mass. Elections held May.

MIAMI PRESS PHOTOGRAPHERS ASSOCIATION—Headquarters: 1138 NE 2nd Ave., Miami, Fla. Bob East, Miami Herald, pres.; Lynn Pelham, Miami Daily News, secy. Elections held May.

MICHIGAN LEAGUE OF HOME DAILIES—E. C. Hayhow, Hillsdale Daily News, pres.; Paul V. Elsberry, secy. Elections held January.

MICHIGAN PRESS ASSOCIATION—Headquarters: Elmer E. White, 257 Michigan Ave., East Lansing, Mich., secy-mgr.; Frank Worthington, Wyandotte Tribune, pres. Elections held January.

MID ATLANTIC WEEKLIES—Blair M. Dice, publisher, Morrisons Cove Herald, Martinsburg, president; Rolland L. Adams, publisher, Bethlehem Globe Times, secretary; Theodore A. Serrill, gen. mgr., Pennsylvania Newspaper Publishers' Association, managing director.

MIDDLE ATLANTIC NEWSPAPER CONFERENCE—David J. Winkworth, mgr., Publishers Bureau of N. J., chairman; W. Melvin Street, exec. secy., New York State Pub. Assn., secy-treas.

MIDWESTERN (N.C.) PRESS ASSOCIATION—R. H. Robertson, Leaksville News, pres.; Mrs. Gordon Tomlinson, Yadkin Herald, secy-treas.

MIDWEST TRAVEL WRITERS ASSOCIATION—Wade Franklin, Chicago Sun Times, pres.; Pearl E. Hafstrom, South Bend Tribune, secy. Elections held Feb.

MILWAUKEE PRESS CLUB—125 E. Wells St., Milwaukee 2, Wis., Frank J. Marasco, Milwaukee Sentinel, pres.; Frank H. Taylor, Wis. Telephone Co., secy.; Charles C. Benson, manager. Elections held January.

MINNESOTA EDITORIAL ASSOCIATION—Edward J. Morrison, Morris Sun & Tribune, president; Ralph W. Keller, 835 Palace Bldg., Minneapolis 1, Minn., secy-mgr. Elections held Feb.

MISSISSIPPI PRESS ASSOCIATION—Box 1709, 316 E. Pearl St., Jackson, Miss., Louis P. Cashman, Jr., Vicksburg Evening Post & Herald, pres.; Norman Mot, Jr., The Yazoo City Herald, secy.; George Lemon Sugg, mgr.

MISSOURI ASSOCIATED DAILIES—John Shea, Lexington Advertiser-News, pres.; William C. Tucker, Warrensburg Star-Journal, secy. Elections held January.

MONTANA STATE PRESS ASSOCIATION—Headquarters: Journalism Building, Missoula, Mont. R. E. Morrison, Missoula, Missoulian-Sentinel, pres.; Dorothy M. Johnson, Journalism Building, Missoula, secy-mgr. Elections held August.

NEBRASKA PRESS ASSOCIATION, INC., 120 North 9th Street, Lincoln, Nebraska—Henry Mead, Seward County Independent, pres.; Vern Scofield, Lincoln, secy-mgr. Elections held April.

NEVADA STATE PRESS ASSOCIATION—Headquarters: Department of Journalism, University of Nevada, Reno. H. M. "Hank" Greenspun, Las Vegas, Las Vegas Sun, pres.; Kenneth Ingram, Fallon, Fallon Standard, secy-treas. Elections each spring.

NEW ENGLAND ASSOCIATED PRESS NEWS EXECUTIVES ASSOCIATION—Thomas K. Brindley, Fall River (Mass.) Herald News, chairman; L. P. Yale, chief, Boston Bureau, Associated Press, secy-treas. Elections held in October.

NEW ENGLAND DAILY NEWSPAPER ASSOCIATION, THE—Richard C. Steele, Worcester (Mass.) Telegram-Gazette, pres.; Stanley T. Black, Pawtucket (R.I.) Times, secy.; Frank E. Phillips, 120 Front St., Worcester, Mass., mgr. Elections held May.

NEW ENGLAND DAILY NEWSPAPER COMPOSING ROOM EXECUTIVES' ASSOCIATION—Joseph Unsworth, Woonsocket (R.I.) Call, pres.; Lewis R. Greene, Westerly (R.I.) Sun, secy. Elections held May.

ASSOCIATIONS AND CLUBS—UNITED STATES AND CANADA—Continued

NEW ENGLAND SOCIETY of NEWSPAPER EDITORS—William H. Heath, Haverhill (Mass.) Gazette, pres.; David Brickman, Malden (Mass.) News, secy. Elections held December.

NEW ENGLAND WEEKLY PRESS ASSOCIATION—William F. Wright, Jr., Sanford (Me.) Tribune, pres.; Robert Baram, Boston University, 84 Exeter St., Boston 16, Mass., exec. secy.

NEW JERSEY LEGISLATIVE CORRESPONDENTS' CLUB—Trenton, N.J. Franklin Gregory, Newark Star-Ledger, pres.; Christopher F. Messerschmitt, secy.

NEW JERSEY PRESS ASSOCIATION—G. Wallace Conover, Somerset Messenger-Gazette, pres.; Lloyd P. Burns, secy.-mgr. Elections held June.

NEW MEXICO PRESS ASSOCIATION—Jack Sittron, Box 1068, Carlsbad, N.M., secy-mgr.; Lincoln O'Brien, New Mexico Newspapers, Inc., Farmington, pres. Elections held January.

NEWSPAPER CRAFTSMEN of NEW YORK—Stephen J. Lambert, president; John V. Coloe, Long Island Star-Journal, secretary. Elections held November.

NEWSPAPER CREDIT MANAGERS' ASSOCIATION (NEW YORK)—Headquarters: 230 W. 41st St., New York 36, N.Y. Frank A. Dreiss, New York World-Telegram and The Sun, chairman; Ruth Wallace, New York Herald Tribune, treas. Elections held December.

NEWSPAPER GUILD of NEW YORK—Headquarters: 133 W. 44th St., N.Y.C. Joseph B. Kommer, Standard & Poor's, pres.; M. Michael Potoker, secy-treas. Elections held Nov.

NEWSPAPER REPORTERS ASSN. OF N.Y.C.—Hotel Shelburne, Rm. 207, 37 St. & Lexington Ave.; James Ritchie, AP, pres.; Tom Zumbo, UP, secy.

NEW YORK ASSOCIATED DAILIES—John F. Bertram, Geneva Times, pres.; William M. Kessler, Gloversville, Leader-Herald, secy-treas. Elections held February.

NEW YORK CHAPTER, BASEBALL WRITERS ASSOCIATION of AMERICA—Louis Effrat, chairman; Sid Gray, executive secretary. Office: Waldorf-Astoria Hotel, New York, N. Y. Elections held November.

NEW YORK DRAMA CRITICS CIRCLE—Walter Kerr, Herald Tribune, pres., George Freedley, Theatre USA Editor, Theatre Arts, secy. Elections held October.

NEW YORK FINANCIAL WRITERS' ASSOCIATION, INC.—P.O. Box 483, Times Square Station, New York 36, N. Y. Frank William Reed, World-Telegram & Sun, pres.; Mae W. Stabler, exec. secy.

NEW YORK FOOTBALL WRITERS ASSOCIATION—Oscar Fraley, United Press, pres.; Til Ferdenzi, New York Journal-American, secy.

NEW YORK HOCKEY WRITERS ASSOCIATION—Headquarters: Madison Square Garden, N. Y. Joe Nichols, New York Times, president; Howie Maurer, Long Island Press, secretary-treasurer.

NEW YORK NEWSPAPER WOMENS' CLUB—Gain Hall, New York Herald Tribune, pres.

NEW YORK PRESS ASSOCIATION—Headquarters: Journalism Center, Syracuse University, Syracuse 10, N.Y. James M. Brahan, Hoosick Falls Standard Press, pres.; Howard W. Palmer, secy-mgr. Elections held Feb.

NEW YORK PRESS PHOTOGRAPHERS ASSOCIATION, INC.—270 Park Ave., New York 17, N.Y. Pat Candido, Daily News, pres.; Ellsworth Schell, Newark News, secy. Elections held May.

NEW YORK STATE ASSOCIATED PRESS ASSOCIATION—J. Leonard Gorman, Syracuse Post-Standard, pres.; Norris Paxton, Albany Associated Press, secy. Elections held October.

NEW YORK STATE PUBLISHERS ASSOCIATION—George W. Helm, Jr., Westchester County Publishers, Inc., White Plains, pres.; W. Melvin Street, Journalism Center, Syracuse University, Syracuse, 10, N.Y., exec. secy. Elections held September.

NEW YORK STATE SOCIETY of NEWSPAPER EDITORS—Charles A. King III, Utica Observer-Dispatch, pres.; Robert D. Murphy, Syracuse University School of Journalism, Syracuse 10, N.Y., exec. secy. Elections held Aug.

NORTH and EAST TEXAS PRESS ASSOCIATION—BQ, Box 711, Jacksonville, Tex. Barnes H. Brulles, Jacksonville Daily Progress (Tex.), pres.; Ed Laker, Grapeland Messenger (Tex.), secy-treas.

NORTH CAROLINA ASSOCIATED PRESS CLUB—Headquarters: Associated Press Bureau, Charlotte, N.C. Paul Hansell, secy. Elections held Jan.

NORTH CAROLINA ASSOCIATED PRESS NEWS COUNCIL—Worth Bacon, Winston Salem (N.C.) Journal, pres.

NORTH CAROLINA ASSOCIATION of AFTERNOON DAILIES, INC.—Lynn Nisbet, mgr.; Miss Lucile Harris, Raleigh, N.C., treasurer.

NORTH CAROLINA PRESS ASSOCIATION—Headquarters: Morganton, N.C. Thomas J. Robinson, Charlotte, president and chairman of the board; Miss Beatrice Cobb, Morganton, N.C., secy-treas. Elections held July.

NORTH DAKOTA PRESS ASSOCIATION—Headquarters: Langdon, N.D. Frank Hornstein, Rugby, pres.; Edward J. Franta, Langdon, secy-treas. Elections held April.

NORTHWEST DAILY PRESS ASSOCIATION—Headquarters: Minneapolis, Minn. James A. Black, Fargo (N.D.) Forum, pres.; John Ainley, Bemidji (Minn.) Pioneer, chairman of board; Raymond C. Rode, Minneapolis, exec. secy. Elections held February.

OHIO LEGISLATIVE CORRESPONDENTS ASSOCIATION—Headquarters: Press Room, State House, Columbus. Hal Conefry, Columbus, O., pres.; Robert Vincent, Columbus, O., secy. Elections held January of odd numbered years.

OHIO NEWSPAPER ASSOCIATION—Headquarters: 198 So. High St., Columbus 15. G. Gordon Strong, Brush Moore Newspapers, pres.; Roger H. Ferger, Cincinnati Enquirer, chairman of board; William J. Oertel, exec. dir. Elections held Jan.

OHIO NEWSPAPER WOMEN'S ASSOCIATION—Mrs. Margaret Dennis, Republican Courier, Findlay, pres.; Mrs. Helen Geib Fry, Wadsworth, exec. secy. Elections held October.

OKLAHOMA PRESS ASSOCIATION—George B. Hill, Coalgate Record-Register, pres.; Ben Blackstock, 2305 Biltmore Hotel, Oklahoma City, secy-mgr. Elections held June.

OMAHA PRESS CLUB—Omaha, Nebr. John S. Savage, pres.

ONTARIO PROVINCIAL DAILIES ASSOCIATION—W. J. Coyle, Kingston Whig-Standard, pres.; W. J. Sutcliffe, Kingston Whig-Standard, secy-treas. Elections held February.

OREGON NEWSPAPER PUBLISHERS ASSOCIATION, INC.—M. J. Frey, Portland Oregonian, pres.; Carl C. Webb, Journalism Bldg., Eugene, secy-mgr. Elections held June.

OREGON PRESS CONFERENCE—Bernard Mainwaring, Salem Capital Journal, chairman; Carl C. Webb, School of Journalism, University of Oregon, Eugene, Ore., secretary. Elections held February.

PACIFIC NORTHWEST NEWSPAPER ASSOCIATION—M. J. Frey, Portland Oregonian, pres.; A. G. Liewellyn, secy., Rm. 609, 606 S.W. Broadway, Portland 5, Ore. Elections held January.

PACIFIC SLOPE NEWSPAPERS, INC.—Headquarters: 236 Communications Bldg., University of Washington, Seattle 5, Wash. Virgil Hillyer, Sunnyside (Wash.) Sun, pres.; W. A. Wilbur, Davenport (Wash.) Times, secy.; C. B. Lafromboise, Seattle, Washington, mgr. Elections held Sept. or Oct.

PANHANDLE PRESS ASSOCIATION—Headquarters, Clarendon, Texas. Arthur C. Haley, Jr., Canyon News, Canyon, Tex., pres.; G. W. Estlack, Donley County Leader, Clarendon, Texas, secy-treas. Elections held April.

PENNSYLVANIA LEGISLATIVE CORRESPONDENTS' ASSOCIATION—Headquarters: Capitol News Room, P.O. Box 274, Harrisburg, Pa. Duke Kaminski, Philadelphia Bulletin, pres.; Morris E. Swartz, Supervisor of Capitol Newsroom, secy-treas. Elections held Jan. 1957 for two years.

PENNSYLVANIA NEWSPAPER PUBLISHERS ASSOCIATION—Headquarters: 2717 N. Front St., Harrisburg, Pa. Rolland L. Adams, Bethlehem Globe-Times, pres.; Richard A. Swank, Duncannon Record, secy-treas.; Theodore A. Serrill, Harrisburg, gen. mgr. Elections held October.

PENNSYLVANIA SOCIETY OF NEWSPAPER EDITORS—Headquarters: 2717 N. Front St., Harrisburg, Pa. Joseph H. Adleman, Easton Express, pres.; George A. Scott, Clearfield Progress, secy-treas. Elections held May, 1957.

PENNSYLVANIA WOMEN'S PRESS ASSOCIATION—Headquarters: 2717 N. Front St., Harrisburg, Pa. Mrs. Adelaide M. Blaetz, Breeze Newspapers, Fox Chase, Pa., pres.; Miss Pat English, Erie, Pa., Times, secy.-treas. Elections held May, 1957.

PHILADELPHIA PRESS ASSOCIATION — Headquarters: 1001 Chestnut St., Phila. 7, Pa. James E. McNeill, Philadelphia Bulletin, pres.; Sigurd B. Hagen, Philadelphia Daily News, secy. Elections held February.

PHILADELPHIA RECORD OLD-TIMERS—H. T. Craven, dramatic critic, 321 So. 18th St., Philadelphia, president; Thomas P. O'Neil, Public Relations, Penna. Mir's. Ass'n; Harry Bewley, 323 Park Ave., Swarthmore, Pa., secretary; Frank W. Short, City Hall, chairman, board of directors.

PHILADELPHIA SPORTS WRITERS ASSOCIATION—Russell Green, United Press, pres.; Eugene Courtney, Philadelphia Inquirer, secy. Elections held February.

PORTLAND (OREGON) PRESS CLUB—Herman Edwards (Oregonian), pres.

PRESS CLUB of ATLANTIC CITY, N.J.—Syd Stoen, pres.

PRESS CLUB OF DALLAS—Bert Holmes, Dallas Times Herald, pres.; Helen Hankins, International News Service, secy.

PRESS PHOTOGRAPHERS ASSOCIATION OF PHILADELPHIA AND CAMDEN—Charles Higgins, Philadelphia Bulletin, pres. and chairman of board; Lew Clark, WCAU-TV, secy. Elections held June.

PRESS PHOTOGRAPHERS ASSOCIATION of PITTSBURGH — Penn - Sheraton Hotel, Pittsburgh, Pa.: Charles Stuebgen, Pittsburgh Post Gazette, pres.; Edwin Morgan, Pittsburgh Sun Telegraph, secy. Elections held Nov.

PRESS CLUB of OHIO—Columbus—Harold W. Carlisle, Ohio State Journal, pres.

PRESS CLUB of VIRGINIA—Hotel Jefferson, Richmond — Richard W. Payne, Richmond News Leader, pres. (590 members).

PUBLISHERS' ASSOCIATION of NEW YORK CITY—Headquarters: 1475 Broadway, New York 36, N.Y. C. C. Lane, The New York Times, chmn.; Warren D. Chandler, secy.

PUBLISHERS' BUREAU of NEW JERSEY, INC.—Raymond-Commerce Bldg., Newark 2, N.J. David J. Winkworth, mgr.; James J. McMahon, (Union City) Hudson Dispatch, chairman. Elections held November.

SAN FRANCISCO CHAPTER, AMERICAN ASSOCIATION of NEWSPAPER REPRESENTATIVES—William St. Sure, Ward-Griffith Co., Inc., pres.; James W. Cravagan, Katz Agency, Inc., treas. Elections held Sept.

SAN FRANCISCO PRESS & UNION LEAGUE CLUB—555 Post St., Edward S. Montgomery, San Francisco Examiner, pres.; (3,000 members); Eric Cullenward, public relations, secy.

SOCIETY OF THE SILURIANS—George E. Sokolsky, pres.; Alden D. Stanton, exec. secy., 12 E. 41st St., New York 17, N.Y.

SOUTH CAROLINA PRESS ASSOCIATION—David W. Hiott, Greenville Observer, pres.; c/o Harold C. Booker, secy., Camden, S. C. Elections held February.

SOUTH DAKOTA PRESS ASSOCIATION, Headquarters: Box T, State College Station. Wm. S. Gibson, Vermillion, Vermillion Plain Talk, pres.; Homer J. Givens, secy-mgr. Elections held April.

SOUTH PLAINS PRESS ASSOCIATION—Headquarters address: c/o Louis H. Vestal, Sun-News, Box 1456, Levelland, Tex., secy-treas.

SOUTHEASTERN PENNSYLVANIA NEWSPAPER ASSOCIATION—Headquarters: William E. Strasburg, Ambler Gazette, pres.; Richard G. Taylor, Kennett Square News & Advertiser, secy. Elections held December.

SOUTHERN ILLINOIS EDITORIAL ASSOCIATION. Robert Evans, McLeansboro Time-Leader, pres. Elections held April.

SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION—James L. Knight, Miami (Fla.) Herald, pres.; Charles McD. Puckette, Chattanooga (Tenn.) Times, chairman of board; Tom Tanner, Chattanooga, Tenn., secy-mgr. Elections held November.

SOUTHWEST KANSAS EDITORIAL ASSOCIATION—Headquarters: Syracuse Journal, Syracuse, Kans. Albert James, Syracuse Journal, pres.; Earl Fickertt, Peabody, secy.

TENNESSEE PRESS ASSOCIATION, INC.—Headquarters: University Station, Knoxville, Tenn. Carl A. Jones, Johnson City Press-Chronicle, pres.; Glenn E. McNeil, University Station, Knoxville, secy-mgr. Elections held June.

TENNESSEE PRESS SERVICE, INC.—Guy Easterly, Press, La Follette, Tenn., pres.; Glenn E. McNeil, secy-treas-manager, University Station, Knoxville, Tenn. Elections held June.

TEXAS DAILY NEWSPAPER ASSOCIATION—Headquarters: 813-14 Chronicle Bldg., Houston. H. Ben Decherd, Jr., Dallas Morning News, pres.; John H. Murphy, exec. dir., TDNA, Houston.

TEXAS GULF COAST PRESS ASSOCIATION—Headquarters: R. Starley Tevis, Houston Post, secy-treas.; Robert Whitten, Navasota Examiner, pres. Elections held April.

TEXAS PRESS ASSOCIATION—David C. Leavell, Galveston News-Tribune, pres.; L. A. Duewall, LaGrange Journal, secy-treas.; Vernon Sanford, Austin, gen. mgr. Elections held June.

TOPEKA PRESS CLUB—Headquarters Address: Capper Building, 8th and Jackson, Topeka, Kan. Stan Stauffer, Journal, president; Elon M. Torrence, Associated Press, secretary-treasurer.

TORONTO MEN'S PRESS CLUB, 99 Yonge St., Toronto, Ont. Pat Ussher, Canadian Press, pres.; A. O. Cole, Globe and Mail, secy. Elections held October.

UNITED PRESS NEWSPAPER EDITORS of MASSACHUSETTS, Boston, Mass. Phillip S. Weld, Gloucester Times and Newburyport News, pres.

VIRGINIA PRESS ASSOCIATION, INC.—J. Curtis Lyons, Petersburg Progress-Index, pres. and chairman of the executive committee; Edwin O. Meyer, Suite 510-12-14, Virginia Bldg., Richmond 9, Va. secy-mgr. Elections held July.

WASHINGTON NEWSPAPER PUBLISHERS ASSOCIATION, INC.—Headquarters: 236 Communications Bldg., University of Washington, Seattle 5. Bruce A. Wilson, Ritzville Journal-Times, pres.; Vernon Peterson, Cle Elum Miner-Echo, secy.; C. B. Lafromboise, 236 Communications Bldg., University of Washington, Seattle 5, mgr.

WASHINGTON PUBLISHERS ASSOCIATION, 1317 F Street, N.W., Washington, D.C.—Theodore A. Serrill, exec. dir.; C. C. Boysen, Washington Post Times-Herald, treas.

WEST TEXAS PRESS ASSOCIATION—Headquarters address: Mrs. Ben Oglesby, Box 318, Bronte, Tex. Elections held August.

WEST VIRGINIA PRESS ASSOCIATION, INC.—Francis P. Fisher, secy-mgr. Headquarters: Room 2, Martin Hall, Morgantown. Charles Hodel, Beckley Newspapers Corp., pres.

WISCONSIN DAILY NEWSPAPER LEAGUE—Headquarters Address: 212 4th St., Racine, Wis. Marshall B. Atkinson, Eau Claire Leader-Telegram, pres.; Harry R. LePoidevin, Journal-Times, Racine, secretary-treasurer. Elections held November 29.

WISCONSIN PRESS ASSOCIATION—Palmer Sondreal, Amery Free Press, pres.; Max F. Ninman, Reedsburg Times-Press, secy-treas. Elections held May.

WISCONSIN WOMEN'S PRESS CLUB—Breta L. Griem, pres.

WYOMING PRESS ASSOCIATION—Adrian Reynolds, Green River Star, pres.; Wallace R. Biggs, 318 South 11th, Laramie, mgr. Elections held February.

ADVERTISING

ADVERTISING ASSOCIATION OF THE WEST—Headquarters address: 425 Bush St., San Francisco 8, Calif. Charles W. Collier, executive vice-pres.

ADVERTISING CLUB OF NEW YORK—Thomas B. Haire, Haire Publishing Co. 111 4th Avenue, pres.

ADVERTISING FEDERATION of AMERICA—Headquarters: 250 W. 57 St., New York 19, N.Y. Ben R. Donaldson, Ford Motor Co., Dearborn, Mich., chairman; Elon G. Barton, pres. and gen. mgr.

ADVERTISING MANAGERS ASSOCIATION of the OHIO SELECT LIST—Larry Finch, Troy Daily News, pres.; J. R. Harris, Piqua Call, secy-treas.

ADVERTISING MANAGERS ASSN. OF WISCONSIN DAILY NEWSPAPERS—Kenneth E. Davis, Appleton Post Crescent, pres.

ADVERTISING MANAGERS BUREAU, NEW YORK STATE DAILIES—Headquarters Address: Journalism Center, Syracuse University, Syracuse 10, New York. W. Stanley DeHimer, pres.; Robert J. Arnold, treas.; Howard W. Palmer, exec. secy. Elections held October.

ADVERTISING NEWS ASSOCIATION, INC. (THE), NEW YORK, N.Y.—Robert B. McIntyre, adv. news editor of Editor & Publisher, pres.; Miss Roberta Gerry, corr. secy.

ADVERTISING SPECIALTY NATIONAL ASSOCIATION—Headquarters: 1145 19th St., Washington 6, D.C. L. T. Chelstrom, Fabriko, Inc., Green Lake, Wis., pres.; Ralph B. Thomas, Wash., D.C., exec. dir. Elections held September.

ADVERTISING TYPOGRAPHERS ASSOCIATION of AMERICA, INC.—461 Eighth Ave., New York. Walter T. Armstrong, Walter T. Armstrong, Inc., 35 No. 10th St., Philadelphia 7, Pa., pres.; Glenn C. Compton, 461 Eighth Ave., N.Y.C., exec. secy. Elections held October.

ADVERTISING WOMEN of NEW YORK, INC.—Headquarters: The Barbizon, 140 E. 63rd St., New York 21, N.Y. Harriet Raymond, Celanese Corp. of America, 180 Madison Ave., pres.; Ruth Harms, exec. secy. Elections held May.

AMERICAN ASSOCIATION of ADVERTISING AGENCIES—Headquarters: c/o Frederic R. Gamble, A.A.A.A., 420 Lexington Ave., New York 17, pres.; Robert D. Holbrook, Compton Advertising, Inc., chairman of the board; Donald K. Clifford, Doherty, Clifford, Steers & Shenfield, Inc., secy-treas. Elections held April.

ART DIRECTORS CLUB of DETROIT—c/o Campbell-Ewald Co., 4th Floor General Motors Building, Detroit 2, Mich. Douglas MacIntosh, Campbell-Ewald Co., pres.; Jonas Gold, Kenyon & Eckhardt, Inc., secy. Elections held July.

ASSOCIATION of CANADIAN ADVERTISERS, INC.—Headquarters: 701 Federal Bldg., Toronto 1, Ont. R. R. McIntosh, General Foods Ltd., Toronto, pres.; Frank A. Healy, Association of Canadian Advertisers, Inc., Toronto, gen. mgr. & secy. Elections held May.

ASSOCIATION of INTERNATIONAL ADVERTISING AGENCIES—Headquarters: 405 Lexington Ave., New York 17, N.Y. Robert H. Otto, Robert Otto & Co., Inc., pres.; Miss Rose Lowe, Quinn-Lowe, Inc., vice-president; Joseph W. Madden, National Export Advertising Service, Inc., secy-treas. Elections held Sept.

ASSOCIATION of NATIONAL ADVERTISERS, INC.—Headquarters Address: c/o Paul B. West, 155 E. 44 St., New York, pres.; Edwin W. Ebel, General Foods Corp., chairman of the board. Elections held October.

BUREAU of ADVERTISING ANPA—Headquarters: 485 Lexington Ave., New York 17, N.Y. Richard L. Jones, Jr., Tulsa (Okla.) Tribune & World, chairman; Harold S. Barnes, director; Edward C. Raymond, bus. mgr.; 485 Lexington Ave., New York, N. Y. Elections held April.

CALIFORNIA NEWSPAPER ADVERTISING MANAGERS ASSOCIATION (Southern Division)—Don Nutter, Long Beach Independent Press-Telegram, pres.; Bob Harnar, Copley Newspapers, Los Angeles, vice-pres.; Bill Bartlett, San Bernardino Sun-Telegram, secy-treas.

CANADIAN ADVERTISING RESEARCH FOUNDATION INC.—Headquarters: 85 Richmond St. W, Toronto 1, Canada. Adrian Gamble, Procter & Gamble Co. of Canada Ltd., Toronto, chairman; Frank A. Healy, Association of Canadian Advertisers, Inc., Toronto, secy-treas.

CANADIAN ASSOCIATION OF ADVERTISING AGENCIES—Einar V. Rechnitzer, MacLaren Ad. Ltd., pres.; W. H. Reid, Spitzer & Mills Ltd., secy-treas.

FINANCIAL PUBLIC RELATIONS ASSOCIATION—W. W. Delamater, Tradesmens Bank & Trust Co., Philadelphia, Pa., pres.; Lucy V. David, 231 South La Salle St., Chicago 4, Ill., secy. Elections held Fall.

FLORIDA NEWSPAPER ADVERTISING EXECUTIVES—Headquarters: P.O. Box 5476, Jacksonville 7. Clarence H. Bracey, secy.; Paul Harris, Clearwater Sun, pres.

IDAHO NEWSPAPER ADVERTISING SERVICE, INC.—P.O. Box 1067, Boise, Idaho. Lyle A. Young, secy-mgr.; J. Lewis Papes, St. Maries, pres. Elections held January.

INTERNATIONAL ADVERTISING ASSOCIATION, INC.—George F. Kendall, International General Electric, New York, pres. and chairman of the board; Harold E. Weinholtz, Young & Rubicam, Inc., New York, secy.

KANSAS DAILY ADVERTISING MANAGERS ASSOCIATION (THE)—Nelson Bridge, Winfield Daily Courier, pres.; Larry Miller, Kansas Press Assn., secy-treas. Elections held Fall meeting.

MAGAZINE ADVERTISING BUREAU of CANADA—21 Dundas Sq., Toronto 1. C. J. Laurin, Chatelaine, Toronto 2, vice-chairman; R. G. Scott, Maclean-Hunter Publishing Co. Ltd., Toronto 2, secy. Elections held May.

(Continued on Page 346)

ASSOCIATIONS AND CLUBS—UNITED STATES AND CANADA—Continued

(Continued from Page 345)

MEDIA BUYERS' ASSOCIATION of NEW YORK—David J. Wasko, Morey, Humm & Johnstone, president. Rita Venn, Doherty, Clifford & Shenfield.

MICHIGAN PRESS ADVERTISING CONFERENCE—Elmer E. White, E. Lansing, secy.

MIDWEST NEWSPAPER ADVERTISING EXECUTIVES' ASSN.—Victor A. Modeer, St. Joseph (Mo.) News Press & Gazette, pres.; Walter Hussman, Camden (Ark.) News, secy-treas. Elections held September.

NATIONAL ADVERTISING AGENCY NETWORK—Headquarters: 4235 Lindell Blvd., St. Louis 8, Mo. Oakleigh R. French, Oakleigh R. French & Associates, St. Louis 8, managing director; Steering Committee; Frank G. Japha, 16 Mary Hill, St. Louis 24, Mo., exec. secy. Elections held April.

NATIONAL SALES EXECUTIVES—Headquarters: 136 E. 57th St., New York 22, N.Y. Tony Whan, Pacific Outdoor Adv., Los Angeles, Calif., chairman of the board; Robert A. Whitney, 136 E. 57th St., New York 22, pres. Elections held June.

NEW ENGLAND NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION—George W. McLaughlin, Haverhill (Mass.) Gazette, pres.; Charles G. Iwanicki, Meriden (Conn.) Record-Journal, secy. Elections held October.

NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION—Headquarters: 417 North Vermilion St., Danville, Ill., Robert C. Pace, secy-treas.; Karl T. Finn, Cincinnati Times-Star, pres. Elections held January.

NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION of the CAROLINAS—R. D. Haltiwanger, Columbia (S.C.) State-Record, pres.; Chester Bovender, Winston-Salem (N.C.) Journal & Sentinel, secy. Elections held February.

OUTDOOR ADVERTISING ASSOCIATION of AMERICA, INC.—Headquarters: 24 West Erie St., Chicago 10, Ill. H. B. Markham, P.O. Box 328, Pocatello, Ida., chairman of board; Fred C. Beseler, P.O. Box 1644, Shreveport R, La., pres.; Karl L. Ghaster, Jr., 24 West Erie St., Chicago 10, Ill., secy. Elections held December.

PACIFIC NORTHWEST NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION—Ralph B. Lee, Albany (Ore.) Democrat-Herald, pres.; A. D. Addison, Klamath Falls (Ore.) Herald and News, secy-treas. Elections held May.

PREMIUM ADVERTISING ASSOCIATION of AMERICA, INC.—Headquarters: Suite 1009, 608 Fifth Ave., New York 20, N.Y. Gordon C. Bowen, The Premium Service Co. Inc., New York 11, N.Y., pres. Elections held May.

PUBLIC UTILITIES ADVERTISING ASSOCIATION—Headquarters: The Connecticut Light and Power Company, Hartford 1, Conn., George G. Hanel, secy.; Robert H. Bridges, The Cleveland Electric Illuminating Co, Cleveland 1, Ohio, pres.

TEXAS NEWSPAPER ADVERTISING MANAGERS ASSOCIATION—J. T. LaRoque, Abilene, Reporter-News, Abilene, president.

UTAH STATE PRESS ASSOCIATION, INC.—(Business Affiliate, Utah State Press Association), Charles W. Claybaugh, Brigham City, Utah, chairman of board; Gordon P. Owen, Jr., 34 W. Broadway, Salt Lake City 1, Utah, mgr. Elections held February.

WESTERN DAILY NEWSPAPER ADVERTISING MANAGERS' ASSOCIATION—John S. Ward, Edmonton (Alta) Journal, pres.; John T. Howard, Brandon (Man.) Sun, secy-treas. Elections held July 28, 1956.

WESTERN STATES ADVERTISING AGENCIES ASSOCIATION—Headquarters: 431 S. Western Ave., Los Angeles 5. James Christopher, Hill & Christopher, Advg., pres.; Martha A. Jeffres, exec. secy.

CIRCULATION

CALIFORNIA CIRCULATION MANAGERS' ASSOCIATION—Headquarters: c/o James H. Mackie, San Francisco Call-Bulletin, secy-treas.; Ralph Kuhn, The Outlook, Santa Monica, pres. Elections held October.

CANADIAN CIRCULATION MANAGERS' ASSOCIATION—Headquarters: Roy Middleton, Hamilton (Ont.) Spectator, secy.; I. B. MacCallum, Halifax (N.S.) Herald Mail, pres. Elections held May.

CENTRAL STATES CIRCULATION MANAGERS' ASSOCIATION — R. H. Ziegler, Saginaw (Mich.) News, pres.; C. K. Jefferson, Des Moines (Iowa) Register and Tribune, secy-treas. Elections held March.

INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION — Headquarters: 403 Interurban Bldg., Dallas, Texas. Walter Aronoff, Detroit Times, Detroit, Mich., pres.; Jack Estes, 403 Interurban Bldg., Dallas, Texas, secy-mgr.

INTER-STATE CIRCULATION MANAGERS ASSOCIATION—Daniel L. Martin, News-Journal, Wilmington (Del.), pres.; Virgil Fassio, Tarentum (Pa.) Valley Daily News, secy-treas. Elections held October.

INTER-STATE CIRCULATION MANAGERS ASSOCIATION—David N. Smith, Williamsport (Pa.) Sun-Gazette, pres.; Virgil Fassio, Tarentum (Pa.) Valley Daily News, secy-treas.; Robert O. Crawford, Harrisburg (Pa.) Patriot-News, convention secy. Elections held October.

MICHIGAN PRESS CIRCULATION CONFERENCE, Lansing, Mich.—Willard Reed, The State Journal, chairman; Elmer White, Michigan Press Association, secy.

MID-ATLANTIC CIRCULATION MANAGERS' ASSOCIATION—Joe E. Hart, Spartanburg (S.C.) Herald-Journal, pres.; Ray Antley, Columbia (S.C.) Record, convention secy. Elections held Oct.

MIDWEST CIRCULATION MANAGERS ASSOCIATION—George Dunn, Kansas City Star, Kansas City (Mo.), pres.; Frank W. Long, Wichita Eagle, Wichita (Kan.), secy-treas.

MISSOURI CIRCULATION MANAGERS' ASSOCIATION—Lee Arnold, Sikeston Standard, pres.; Vernon Duffy, Mexico Ledger, secy. Elections held May.

NEW ENGLAND CIRCULATION MANAGERS ASSOCIATION—Headquarters: c/o Manuel G. Berman, Worcester Telegram and Gazette, 20 Franklin St. Worcester, Mass., secy-treas., Paul C. Abbott, Lawrence (Mass.) Eagle Tribune, pres. Elections held January.

NEW YORK STATE CIRCULATION MANAGERS ASSOCIATION—J. Truman Kahler, Rome Sentinel, secy-treas. Elections held October.

NORTHERN STATES CIRCULATION MANAGERS ASSOCIATION — Kenneth Pope, Aberdeen (S.D.) American News, pres.; W. R. Schaefer, Marinette (Wis.) Eagle-Star, secy-treas. Elections held April.

OHIO CIRCULATION MANAGERS ASSOCIATION—Dar Sims, Columbus Citizen, pres.; Lambert Liddell, Sandusky Register-Star-News, secy-treas. Elections held October.

PACIFIC NORTHWEST INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION — Dale Drake, Sr., Longview Daily News, pres.; Henry A. Hoskins, Tacoma News-Tribune, secy. Elections held May 12-14.

SOUTHERN CIRCULATION MANAGERS' ASSOCIATION—Headquarters: P.O. Box 568, Chattanooga, Tenn., Don Cameron, Knoxville (Tenn.) News-Sentinel, pres.; R. J. Sudderth, Chattanooga (Tenn.) Times, secy. Elections held September.

TEXAS CIRCULATION MANAGERS' ASSOCIATION—Frank Arnold, Beaumont Enterprise and Journal, pres.; E. R. Roth, Fort Worth Press, convention secy.; P. F. Fincher, Austin American-Statesman, secy-treas. Elections held Nov.

CLASSIFIED SECTION

ASSOCIATION of NEWSPAPER CLASSIFIED ADVERTISING MANAGERS, INC.—Jim Slep, Altoona (Pa.) Mirror, pres.; Arthur Mochel, Columbus (Ohio) Citizen, secy. Elections held June.

MISSISSIPPI VALLEY CLASSIFIED ADVERTISING MANAGERS ASSOCIATION—Robert Richter, Sheboygan (Wis.) Press, pres.; George J. Westrich, Racine (Wis.) Journal-Times and Sunday Bulletin, secy. Elections held February.

NEW YORK CLASSIFIED ADVERTISING MANAGERS' ASSOCIATION—Daniel L. Lionel, New York Herald Tribune, pres.; Earl DuBois, Bergen Evening Record, secy-treas.

NORTHERN CALIFORNIA CLASSIFIED ADVERTISING MANAGERS ASSOCIATION—Ed Rice, Redwood City Tribune, pres.; Mrs. Lily M. Budde, San Francisco Progress, secy.

SOUTHERN CLASSIFIED ADVERTISING MANAGERS ASSOCIATION—Mack T. Christian, Tampa (Fla.) Tribune, pres.; Frank Hastings, San Antonio (Tex.) Light, secy-treas.

WESTERN CLASSIFIED ADVERTISING ASSOCIATION—Jack Hathaway, Alhambra Post Advocate, pres.; Neola Noell, Las Vegas (Nev.) Review-Journal, secy. Elections held August, 1957.

MECHANICAL

GREAT LAKES NEWSPAPER MECHANICAL CONFERENCE—John E. Innis, Indianapolis Star-News, pres.; Don M. Clark, Grand Rapids (Mich.) Press, secy-treas. Elections held Jan.

ILLINOIS NEWSPAPER MECHANICAL CONFERENCE—Headquarters: Hotel Custer, Galesburg, Ill. Wilbur L. Augspurger, Peoria Newspapers, Inc., secy-treas.

INTERNATIONAL ASSOCIATION OF ELECTROTYPERS & STEREOTYPERS, INC.—701 Leader Bldg., Cleveland 14, Ohio. Elmer Schwartz, United Electrotype & Stereotype Co., 426 S. Clinton St., Chicago 7, Ill., pres.; A. P. Schloegel, 701 Leader Bldg., Cleveland 14, Ohio, intl. secy-treas. Elections held October.

INTERNATIONAL ASSOCIATION of PRINTING HOUSE CRAFTSMEN, INC.—Headquarters: 411 Oak St., Room 307, Cincinnati 19, O. Mr. Pearl E. Oldt, exec. secy.; George Wise, 1200 Warren Rd., Lakewood 7, Ohio, pres. Elections held Aug.

INTERNATIONAL PHOTO-ENGRAVERS' UNION of NORTH AMERICA—Wilfred T. Connell, Room 1114, Statler Bldg., Boston 16, Mass., pres.; Henry F. Schmal, 3605 Potomac St., St. Louis 16, Mo., secy-treas. Elections held August.

INTERNATIONAL PRINTING PRESSMEN and ASSISTANTS' UNION of NORTH AMERICA—PRESSMEN'S HOME, TENNESSEE—Thomas E. Dunwody, Pressmen's Home, Tenn., pres.; George L. Googe, Pressmen's Home, Tenn., secy-treas.

INTERNATIONAL STEREOTYPERS' & ELECTROTYPERS' UNION—Frank R. Adams, 1840 Transportation Bldg., Chicago 5, Ill., 1st vice-pres. & acting pres.; Joseph L. O'Neil, 752 Old South Bldg., Boston 8, Mass., secy-treas.

INTERNATIONAL TYPOGRAPHICAL UNION—Headquarters: 2820 North Meridian Street, Indianapolis, Ind. Woodruff Randolph, P.O. Box 428, Indianapolis 6, Ind., pres.; Don Hurd, P.O. Box 728, Indianapolis 6, Ind., secy-treas. Elections held May.

IOWA DAILY NEWSPAPER MECHANICAL CONFERENCE—Howard W. Lee, Ottumwa Courier, pres.

MID-ATLANTIC NEWSPAPER MECHANICAL CONFERENCE—Headquarters: 2717 N. Front St., Harrisburg, Pa. Co-sponsored by Pennsylvania Newspaper Publishers' Association and New Jersey Press Association. Claude E. Schell, Reading, Pa., Eagle-Times, 1957 chairman; conference director, Theodore A. Serrill, gen. mgr., PNPA; exhibits chairman, G. Richard Dew, asst. to gen. mgr., PNPA.

NATIONAL ASSOCIATION of PRINTING INK MAKERS, INC.—1440 Broadway, New York 36, N.Y. Fred A. Weymouth, Interchemical Corp., Printing Ink Div., 67 West 44th St., New York 36, N.Y., pres.; Herbert Livesey, Jr., 1440 Broadway, secy.

NEW ENGLAND DAILY NEWSPAPER COMPOSING ROOM EXECUTIVES ASSOCIATION—Joseph Unsworth, Woonsocket (R.I.) Call, pres.; Lewis R. Greene, Westerly (R.I.) Sun, secy. Elections held May.

NEW ENGLAND NEWSPAPER MECHANICAL EXECUTIVES ASSOCIATION—Joseph L. Woods, Hartford Times, pres.; John P. Sorensen, New Bedford Standard-Times, secy-treas. Elections held October.

PHOTO-ENGRAVERS RESEARCH, INC.—Headquarters: P.O. Box 1099, Savannah, Ga., C. A. Powers, Powers Photo-Engraving Company, New York, pres.; George F. Hoffmann, Dixie Engraving Company, Savannah, secy-treas. Elections held October.

MISCELLANEOUS

ANGLO-AMERICAN PRESS ASSOCIATION OF PARIS—Harold Callender, New York Times, pres.; Eric Hawkins, New York Herald Tribune, Paris, secy. gen.

FOREIGN MEDIA REPRESENTATIVES ASSOCIATION, INC.—Joshua B. Powers, Joshua B. Powers, Inc., 345 Madison Ave., New York, N.Y., pres.

FOREIGN PRESS ASSOCIATION—50 Rockefeller Plaza, Room 609, New York 20. Paul F. Sanders, Het Parool, Amsterdam, pres.; Georges F. Tilge, Agence France-Presse, Paris, secy. gen. Elections held October.

AYER CUP AWARDS

The Annual Newspaper Contest for the Ayer Cup and other awards, in which the top award is the Francis Wayland Ayer Cup, was started in 1931 under the sponsorship of N. W. Ayer & Son, Inc. The purpose is to spotlight fine work in newspaper typography, make-up and printing, and to stimulate interest in improving the appearance and readability of newspapers.

The contest is open to all English-language daily newspapers published in the United States. Leaders in the fields of art, printing and public affairs judge the entries.

Entries are divided into classes according to circulation: (1) newspapers of more than 50,000 circulation, (2) newspapers of 10,000 to 50,000 circulation, (3) newspapers of less than 10,000 circulation, and (4) tabloids, regardless of circulation. Three Honorable Mention Awards are given in each of the first three classes, and one Honorable Mention for tabloids. The best newspaper of all classes is awarded the Ayer Cup, which must be won three times (not necessarily in a row) for permanent possession. The following newspapers have won the trophy:

1931 New York Herald Tribune
1932 Hartford Courant
1933 The New York Times
1934 The New York Herald Tribune
1935 The New York Times
1936 New York Herald Tribune (retired first Ayer Cup)
1937 Los Angeles Times
1938 Newark Evening News
1939 New York Herald Tribune
1940 The New York Times
1941 New York Herald Tribune
1942 The New York Times
1943 Christian Science Monitor
1944 Chicago Sun
1945 New York Herald Tribune (retired second Ayer Cup)
1946 Rochester (Minn.) Post-Bulletin
1947 Rutland (Vt.) Herald
1948 New York Herald Tribune
1949 The New York Times
1950 The New York Times
1951 The Daily News-Tribune, La Salle-Peru-Oglesby, Ill.
1952 The Daily News-Tribune, La Salle-Peru-Oglesby, Ill.
1953 The Evening Star, Washington, D. C.
1954 New York Herald Tribune
1955 New York Herald Tribune

Honorable Mention winners in 1955 were:

More than 50,000 circulation—First, Winston-Salem (N.C.) Journal; Second, The New York Times; Third, Hartford (Conn.) Courant.

10,000 to 50,000 circulation—First, Iron Mountain (Mich.) News; Second, Marion (Ohio) Star; Third, Bloomington (Ill.) Pantagraph.

Less than 10,000 circulation—First, Hagerstown (Md.) Herald; Second, Wabash (Ind.) Plain Dealer; Third, Marshfield (Wis.) News-Herald.

Tabloids—Newsday, of Long Island, N.Y.

1956 Rutland (Vt.) Herald

Honorable Mention winners in 1956 were:

More than 50,000 circulation—First, Montgomery (Ala.) Advertiser; Second, Daytona (Ohio) Journal Herald; Third, The New York Times.

10,000 to 50,000 circulation—First, Iron Mountain (Mich.) News; Second, Reading (Pa.) Eagle; Third, Temple (Tex.) Daily Telegram.

Less than 10,000 circulation—First, Ironwood (Mich.) Daily Globe; Second, Ogdensburg (N.Y.) Journal; Third, Sumter (S.C.) Daily Item.

~~Tabloids~~—Fort Worth (Tex.) Press

I Am the Printing Press

By Robert H. Davis

I am the printing press, born of the Mother Earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratorios of history, the symphonies of all time.

I am the voice of today, the herald of tomorrow. I weave into the warp of the past, the woof of the future. I tell the stories of peace and of war alike.

I make the human heart beat with passion of tenderness. I stir the pulse of nations, and make brave men do braver deeds, and soldiers die.

inspire the midnight toiler, weary at his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.

When I speak a myriad people listen to my voice. The Anglo-Saxon, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thought uplifting. I am light, knowledge, and power. I epitomize the conquest of mind over matter.

I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches: at sunrise, at high noon, and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

I am the printing press.

See Editor & Publisher's MARKET GUIDE

For the latest available information on markets in the United States, Territories, Canada and the Philippines. Valuable data includes state maps; city locations; population and housing data; electric meter, gas meter and telephone figures; state and county or city auto registrations; 1954 Census retail sales; much retail, chain store and shopping center information, and of course daily newspaper circulations as well as the names of the newspaper representatives.

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SIGMA DELTA CHI AWARDS IN JOURNALISM

The award of bronze medallions with accompanying certificates is made each year by Sigma Delta Chi, Professional Journalistic Fraternity, for outstanding achievements in journalism during a calendar year and is usually announced the following April. Nominations of candidates for any one of the awards should be made on or before February 1 of each year.

Following are the awards in Journalism:

RESEARCH ABOUT JOURNALISM
1935 Oscar W. Riegel
1936 Ralph O. Nafziger
1937 Dr. Alfred McClung Lee
1938 Frank Luther Mott
1939 Norval Neil Luxon
1940 Paul F. Lazarsfeld
1944 Earl English
1945 Frank Thayer
1946 Ralph D. Casey, Bruce Lannes Smith and Harold D. Lasswell
1947 James E. Pollard
1948 J. Edward Gerald
1949 Edwin Emery
1950 Robert S. Harper
1952 Curtis D. MacDougall
1953 Harold L. Cross
1954 Edwin Emery and Henry Ladd Smith
1956 No Award

GENERAL REPORTING
1939 Meigs O. Frost
1940 Basil Brewer
1942 Jack Vincent
1943 Julius M. Klein and Ralph S. O'Leary
1944 Edward J. Doherty
1945 James P. McGuire and John J. McPhaul
1946 John M. McCullough
1947 George Goodwin
1948 Richard C. Looman
1949 Bob Considine
1950 Edward B. Simmons
1951 Victor Cohn
1952 Chalmer M. Roberts
1953 Carl T. Rowan
1954 Richard Hyer and William P. Walsh
1956 Victor Cohn

EDITORIAL WRITING
1939 W. W. Waymack
1940 Allen Drury
1942 Alexander Kendrick
1943 Milton Lehman
1944 Felix R. McKnight
1945 Francis J. Locke
1946 John W. Hillman
1947 Alan Barth
1948 Virginius Dabney
1949 John Crider
1950 Bradley L. Morison
1951 Robert M. White II
1952 Virginius Dabney
1953 John N. Reddin
1954 Robert H. Estabrook
1956 James Jackson Killpatrick

RADIO NEWSWRITING
1939 Albert Warner
1940 Cecil Brown
1942 Fulton Lewis, Jr.
1946 Harry M. Cochran
1947 Alex Dreier
1948 Merrill Mueller
1949 Elmer Davis
1950 Leo O'Brien & Howard Maschmeier
1951 William E. Griffith, Jr.
1952 Clifton Utley
1953 Charles J. Chatfield
1954 No award
1956 Charles Shaw

FOREIGN CORRESPONDENCE
1939 Kenneth T. Downs
1940 Leland Stowe
1942 Keith Wheeler
1943 Frederick Kuh
1944 Frederick Kuh
1945 Arnaldo Cortesi
1946 Charles Gratke
1947 Daniel DeLuce
1948 Nat Barrows
1949 Kingsbury Smith
1950 Keyes Beech & Don Whitehead
1951 Ferdinand Kuhn
1952 Ernest S. Pisko
1953 Alexander Campbell
1954 Calvin Alley
1956 Carl T. Rowan

COURAGE IN JOURNALISM
1939 New Orleans (La.) States
1942 Guthrie County Vedette, Panora, Iowa
1943 Lowell (Mass.) Sunday Telegram
1944 The Milwaukee (Wis.) Journal
1945 New Orleans (La.) States
1946 Kansas City (Mo.) Star
1947 Memphis (Tenn.) Press-Scimitar
1948 The Philadelphia Inquirer

EDITORIAL CARTOONING
1942 Jacob Burck
1943 Charles Werner
1944 Henry Barrow
1945 Reuben L. Goldberg
1946 Dorman H. Smith
1947 Bruce Russell
1948 Herbert Block
1949 Herbert Block
1950 Bruce Russell
1951 Herbert Block and Bruce Russell
1952 Cecil Jensen
1953 John Fischetti
1954 Carl T. Rowan
1956 John Fischetti

WASHINGTON CORRESPONDENCE
1942 Drew Pearson and Robert S. Allen
1943 Sam O'Neal
1944 Marquis W. Childs
1945 Peter Edson
1946 Wallace R. Deuel
1947 Bert Andrews
1948 W. McNeil Lowry
1949 Jack Steele
1950 William K. Hutchinson
1951 John Hightower
1952 Clark R. Mollenhoff
1953 Richard L. Wilson
1954 Clark Mollenhoff
1956 Joseph & Stewart Alsop

WAR CORRESPONDENCE
1943 Ernie Pyle (Raymond Clapper Memorial Award)
1944 Ernie Pyle (Human Interest)
Henry T. Gorrell (Spot News)
1945 John Graham Dowling

SPECIAL AWARDS
1943 Raymond Clapper (Posthumous) "William Allen White Memorial Award"

RADIO & TV REPORTING
1946 Allen Stout
1947 James C. McNamara
1948 George J. O'Connor
1949 Sid Pietzsch
1950 Jack E. Krueger
1951 Jim Monroe
1952 Charles and Eugene Jones
1953 Gordon Gammack
1954 Richard A. Chapman and Spencer Allen
1956 John Chancellor, Paul Alexander & Gael Boden

TELEVISION NEWSWRITING
1954 Reuven Frank

NEWS PICTURE
1946 Frank Q. Brown
1947 Paul Calvert
1948 Frank Jurkoski
1949 The Chicago Daily News
1950 David Douglas Duncan
1951 Edward DeLuga and Roger Wrenn
1952 Robert I. Wendlinger
1953 Bill Wilson
1954 Leslie Dodds
1956 Richard B. Yager

NEWSPAPER CARTOONING
1948 Ed Dodd
1949 Milton Caniff

PUBLIC SERVICE IN RADIO JOURNALISM
1949 Station WTTS (Bloomington, Ind.)
1950 WAVZ, New Haven, Conn.
1951 Station WMAQ, Chicago
1952 Station WMT, Cedar Rapids, Ia.
1953 CBS Radio Network
1954 Columbia Broadcasting Company
1956 WMAQ, Chicago

PUBLIC SERVICE IN TELEVISION JOURNALISM
1952 WBNS-TV, Columbus, Ohio
1953 WHAS-TV, Louisville, Ky.
1954 American Broadcasting Company and DuMont Television Network
1956 KAKE-TV, Wichita, Kans.

MAGAZINE REPORTING
1949 Lester Velie
1950 Gordon Schendel
1951 Bill Davidson
1952 Bill Davidson
1953 James P. O'Donnell
1954 Marshall MacDuffie
1956 Fletcher Knebel

PUBLIC SERVICE IN MAGAZINE JOURNALISM
1949 Collier's
1950 Collier's
1951 McCall's
1952 Look
1953 Look
1954 The Saturday Evening Post
1956 Look

PUBLIC SERVICE IN NEWSPAPER JOURNALISM
1949 The Star-Gazette, Moose Lake, Minn.
1950 The Atlanta (Ga.) Journal
1951 Chicago Sun-Times
1952 The Wall Street Journal
1953 Chicago Daily News, The Houston Post
1954 The Cleveland Plain Dealer
1956 Watsonville (Calif.) Register-Pajaronian

PLAN OF AWARD OF PRIZE IN JOURNALISM

The following awards will be made annually as Prizes in Journalism:

1. For an outstanding investigative study about journalism based upon original research, either published or unpublished and completed during the year.
2. For a distinguished example of a reporter's work.
3. For a distinguished example of an editor's work.
4. For a distinguished example of radio or TV newscaster's or commentator's work.
5. For a distinguished example of a foreign correspondent's work.
6. For a distinguished example of a cartoonist's work.
7. For a distinguished example of a Washington correspondent's work.
8. For a distinguished example of spot news reporting for radio or television.
9. For an outstanding example of a news photographer's work.
10. For an outstanding example of public service by an individual radio station or network through radio journalism.
11. For a distinguished example of current events reporting appearing in a magazine of general circulation.
12. For an exceptionally noteworthy example of public service rendered editorially or publically by a magazine of general circulation. Nominations to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the magazine in its undertaking and the results obtained.
13. For an important public service rendered by a newspaper in which exceptional courage or initiative is displayed. Nominations are to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the newspaper in its undertaking and the results obtained.

MARIA MOORS CABOT AWARDS

These awards were established in 1939 by the Trustees of Columbia University as a memorial to Maria Moors Cabot (1866-1934). Endowed by Dr. Godfrey Lowell Cabot, the prizes are awarded annually for journalistic achievements which advance international friendship in the Western Hemisphere.

To date, the gold medals and plaques have been presented to the following:

ARGENTINA
1939 José Santos Gollan, Sunday editor, La Prensa, Buenos Aires—Gold Medal.
1939 La Prensa of Buenos Aires—Plaque
1942 Luis Mitre, director, La Nación, Buenos Aires—Gold Medal
1942 La Nación of Buenos Aires—Plaque Presented to Angel Bohigas, subdirector.
1950 Maria Constanza Huergo, La Prensa, Buenos Aires—Gold Medal.
1955 Roberto Jorge Noble, proprietor and director of Clarin, Buenos Aires.
1956 David Michel Torino, proprietor and director of El Intransigente, Salta—Gold Medal.

BOLIVIA
1947 Dr. Carlos Victor Aramayo, president La Razon, La Paz, Bolivia—Gold Medal.
1947 La Razon and La Paz, Bolivia—Plaque.

BRAZIL
1941 Paulo Bettencourt, proprietor and director, Correio da Manha, Rio de Janeiro—Gold Medal
1941 Sylvia Bettencourt, Correio da Manha—Gold Medal
1941 Correio da Manha of Rio de Janeiro—Plaque
1945 Francisco de Assis Chateaubriand Diarios Associados—(Associated Dailies), Rio de Janiero—Plaque
1948 Orlando Ribeiro Dantas, president, Diario de Noticias, Rio de Janeiro, Gold Medal
1948 Diario de Noticias, Rio de Janeiro—Plaque.
1951 Dr. Almano Cardim, managing director, Jornal de Comercio, Rio de Janeiro—Gold Medal.
1951 Jornal de Comercio, Rio de Janeiro—Plaque.
1952 Belarmino Austregesilo de Athayde, editor, Diario da Noite, Rio de Janeiro—Gold Medal.
1953 Carlos Lacerda, editor and publisher, Tribuna da Imprensa, Rio de Janeiro—Gold Medal.
1954 Danton Jobim, editor-in-chief-Diario Carioca Rio de Janeiro—Gold Medal.
1955 Breno Caldas, director of Correio do Povo, Porto Alegre.

CANADA
1946 Grant Dexter, executive editor, Free Press, Winnipeg (Man.)—Gold Medal.
1946 Free Press, Winnipeg (Man.)—Plaque.

CHILE
1940 Agustin Edwards, publisher, El Mercurio, Santiago—Gold Medal
1940 El Mercurio of Santiago—Plaque
1941 Carlos Dávila, editor, Editor's Press Service, Inc.—Gold Medal
1948 Dr. Alfredo Silva-Carvallo, director, La Union, Valparaiso.
1948 La Union, Valparaiso—Plaque.
1952 Jorge Delano Frederick, cartoonist and editor, Topaze Magazine, Santiago—Gold Medal.

COLOMBIA
1940 Enrique Santos, co-director, El Tiempo, Bogotá—Gold Medal
1940 El Tiempo of Bogotá—Plaque
1947 Dr. Alberto Lleras Camargo, director general. Pan American Union—Gold Medal.
1947 Pan American Union—Plaque.
1952 Dr. Juan B. Fernandez, director, El Heraldo, Barranquilla—Gold Medal.
1954 Gabriel Cano, proprietor, El Espectador, Bogota—Gold Medal.
1956 Roberto Garcia Pena, director, El Tiempo, Bogota—Gold Medal.

COSTA RICA
1944 Repertorio Americano of San José—Plaque
1951 Francisco Maria Nunez, columnist and co-editor, Diario de Costa Rica, San José—Gold Medal.
1951 Diario de Costa Rica, San José—Plaque

CUBA
1941 José Ignacio Rivero, editor and publisher, Diario de la Marina, Havana—Gold Medal
1941 Diario de la Marina of Havana—Plaque
1943 Pedro Cue, proprietor and director, El Mundo, Havana—Gold Medal
1943 El Mundo of Havana—Plaque

ECUADOR
1944 Carlos Mantilla Ortega, subdirector El Comercio, Quito—Gold Medal
1944 El Comercio of Quito—Plaque
1949 Jose Santiago Castillo, manager, Telegrafo, Guayaquil—Gold Medal
1949 El Telegrafo of Guayaquil—Plaque
1953 Ismael Perez Castro, director and manager, El Universo, Guayaquil—Gold Medal.

EL SALVADOR
1944 Jorge Pinto, director, Diario Latino, San Salvador—Gold Medal
1944 Diario Latino of San Salvador—Plaque Presented to Miguel Pinto, Director

GUATEMALA
1947 Dr. David Vela, director, El Imparcial, Guatemala City—Gold Medal.
1947 El Imparcial, Guatemala City—Plaque.

HONDURAS
1940 Rafael Hiliodoro Valle, correspondent in Mexico D. F.—Gold Medal.

JAMAICA
1954 Sidney Gerald Fletcher, managing director, The Daily Gleaner, Kingston—Gold Medal.

MEXICO
1943 Rodrigo de Llano, president and director, Excelsior, Mexico, D. F.—Gold Medal
1943 Excelsior of Mexico, D. F.—Plaque
1946 Miguel Lanz Duret, Jr., president and general manager, El Universal and El Universal Grafico, Mexico City, D. F.—Gold Medal
1946 El Universal and El Universal Grafico, of Mexico City, D. F.—Plaque
1952 Antonio Arias Bernal, cartoonist, Hoy Magazine, Mexico City, D. F.—Gold Medal.
1956 Jesus Alvarez del Castillo, founder, El Informador, Guadalajara—Gold Medal.

PANAMA
1944 Albert Victor McGeachy, editor, Star and Herald, Panama City—Gold Medal
1944 Star and Herald of Panama City—Plaque
1953 Crede H. Calhoun, correspondent for New York Times, headquarters in Panama—Gold Medal.

PARAGUAY
1953 Arturo Oscar Schaerer, editor and owner, La Tribuna, Asuncion—Gold Medal.

PERU
1939 Luis Miró Quesada, president of board, El Comercio, Lima—Gold Medal
1939 El Comercio of Lima—Plaque
1948 Dr. Manuel Cisneros Sanchez, president of the Board of Directors, La Cronica, Lima—Gold Medal.
1948 La Cronica Lima—Plaque.
1955 Pedro G. Beltran, director of La Prensa, Lima.

PUERTO RICO
1950 Angel Ramos, El Mundo, San Juan—Gold Medal.

UNITED STATES OF AMERICA
1940 James I. Miller, vice-president for South America, United Press Associations—Gold Medal
1940 United Press Associations—Plaque
1942 The Christian Science Monitor, Boston, Mass.—Plaque
Presented to Erwin D. Canham, managing editor
1943 Edward Tomlinson, adviser and analyst on Inter-American affairs. The Blue Network—Gold Medal
1945 Tom Wallace, editor, Times, Louisville, Ky.—Gold Medal
1945 Times, Louisville Ky.—Plaque
1946 Lee Hills, managing editor, Herald, Miami, Fla.—Gold Medal
1946 Herald, Miami, Fla.—Plaque
1948 Joseph L. Jones, vice-president, and general manager United Press Association—Gold Medal
1948 United Press Associations—Plaque
1949 Milton Bracker, chief South American correspondent, the New York Times—Gold Medal
1949 The New York Times of New York, N. Y.—Plaque
1950 John A. Brogan, King Features Syndicate—Gold Medal; Joshua B. Powers, Editors Press Service, Inc.—Gold Medal
1951 Julio Garzon, editor La Prensa, New York City—Gold Medal
1951 La Prensa New York City—Plaque
1952 Jules Dubois, Latin American correspondent, Chicago Tribune—Gold Medal
1954 Lloyd Stratton, assistant general manager, Associated Press, New York—Gold Medal
1955 A. T. Steele, roving foreign correspondent of the New York Herald Tribune.
1955 John Oliver LaGorce, editor of National Geographic Magazine, Washington, D.C.
1956 Carl W. Ackerman, dean emeritus, School of Journalism, Columbia University—Gold Medal.
1956 Herbert L. Matthews, editorial board, New York Times—Gold Medal.

URUGUAY
1942 Lorenzo Batlle Pacheco, director, El Dia, Montevideo—Gold Medal
1942 El Dia of Montevideo—Plaque Presented to Alberto Lasplaces, foreign
1949 Eduardo Rodriguez Larreta, director, El Pais, Montevideo—Gold Medal
1949 El Pais of Montevideo—Plaque

VENEZUELA
1945 Luis Teofilo Nunez, El Universal, Caracas—Gold Medal
1945 El Universal, Caracas—Gold Plaque
1950 Msgr. Jesus Maria Pellin, La Religion, Caracas—Gold Medal
1951 Ramon David Leon, editor, La Estera Caracas
1951 La Estera, Caracas—Plaque
1954 Carlos Ramirez MacGregor, editor & co-proprietor, Panorama, Maracaibo—Gold Medal

PULITZER AWARDS JOURNALISM

The award of prizes and traveling scholarships is made by the Trustees of Columbia University on the recommendations of the Advisory Board of the Graduate School of Journalism, and is usually announced during May. Nominations of candidates for any one of the Pulitzer Prizes should be made in writing on or before February 1 of each year. The prizes and scholarships in the fields of Journalism, Letters and Music were established under the will of the late Joseph Pulitzer. Following are the awards in Journalism:

MERITORIOUS PUBLIC SERVICE

1917 No award
1918 The New York Times
1919 Milwaukee (Wis.) Journal
1920 No award
1921 Boston Post
1922 The World (New York, N. Y.)
1923 Memphis (Tenn.) Commercial Appeal
1924 The World (New York, N. Y.)
1925 No award
1926 The Enquirer Sun (Columbus, Ga.)
1927 Canton (O.) Daily News
1928 Indianapolis (Ind.) Times
1929 The Evening World (New York, N. Y.)
1930 No award
1931 Atlanta (Ga.) Constitution
1932 Indianapolis (Ind.) News
1933 New York World-Telegram
1934 Medford (Ore.) Mail Tribune
1935 The Sacramento (Calif.) Bee
1936 The Cedar Rapids (Iowa) Gazette
1937 St. Louis (Mo.) Post-Dispatch
1938 The Bismarck (N. D.) Tribune
Special Bronze Plaque to:
Edmonton (Alberta) Journal
1939 The Miami (Fla.) Daily News
1940 Waterbury (Conn.) Republican and American
1941 St. Louis (Mo.) Post-Dispatch
1942 Los Angeles (Calif.) Times
1943 The World-Herald (Omaha, Neb.)
1944 The New York Times
1945 Detroit Free Press
1946 Scranton Times
1947 Baltimore (Md.) Sun
1948 St. Louis Post-Dispatch
1949 Nebraska State Journal (Lincoln, Nebr.)
1950 Chicago News and St. Louis (Mo.) Post-Dispatch
1951 Miami (Fla.) Herald and Brooklyn (N. Y.) Eagle
1952 St. Louis (Mo.) Post Dispatch
1953 Whiteville (N. C.) News Reporter and Tabor City (N. C.) Tribune.
1954 Newsday, Long Island, N. Y.
1955 Columbus (Ga.) Ledger and Sunday Ledger-Enquirer.
1956 Watsonville (Calif.) Register-Pajaronian.

HISTORY OF THE SERVICES RENDERED TO THE PUBLIC BY THE AMERICAN PRESS DURING THE PRECEDING YEAR:
1918 Minna Lewinson and Henry Beetle Hough

BIOGRAPHY
1952 Merlo J. Pusey, Washington (D.C.) Post
1954 Charles A. Lindbergh
1955 William S. White, New York Times

EDITORIAL
1917 New York Tribune
1918 The Courier-Journal (Louisville, Ky.)
1919 No award
1920 Evening World-Herald (Omaha, Neb.)
1921 No award
1922 The New York Herald
1923 The Emporia (Kan.) Gazette
1924 The Boston Herald
1925 Charleston (S. C.) News and Courier
1926 The New York Times
1927 The Boston Herald
1928 Montgomery (Ala.) Advertiser
1929 Norfolk (Va.) Virginian-Pilot
1930 No award
1931 Fremont (Neb.) Tribune
1932 No award
1933 The Kansas City (Mo.) Star
1934 Atlantic (Ia.) News Telegraph
1935 No award
1936 The Washington Post
(Felix Morley)
Scripps-Howard Newspapers
(George B. Parker)
1937 The Sun (Baltimore, Md.)
(John W. Owens)
1938 The Register and Tribune (Des Moines, Ia.)
(W. W. Waymack)
1939 The Oregonian (Portland, Ore.)
(Ronald G. Callvert)
1940 St. Louis (Mo.) Post-Dispatch
(Bart Howard)
1941 Reuben Maury
(Daily News, New York, N. Y.)
1942 Geoffrey Parsons
(New York Herald Tribune)
1943 The Register and Tribune (Des Moines, Iowa)
(Forrest W. Seymour)
1944 The Kansas City (Mo.) Star
1945 Providence (R. I.) Journal-Bulletin
(George W. Potter)
1946 Greenville (Miss.) Delta Democrat-Times
(Hodding Carter)
1947 William H. Grimes
(The Wall Street Journal)
1948 Atlanta (Ga.) Journal
(George E. Goodwin)
1949 Boston Herald
(John H. Crider)
Washington (D. C.) Post
(Herbert Elliston)
1950 Jackson (Mich.) Citizen Patriot
(Carl M. Saunders)
1951 New Orleans (La.) States
(William Harry Fitzpatrick)
1952 St. Louis (Mo.) Globe Democrat
(Louis LaCoss)
1953 New York (N. Y.) Wall Street Journal
(Vermont Connecticut Royster)
1954 Boston (Mass.) Herald
(Don Murray)
1955 Detroit (Mich.) Free Press
(Royce Howes)
1956 Des Moines (Ia.) Register and Tribune
(Lauren K. Soth)

CORRESPONDENCE
1929 Paul Scott Mowrer
1930 Leland Stowe
1931 H. R. Knickerbocker
1932 Walter Duranty
Charles G. Ross
1933 Edgar Ansel Mowrer
1934 Frederick T. Birchall
1935 Arthur Krock
1936 Wilfred C. Barber
1937 Anne O'Hare McCormick
1938 Arthur Krock
1939 Louis P. Lochner
1940 Otto D. Tolischus
1941 Group award, in place of an individual Pulitzer Prize for foreign correspondence, the Trustees approved the recommendation of the Advisory Board that a bronze plaque or scroll be designed and executed to recognize and symbolize the public services and the individual achievements of American news reporters in the war zones of Europe, Asia, and Africa from the beginning of the present war.
1942 Carlos P. Romulo
1943 Hanson W. Baldwin
1944 Ernest Taylor Pyle
1945 Harold V. (Hall) Boyle
1946 Arnaldo Cortesi
1947 Brooks Atkinson

CARTOON
1922 Rollin Kirby
1923 No award
1924 Jay Norwood Darling
1925 Rollin Kirby
1926 D. R. Fitzpatrick
1927 Nelson Harding
1928 Nelson Harding
1929 Rollin Kirby
1930 Charles B. Macauley
1931 Edmund Duffy
1932 John T. McCutcheon
1933 Harold Morton Talburt
1934 Edmund Duffy
1935 Ross A. Lewis
1936 No award
1937 Clarence Daniel Batchelor
1938 Vaughn Shoemaker
1939 Charles G. Werner
1940 Edmund Duffy
1941 Jacob Burck
1942 Herbert Lawrence Brock
1943 Jay Norwood Darling
1944 Clifford K. Berryman
1945 Sgt. Bill Mauldin
1946 Bruce Russell
1947 Vaughn Shoemaker
1948 Reuben L. Goldberg
1949 Lute Pease
1950 James T. Berryman
1951 Reginald W. Manning
1952 Fred L. Packer
1953 Edward D. Kuckes
1954 Herbert L. Block
1955 Daniel R. Fitzpatrick
1956 Robert York

NEWS PHOTOGRAPHY
1942 Milton Brooks
1943 Frank Noel
1944 Frank Filan
Earle L. Bunker
1945 Joe Rosenthal
1946 No award
1947 Arnold Hardy
1948 Frank Cushing
1949 Nathaniel Fein
1950 Bill Crouch
1951 Max Desfor
1952 John Robinson
Don Ultang
1953 William M. Gallagher
1954 Mrs. Walter M. Schau
1955 John L. Gaunt, Jr.
1956 George Mattson

TELEGRAPHIC REPORTING (NATIONAL)
1942 Louis Stark
1943 No award
1944 Dewey L. Fleming
1945 James B. Reston
1946 Edward A. Harris
1947 Edward T. Folliard
1948 Bert Andrews
1949 C. P. Trussell
1950 Edwin O. Guthman
1952 Anthony Leviero
1953 Don Whitehead
1954 Richard Wilson
1955 Anthony Lewis
1956 Charles L. Bartlet

TELEGRAPHIC REPORTING (INTERNATIONAL)
1942 Laurence Edmund Allen
1943 Ira Wolfert
1944 Daniel DeLuce
1945 Mark S. Watson
1946 Homer Bigart
1947 Eddy Gilmore
1948 Paul W. Ward
1949 Price Day
1950 Edmund Stevens
1951 Keyes Beech, Fred Sparks, Homer Bigart, Marguerite Higgins, Relman Morin, Don Whitehead
1952 John M. Hightower
1953 Austin Wehwein
1954 Jim G. Lucas
1955 Harrison E. Salisbury
1956 William Randolph Hearst, Jr., Kingsbury Smith, Frank Conniff

REPORTING
1917 Herber Bayard Swope
1918 Harold A. Littedale
1919 No award
1920 John J. Leary, Jr.
1921 Louis Seibold
1922 Kirke L. Simpson
1923 Alva Johnston
1924 Magna White
1925 James W. Mulroy
Alvin H. Goldstein
1926 William Burke Miller
1927 John T. Rogers
1928 No award
1929 Paul Y. Anderson
1930 Russell Owen
Special award: W. O. Dapping
1931 A. B. MacDonald
1932 W. C. Richards
D. D. Martin
J. S. Pooler
F. D. Webb
J. N. W. Sloan
1933 Francis A. Jamieson
1934 Royce Brier
1935 William H. Taylor
1936 Lauren D. Lyman
1937 John J. O'Neill
William L. Laurence
Howard W. Blakeslee
Cobind Behari Lal
David Dietz
1938 Raymond Sprigle
1939 Thomas Lunsford Stokes
1940 S. Burton Heath
1941 Westbrook Pegler
1942 Stanton Delaplane
1943 George Weller
1944 Paul Schoenstein and associates
1945 Jack S. McDowell
1946 William L. Laurence
1947 Frederick Woltman
1948 George E. Goodwin
1949 Malcolm Johnson
1950 Meyer Berger
1951 Edward S. Montgomery
1952 George de Carvalho
1953 Edward J. Mowery
1954 Vicksburg, Miss. Sunday Post-Herald; Alvin Scott McCoy
1955 Mrs. Garo Brown
Roland Kenneth Towery
1956 Lee Hills
Arthur Daley

SPECIAL CITATION
1941 The New York Times for the public educational value of its foreign news report, exemplified by its scope, by excellence of writing and presentation, and supplementary background information, illustration, and interpretation.
1944 Byron Price, Director of the Office of Censorship, for the creation and administration of the newspaper and radio codes.
1945 Commending the work of the cartographers of the American press, "whose maps of the war fronts have helped notably to clarify and increase public information on the progress of the armies and navies engaged."
1951 Cyrus L. Sulzberger, New York Times, For his interview with Archbishop Stepinac in a prison cell in Yugoslavia.
1952 Kansas City (Mo.) Star, for editorial planning, organization and execution of news coverage of the great regional flood of 1951. Also to Max Kase, New York Journal-American, for his exclusive exposures of bribery and other forms of corruption in basketball.
1953 New York (N. Y.) Times

PLAN OF AWARD OF PRIZE IN JOURNALISM
The following awards will be made annually as Prizes in Journalism:

1. For the most disinterested and meritorious public service rendered by an American newspaper during the year, a gold medal costing Five hundred dollars ($500).

2. For distinguished editorial writing during the year, limited to the editorial page the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in what the writer conceives to be the right direction, due account being taken of the whole volume of the writer's editorial work during the year, Five hundred dollars ($500).

3. For distinguished correspondence during the year, the test being clearness and terseness of style, preference being given to fair, judicious, well-balanced and well-informed interpretative writing, which shall make clear the significance of the subject covered in the correspondence or which shall promote international understanding and appreciation, Five hundred dollars ($500).

4. For a distinguished example of a cartoonist's work published in an American newspaper during the year, the determining qualities begin that the cartoon shall embody an idea made clearly apparent, shall show good drawing and striking pictorial effect, and shall be intended to be helpful to some commendable cause of public importance, due account being taken of the whole volume of the artist's newspaper work during the year. Five hundred dollars ($500).

5. For an outstanding example of news photography as exemplified by a news photograph published in a daily newspaper, Five hundred dollars ($500). [This prize is open to amateurs as well as to photographers regularly employed by newspapers, press associations or syndicates.]

6. For a distinguished example of telegraphic reporting on national affairs published in daily newspapers in the United States, Five hundred dollars ($500).

7. For a distinguished example of telegraphic reporting of international affairs published in daily newspapers in the United States, Five hundred dollars ($500).

8. For a distinguished example of a reporter's work during the year, the test being accuracy and terseness, the preference being given to news stories published in a daily newspaper prepared under the pressure of edition time relating to matters of special interest of a local or regional character, Five hundred dollars ($500).

THE CANONS OF JOURNALISM

Ethical Rules Adopted by the American Society of Newspaper Editors on April 28, 1923, and Since Endorsed by Many State Associations and Other Groups of Journalists

The primary function of Newspapers is to communicate to the human race what its members do, feel and think. Journalism, therefore, demands of its practitioners the widest range of intelligence, of knowledge and of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicle are indissoubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American Journalism, these canons are set forth:

(1) Responsibility—The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

(2) Freedom of the Press—Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right by law, including the wisdom of any restrictive statute. To its privileges under the freedom of American institutions are inseparably joined its responsibilities for an intelligent fidelity to the Constitution of the United States.

(3) Independence—Freedom from all obligations except that of fidelity to the public interest is vital.

A. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. So-called news communications from private sources should not be published without public notice of their source or else substantiation of the claims to value as news, both in form and substance.

B. Partisanship in editorial comment which knowingly departs from the truth does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

(4) Sincerity, Truthfulness, Accuracy—Good faith with the reader is the foundation of all journalism worthy of the name.

A. By every consideration of good faith, a newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness, or accuracy within its control, or failure to obtain command of these essential qualities.

B. Headlines should be fully warranted by the contents of the articles which they surmount.

(5) Impartiality—Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind. This rule does not apply to so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusions and interpretations.

(6) Fair Play—A newspaper should not publish unofficial charges affecting reputation or moral character, without opportunity given to the accused to be heard; right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings.

A. A newspaper should not invade rights of private feelings without sure warrant of public right as distinguished from public curiosity.

B. It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistakes of fact or opinion, whatever their origin.

(7) Decency—A newspaper cannot escape conviction of insincerity if, while professing high moral purpose, it supplies incentives to base conduct, such as are to be found in details of crime and vice, publication of which is not demonstrably for the general good. Lacking authority to enforce its canons, the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional combination.

NOTE: As changes of all kinds are constantly being received too late for publication, a cordial invitation is extended to forward new or revised data to: Yearbook Editor, Editor & Publisher, 1475 Broadway, New York 36, N. Y., for consideration in the 1958 issue. Thank you.

Review of British Newspapers, Advertising, 1956

By Allan Delafons

Britain's country and London suburban newspapers had little time to recover from the losses caused by the pressroom electricians' and the railway strikes of 1955 before, in early January of 1956, a wage dispute erupted between publishers and printshop labor unions.

National daily and Sunday newspapers publishing from London had earlier negotiated a pay rise agreement with the unions, and so were not affected by this dispute. Other newspaper and magazine publishers and printers had offered a pay increase and proposed a pay stabilization to counter the unions' demanded increase. Their offers were rejected. Locals of the biggest printshop unions—London and national Typographical Associations—decided to impose sanctions by working strictly to rules and forbidding their members to work overtime, to compel acceptance of their call for £12 weekly basic pay, against the employers' offer of £10. 6s.

"Working to rule" meant each man keeping strictly to his own tasks. It prevented, for instance, compositor and pressman co-operating on making corrections, and in many ways imposed a serious slow-down on production schedules. Coupled with the ban on overtime the sanctions reduced production by half, prevented deadlines being met, delayed newspapers getting out onto street newsstands.

GOVERNMENT STEPS IN

After suffering these tactics for a month the newspaper and magazine publishers and printer-employers decided to give dismissal notices to all their workers who continued to work to strict rules on the grounds they had broken their employment contracts by refusing to obey normal orders. This decision would have finally compelled most publishers and printers to dismiss all their men, as the members of the two unions in dispute included all machine and display compositors.

Thus faced with the probability of mass unemployment in the printing industry the Government appointed a court of enquiry into the dispute. Thereupon the sanctions imposed by the unions were lifted in printshops outside London and the employers withdrew their dismissal notices. In London the union began to negotiate individual contracts with some employers, outside the membership of the London employers' association, meantime maintaining its sanctions in the federated printshops.

Publishers of some national circulation weekly and monthly magazines had begun printing in France, Holland, Belgium, as meetings between employers and union called by the Ministry of Labor failed to find ground for ending the dispute. Agreement had appeared near, until, in the tenth week of the dispute, the union demanded that the employers' wage increase offer be applied retroactively to the date the dispute started.

Finally, in the middle of May after negotiations extending over several weeks—during which time the sanctions were temporarily lifted—publishers and unions agreed on new pay rates, and weekly newspaper and magazine printing costs suffered a further increase.

NEWSPRINT CONTROLS CONTINUED

Meanwhile, all newspapers were having their own troubles. The Board of Trade president announced that controls on newsprint were to be retained through 1956, thus frustrating publishers' hopes that an earlier Government promise that the ending of newsprint rationing was in sight would free them from restrictions.

Not all newspapers accepted the continuance of this war-born limitation on sizes of their issues. The London Times announced its decision to switch from using newsprint to using mechanical printing paper. This move could enable The Times, which had earlier upped its selling price to 4d, to publish issues of any size. The newsprint ration for a newspaper selling at that price limited size to an average of 15 pages a day. The only other national daily newspaper selling at 4d. was The Financial Times (not connected with the London Times). But strong opposition to The Times' proposal was voiced by other national dailies, including its nearest class competitor, The London Daily Telegraph, which, selling at 2d, was restricted to an average maximum size of 11½ pages a day—say four 12-page and one 8-page issues in five days. Caught between The Times demand for free usage of mechanical printing paper (more costly than newsprint but unrestricted for usage) and the opposition to this proposal by other newspapers continuing to use strictly rationed newsprint, the Board of Trade compromised by issuing a special statutory order permitting The Times to use mechanical paper for a maximum average daily size of 21 pages.

AD RECORD SET IN 1955

Not that newsprint rationing had retarded financial gains by Britain's newspapers. Despite the two strikes in 1955, and steeply rising production costs and newsprint prices, Britain's newspapers reported sharing nearly £14 million more display advertising in that year. Through 1955 gains in advertising income had ranged from 13 per cent for country dailies to a 24 per cent increase for national Sunday newspapers. Heaviest gain was in the last three months of 1955. This was surprising. The British Chancellor of the Exchequer had imposed restrictions on bank loans and on hire purchase—increasing down payments on, for instance, automobiles to one half the total purchase price and extending the balance to a maximum of eighteen equal monthly payments. But the manufacturers spent nearly 20 per cent more in newspaper display advertising.

As far as newspapers were concerned the British public were not in a markedly good buying mood. Increased newspaper selling prices and the electricians' strike in the previous year—which had left the public without national daily newspapers for four weeks—seemed to have reduced the newspaper-buying habit. Bereft of their daily newspapers, the public—particularly London's six million commuters—turned to radio newscasts for news and news interpretation, to books and magazines for reading. When the strike ended and newspapers once more appeared on street, newsstands sales failed to pick up for some months to the figures they had reached before the strike. Circulation managers tried to stimulate sales by every well tried device—some not used since before World War II. Contests with prize money totaling several thousand pounds were run by most of the 'popular' national dailies, and many Sunday newspapers. Newspapers used more billboard advertising, reached farther than previously into sensational stories.

Towards the end of 1955 sales had begun to pick up again. Audit Bureau of Circulations reported early in 1956 that while sales in the first half of the previous year were often heavily down on 1954, they were steadily recovering in the second half of 1955—and in 1956 the trend was to continue.

VOLUME UNAFFECTED BY TV

In the first six months of 1956 sales recovery was slow. But advertising revenue seemed to gain new impetus. In last year's first half national morning newspapers gained around a third on even the highest-ever figures of the first half of 1955. The big Sunday newspapers gained even more than that. In themselves the 1955 figures had been remarkable, taking into account the four weeks' complete loss of publication caused by the electricians' strike and the railway strike which seriously hindered distribution for a further month in May-June.

The new all-time highs in newspaper display advertising income over the first six months of 1956 also showed that fears that Britain's new commercial television would cut heavily into newspaper advertising revenue were groundless. Nonetheless, British advertisers had invested between £8 and £10 million in commercials on television in the first year of the new Independent Television Authority, were expected to spend double that as more stations began operating and more viewers bought new or converted old TV sets to receive ITA video.

The high rate of gain in newspaper advertising income did not continue at the same rate through the second half of 1956. Country daily and weekly newspapers in fact earned less in the July through to September period of 1956 than they had done in the equivalent period a year earlier.

NEW READERSHIP SURVEYS

Leading newspapers and magazines in Britain had meanwhile been taking a new look at their readers. Previously they had done little more than undertake, mostly individually, occasional surveys of the classes of readers. Now they sponsored continuous research into the reading habits of Britain's estimated 37,000,000 newspaper and magazine readers (aged 16 upwards). This research, financed by leading publishers, was undertaken by the British Institute of Practitioners in Advertising. The first result appeared near the end of 1956 in a volume published at £10.10s and was based on some 10,000 interviews made between April and September.

Few of the results of this massive readership research were surprising. The News of the World (national Sunday newspaper) was read by an estimated 53 percent of Britain's reading public—more than any other daily or Sunday newspaper. Most widely read publication in Britain, in any category, was The Radio Times—weekly listing BBC radio and TV programmes—read by an estimated 63 per cent of the public. Among dailies The London Daily Mirror readership was estimated to total 40 per cent of the public, The London Daily Express 34 per cent. The survey was continued during 1956.

NEW SUNDAY PAPER BLOCKED

Between publishers' enterprise and the British reading public stood a new figure in 1956. Hulton Press, publishers of 'Life'-like picture weekly Picture Post, who had successfully launched a series of unexceptionable illustrated picture weeklies for children of various age groups, announced plans to publish a new national Sunday newspaper—Sunday Star—in color. Plans were laid, staff engaged. The big new venture attracted much attention—as the first national-circulation newspaper to be launched in Britain for many years. Proposed selling price was 4d—compared with 3d. for most Sunday newspapers. Discounts to newsstands for 3d. and 4d. Sunday newspapers had long been agreed upon between the Newspaper Proprietors' Association (NPA), representing all Britain's national newspaper publishers, and the National Federation of Retail Newsagents (NFRN) representing a majority of retail newsagents in Britain, and were the same for all Sunday newspapers. Publishers had set up for their members nation-wide distribution facilities, with special newspaper trains to ensure availability of Sunday newspapers in every town and village. These facilities—co-operatively run by NPA—would be refused to any publisher offering newsagents better terms than those agreed between NPA and NFRN.

But the Newsagents' Federation insisted that the new Sunday publisher give them magazine discounts—higher than newspaper discounts—and refused to handle the proposed new paper otherwise. Hulton Press therefore announced their decision not to publish their proposed new illustrated full color Sunday. "It is," stated Hulton Press, "a disastrous situation if the initiative in launching new publications no longer lies with the publishers (and it is) the more regrettable that such a body as the Newsagents' Federation should have reached this decision without consulting with the NPA."

LINCENSING PROPOSAL DIES

Legislation introduced into the British House of Lords aimed at controlling the press by means of licensing and a three-man Press Council (appointed by the Lord Chief Justice and another high ranking judge), with authoritative powers. It would issue licences to all existing and any new newspapers and news agencies. Licences would be withdrawn—and so the publication suspended— for a listed number of offences—including "disrespect" to any member of the Royal Family, intrusions by pressmen on individual privacy, and news distortion, but enabling newspapers to voice opinions on religious or political topics. While the proposed legislation was widely criticized, British newspapermen were not unanimous in their views on the necessity for some control of excessive sensationalism and sex in popular newspapers, and for reduction in highly slanted sensationalized news presentation. The Bill was to die before discussion did.

SUEZ BRINGS NEW PROBLEMS

As 1956 neared its end British newspaper publishers saw new problems looming ahead. The Suez crisis had brought gasoline rationing—posing a new threat to speedy distribution of daily newspapers. Further printshop wage increases, a probable rise in newsprint prices, pay raise demands by newspaper staffers, made newspaper selling price increases almost a certainty in 1957. After an uncertain period in its first year commercial television was attracting a steadily increasing share of advertising appropriations. The Government's strong hint that taxation might be increased in the new year to meet the costs of Suez, as well as to stabilize Britain's economy and reduce public spending, suggested a curtailment of advertising revenue as well as a heavier burden of taxation on profits and on salaries. But British publishers planned to maintain newspaper sizes and planned to operate a voluntary scheme of sharing newsprint as the end of 1956 saw the long awaited and often postponed ending of Government rationing of newsprint. The voluntary self rationing system was to be tried for three months, and publishers were determined to make it work—and to extract the utmost profit from their new gained freedom.

UNITED STATES REPRESENTATIVES OF NEWSPAPERS OF GREAT BRITAIN AND IRELAND

The following code numbers are assigned, respectively, to the various United States representatives of newspapers of Great Britain and Ireland. For example, all papers next to which the number (1) appears, are represented in the United States by the representative alongside of whose name the same number appears on the following list:

(1) James Cooper (Editorial); 50 Rockefeller Plaza, New York 20.

(2) Miss Evelyn Irons, 50 Rockefeller Plaza, New York 20.

(3) Don Iddon, 50 Rockefeller Plaza, New York 20.

(4) Gerald McKnight, 50 Rockefeller Plaza, New York 20.

(5) London Daily Mail, 50 Rockefeller Plaza, New York 20.

(6) Ralph Champion, c/o London Daily Mirror, 220 East 42nd St., New York.

(7) A. W. Parson c/o Daily Sketch, 50 Rockefeller Plaza, New York 20.

(8) William T. Foster, Kemsley Newsp. of London Ltd., N. Y. Times Annex Building, 229 W. 43rd St., N. Y. 36.

(9) A H. Faulkner, 50 Rockefeller Plaza, New York 20.

(10) Bruce Rothwell, 50 Rockefeller Plaza, New York 20.

(11) P. H. Powell, 360 Central Park West, New York 25.

(12) Hon. Alistair Buchan, 1057 National Press Bldg. Washington, D.C.

(13) Mrs. F. M. Llewellyn, 45 East 51st St., New York.

(14) John Sampson, London Daily Herald, 230 W. 41st St., New York 36.

(15) John H. Thornton, 53 East 51st St., New York 22.

(16) Dave Fernsler, 4749 Reservoir Rd. N.W., Washington 7, D.C.

(17) Patrick O'Donovan, The Observer, 1057 National Press Bldg., Washington, D. C.

DAILY NEWSPAPERS OF GREAT BRITAIN AND IRELAND—Personnel, Circulations, Rates

ENGLAND

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
LONDON, 8,000,000 approx.							
Daily Express (m) (1)	4,042,334*	£25	£5,000	A. Christiansen	Beaverbrook Newspapers Ltd.	.....	L. W. Needham (Ad. Dir.)
Evening Standard (e) (2)	710,776*	£11	£1,000	Percy Elland	Evening Standard Co. Ltd.	Owen Rowley (Chairman)	J. W. E. Blanch (Ad. Man.) L. W. Needham (Ad. Dir.)
Sunday Express (S) (1)	3,331,127*	£25	£5,000	J. Gordon (ed. in chief) J. Junor	Beaverbrook Newspapers Ltd.	.....	W. Mayston (Ad. Man.) L. W. Needham (Ad. Dir.)
Daily Herald (m) (14)	1,653,997*	£15	£2,508	S. R. Elliott	Daily Herald (1929) Ltd.	W. Surrey Dane (Chairman)	L. Ward Jackson (Ad. Man.) H. I. Holker
Daily Mail (m) (3)	2,089,607*	£18.10s	£3,250	Arthur Wareham	Associated Newspapers Ltd.	D. F. S. McClean	J. Rosswick (Ad. Dir.) G. Smale
Sunday Dispatch (S) (4)	2,420,159*	£17.10s	.....	C. Eade	Associated Newspapers Ltd.	D. F. S. McClean	C. W. V. Truefitt (Ad. Dir.) M. Pitcher
The Evening News (e) (5)	1,221,195*	£16	£2,640	C. R. Willis	Associated Newspapers Ltd.	D. F. S. McClean	C. W. V. Truefitt (Ad. Dir.) J. C. Reeves

DAILY NEWSPAPERS OF GREAT BRITAIN AND IRELAND—Continued

ENGLAND—Continued

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
LONDON—Continued							
Daily Worker (m)	73,443*	£1.5s	.....	J. R. Campbell	Daily Worker Co-operative Society Ltd.	David Ainley (Secretary)	J. Herbert Myers
Daily Mirror (m) (6)	4,649,696*	£21.6.8	£258 per col.	J. Nener	Daily Mirror Newspapers Ltd.	C. H. King	G. K. Lefevre A. I. Morison (Ad. Dir.)
Daily Sketch (m) (7)	1,283,000*	£10	£750	Herbert Gunn	Associated Newspapers Ltd.	D. F. S. McClean	L. B. Scott C. W. V. Truefitt (Ad. Dir.)
Sunday Graphic (S) (8)	1,220,056†	£12.10s	.....	J. G. McKenzie	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	Arthur Heywood Michael Renshaw (Ad. Dir.)
The Sunday Times (S) (8)	616,346†	£16	.....	H. V. Hodson	Kemsley Newspapers Ltd.	Viscount Kemsley (Ch. & Ed. in Chief)	A. W. Birch Michael Renshaw (Ad. Dir.)
The Daily Telegraph (m) (9)	1,076,565†	£13	£1,325 ½ p.	C. R. Coote	The Daily Telegraph Ltd.	Lord Burnham	T. Bassett-Powell E. L. Every
News Chronicle (m) (10)	1,441,438†	£13	£2,288	Michael Curtis	Daily News Ltd.	J. F. E. Coope	W. Memory (Ad. Dir.) B. C. Henry
The Star (e) (11)	926,884*	£11.10s	£1,150	A. L. Cranfield	Star Newspaper Co.	John Coope	A. J. Webber (Ad. Dir.)
Morning Advertiser (m)	.....	£2	£170	L. W. Forse	The Society of Licensed Victuallers Inc.	H. R. Bennett (Gen. Man.)	G. E. Steele
News of the World (S) (12)	7,493,463*	£35	.....	R. W. Cudlipp	News of the World Ltd	Bertram F. Jones	N. C. Edwardes (Dir.)
The Observer (S) (17)	616,396*	£13	£2,288	The Hon. F. D. L. Astor	The Observer Ltd	Tristan Jones (Man.)	N. J. Berridge
The People (S)	4,948,215	£31	£7,500	H. Ainsworth	Odhams Press Ltd	A. C. Duncan (Ch.)	Ronald Perks (Ad. Dir.)
Reynolds News (S)	516,396*	£5	£880	W. Richardson	Co operative Press Ltd	C. Hamnett	F. James
The Times (m) (13)	220,716	£7	.....	Sir William Haley	The Times Publishing Co. Ltd.	.....	G. R. Pope
Sunday Pictorial (S) (6)	5,824,010*	£31.10.8	£4,096	Colin G. Valder	Sunday Pictorial Newspapers (1920) Ltd.	C. H. King (Chairman)	F. P. Debenham Alster I. Morison (Ad. Dir.)
The Financial Times (m)	80,518*	£5.10s	£968	Gordon Newton	The Financial Times Ltd.	Viscount Moore O.B.E. P. Galliner (Foreign Man.)	Sidney Henschel (Dir.) W. I. Gabriel (Ad. Man.)
BARROW-IN-FURNESS, 68,000							
North Western Evening Mail (e)	28,542*	7s6d	£40	F. Hazel	The Barrow News & Mail Ltd	H. S Hemsley	P. Bexon
BATH, 80,000							
Bath & Wilts Chronicle & Herald (e)	36,000	10s	£60	R. B. Helling	Wessex Associated News	R. B. Helling	C. R. Cawood
BIRMINGHAM, 1,112,340							
Evening Despatch (e)	172,247*	45s	£396	A. J. Josey	Birmingham Gazette & Despatch Ltd.	W. B. Morrell	K. W. Bailey
Sunday Mercury (S)	203,573*	45s	£200	F. Whitehead	Birmingham Gazette & Despatch Ltd.	W. B. Morrell	K. W. Bailey
The Birmingham Mail (e)	302,542*	65s	£750	F. Owens	The Birmingham Post & Mail Ltd	E. M. Clayson	H. Hatton
The Birmingham Post & Gazette (m)	130,000*	30s	£300	W. V. Reynolds	The Birmingham Post & Mail Ltd.	E. M. Clayson	H. Hatton
BLACKBURN, 111,217							
Northern Daily Telegraph (e)	112,167†	£1.7.6	.....	P. C. Hoare	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	T. A. Farmery Michael Renshaw (Ad. Dir.)
BLACKPOOL, 147,131							
West Lancashire Evening Gazette (e)	67,598*	17/6	£84	H. R. Grime	Blackpool Gazette & Herald Ltd.	F. H. Grime & H. R. Grime (Jt.)	J. A. Foulis
BOLTON, 167,000							
Bolton Evening News (e)	86,197*	21s	£200	F. Singleton	Tillotsons Newspapers Ltd.	M. E. Tillotson	W. Sheppard (Dir.)
BOURNEMOUTH, 140,000							
Bournemouth Daily Echo (e)	58,000†	12s	£70	Rodney C. Andrew	Southern Newspapers Ltd.	D. A. Gleave (Man.)	S. Carey
BRADFORD, 288,000							
Telegraph & Argus (e)	126,167*	35s	£300	O. B. Stokes	The Bradford & District Newspaper Co. Ltd.	A. R. Derwent	W. Walker
BRIGHTON, 158,240							
Evening Argus (e)	72,648*	17s6d	£100	V. Gorringe	Southern Publishing Co. Ltd.	E. Infield-Willis	L. D. Long
BRISTOL, 500,000							
Bristol Evening Post (e)	141,161*	32/6d	£168	F. R. E. McGuire	Bristol United Press	W. A. Hawkins	H. H. Hodges
The Western Daily Press (m)	.....	15s	.....	S. C. Shapcott	Walter Reid & Son Ltd.	Harold Pass	E. Walker
Evening World (e)	65,000†	17s6d	£81.7.6d	D. J. Morgan	Western Newspapers Ltd.	A. G. Bonner (Gen. Man.)	J. B. Hunt R. H. Penney (Ad. Dir.)
BURTON-ON-TRENT, 50,000							
Burton Daily Mail (e)	20,958*	7s6d	£60	A. A. Rothera	Burton Daily Mail Ltd.	C. F Gothard	A. A. Rothera
CAMBRIDGE, 81,500							
Cambridge Daily News (e)	31,900†	7s	£50	H. H. Higgins	Cambridge Daily News (1929) Ltd.	A. C Taylor	F. L. Ball
CHELTENHAM, 65,080							
Gloucestershire Echo (e)	over 32,000†	9s 8s	1 insert 6 or more	£94	C. Hollinshead	Cheltenham Newspaper Co. Ltd.	John Thomson	L. A. Newton (Ad. Man.) R. H. Penney (Ad. Dir.)
COVENTRY, 264,600							
Coventry Evening Telegraph (e)	100,276*	27s6d	.....	J. A. Harrison	Coventry Newspapers Ltd	A. L. Askew	G. Douglas Burgess
DARLINGTON, 84,861							
The Northern Echo (m)	112,753*	27/6	£242	R. Gray	North of England Newspaper Co. Ltd.	Shannan Stevenson (Gen. Man.)	A. Walsh
Northern Despatch (e)	30,877*	10s	£88	W. H. Hopper	North of England Newspaper Co. Ltd.	Shannan Stevenson (Gen. Man.)	A. Walsh
DERBY, 139,400							
Derby Evening Telegraph (e)	over 83,000†	20s	£93	C. Forrest	Derby Daily Telegraph Ltd.		C. R. Armstead
EXETER, 80,000							
Express & Echo (e)	42,084*	10s	£84	.....	The Western Times Co. Ltd		W. C. G. Drew
GLOUCESTER, 67,890							
The Citizen (e)	40,000†	10s	£61.5s	G. J. J. Robertson	Gloucestershire Newspapers Ltd.	John Thomson	H. W. Rich R. H. Penney (Ad. Dir.)
GRIMSBY, 136,340							
Grimsby Evening Telegraph (e)	63,000†	14s	£138.12s	J. H. Giles	Hull & Grimsby Newspapers Ltd	John Thomson	T. K. Ulyat R. H. Penney (Ad. Dir.)
HALIFAX, 97,800							
Halifax Daily Courier & Guardian (e)	44,163*	10s	£103	.....	The Halifax Courier Ltd.		I. Garside
HARTLEPOOL, WEST, 90,000							
Northern Daily Mail (e)	32,464*	8s	£50	W. F. Dines	Portsmouth & Sunderland Newspapers Ltd.	J. Storey	G. Screeton
HASTINGS, 65,000							
Hastings Evening Argus (e)	6,623*	6s	.....	C. J. Barnard	Southern Publishing Co. Ltd.	E. Infield-Willis	L. D. Long
HUDDERSFIELD, 130,000							
Huddersfield Daily Examiner (e)	47,446*	on appl	£100	.....	Joseph Woodhead & Sons Ltd.		
HULL, 299,400							
The Daily Mail (e)	over 120,00†	25s	£272.5	T. B. Mackim	Hull & Grimsby Newspapers Ltd.	J. T. Paterson (General Manager)	J. W. Hallowell
IPSWICH, 104,000							
Evening Star (e)	.....	10s	£50	.....	East Anglian Daily Times Co. Ltd.	R. Wilson	W. H. Smith
East Anglian Daily Times (m)	.....	16s	£120	.....	East Anglian Daily Times Co. Ltd.	R. Wilson	W. H. Smith
KETTERING, 78,909							
Northamptonshire Evening Telegraph (e)	50,000*	11s	£55.16.6	H. P. Parkin	Northamptonshire Newspapers Ltd.	R. P. Winfrey	A. G. Wood
LEAMINGTON SPA, 36,000							
Leamington, Warwick, Kenilworth & District Morning News (m)	10,996	6s	£40	R. R. Churches	Leamington Morning News (Publishers) Ltd.	R. R. Churches	S. V. Churches

(Continued on Page 352)

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Sunday Express

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LARGEST QUALITY SALE IN BRITAIN

Evening Standard

* 680,239 COPIES DAILY

MOST INFLUENTIAL PAPER IN LONDON

Evening Citizen

* 201,330 COPIES DAILY

SCOTLAND'S MOST VALUABLE MEDIUM

BEAVERBROOK GROUP OF NEWSPAPERS

* A.B.C. FIGURES FOR JULY-DECEMBER 1956.

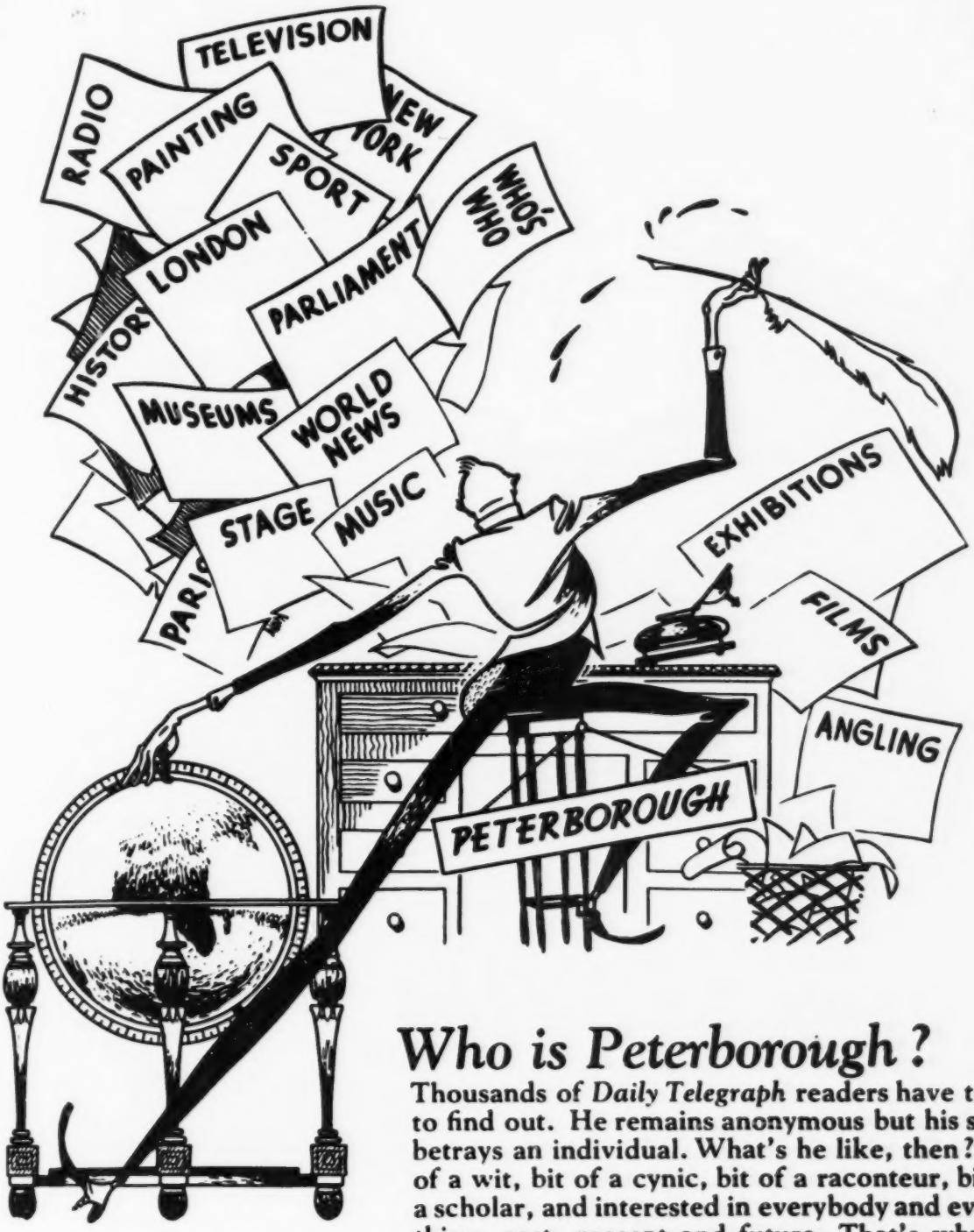
DAILY NEWSPAPERS OF GREAT BRITAIN AND IRELAND—Continued

ENGLAND—Continued

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
LEEDS, 550,000							
Yorkshire Evening News (e)	146,000*	40s	£352	R. W. Shawcross	Provincial Newspapers Ltd.	F. Heywood (Gen. Man.)	James J. Mather
The Yorkshire Evening Post (e)	257,017*	50s	£500	A. Woodward	Yorkshire Conservative Newspaper Co. Ltd.	J. H. Bradley	S. Gray
The Yorkshire Post (m)	118,437*	40s	£400	Sir W. L. Andrews	Yorkshire Conservative Newspaper Co. Ltd.	J. H. Bradley	S. Gray
LEICESTER, 285,061							
Leicester Evening Mail (e)	42,000*	15s	£69,15s	Froom Tyler	Midland Newspapers Ltd.	E. H. Baker (Gen. Man.)	G. T. Taylor
Leicester Mercury (e)	140,000†	27/6	£150	J. F. Fortune	F. Hewitt & Son (1927) Ltd.	C. T. Barton & A. W. Peake (Jt.)	R. H. Penney (Ad. Dir.) G. W. Smith
LINCOLN, 69,500							
Lincolnshire Echo (e)	34,000†	9.6d	£94	J. Watt Mackie	Lincolnshire Publishing Co. Ltd.		H. Green R. H. Penney (Ad. Dir.)
LIVERPOOL, 791,500							
Liverpool Echo (e)	388,552*	£4	£864	W. Shand	Liverpool Daily Post & Echo Ltd.	Allan Jeans (Editor in Chief)	N. L. Yates
Liverpool Daily Post (m)	79,155*	25s	£270	I. Hosie	Liverpool Daily Post & Echo Ltd.	Allan Jeans (Editor in Chief)	N. L. Yates
Evening Express (e)	96,076*	25s	£100	M. J. Trench	C. Tinling & Co. Ltd.	J. R. Spencer (Gen. Man.)	E. W. Booth
MANCHESTER, 703,175							
Empire News (S) (8) & Sunday Chronicle	2,550,308	£16.10s	£2,904	G. Grafton Green	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	J. Everett A. W. Birch (Jt. Ad. Man.) Michael Renshaw (Ad. Dir.)
Evening Chronicle (e) (8)	295,729†	£3.5s	£312	J. G. Goulden (Man. Ed.)	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	M. F. W. Wilson Michael Renshaw (Ad. Dir.)
Sporting Chronicle (m) (8)	.....	£1.10	.....	W. A. Clarke	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	L. Dean Michael Renshaw (Ad. Dir.)
The Manchester Guardian (m) (15)	163,585	£3.10s	£560	H. A. Hetherington	The Manchester Guardian & Evening News Ltd.	L. P. Scott	N. E. Roscoe W. McMillan (Ad. Dir.)
Manchester Evening News (e) (15)	340,174*	70s	£650	T. E. Henry	Manchester Guardian & Evening News Ltd.	L. P. Scott	F. Hayes W. McMillan (Ad. Dir.)
MIDDLESBROUGH, 147,336							
Evening Gazette (e) (8)	116,167†	£1.5s	.....	A. L. James	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	T. A. Formany Michael Renshaw (Ad. Dir.)
NEWCASTLE UPON TYNE, 291,723							
Evening Chronicle (e) (8)	275,169†	£3.5s	£312	W. Moth	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	E. G. Ritzema Michael Renshaw (Ad. Dir.)
Newcastle Journal & North Mail (m) (8)	135,582†	£1.10s	£264	R. Clough	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	S. R. Jolley Michael Renshaw (Ad. Dir.)
The Sunday Sun (s) (8)	217,136†	£2	£352	L. Harton	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	J. T. Border Michael Renshaw (Ad. Dir.)
NORTH SHIELDS, 67,000							
Shields Evening News (e)	16,329*	6s	£30	A. Dickinson	Northern Press Ltd.	L. G. Gardner (Gen. Man.)	H. S. Bell
NORTHAMPTON, 105,000							
Chronicle & Echo (e)	50,656*	15s	.....	W. Cowper Barrons (Man. Ed.)	Provincial Newspapers Ltd.	F. R. Lewis	W. Sewell A. Robertson-Macdonald (Ad. Dir.)
NORWICH, 121,200							
Eastern Evening News (e)	59,694*	15s	£56.5	S. Bagshaw	Norfolk News Co. Ltd.	W. M. Young (Gen. Man.)	H. F. Horton
Eastern Daily Press (m)	52,582*	15s	£118.2.6	T. D. Copeman	Norfolk News Co. Ltd.	W. M. Young (Gen. Man.)	H. F. Horton
NOTTINGHAM, 300,000							
Nottingham Evening News (e)	.....	£1	£176	H. G. Swinburne	The Nottingham Evening News Ltd.		H. H. Lowe
Nottingham Guardian Journal (m)	.....	20s	£160		T. Bailey Forman Ltd.		
Nottingham Evening Post (e)	.....	30s	£240		T. Bailey Forman Ltd.		
OLDHAM, 250,000							
Oldham Evening Chronicle (e)	41,881*	10s	£56		Hirst, Kidd & Rennie Ltd.		
OXFORD, 107,000							
Oxford Mail (e)	42,485*	10s	£99	W. Harford Thomas	Oxford Mail & Times Ltd.	M. H. Rowntree	G. Dowdell
PLYMOUTH, 210,000							
Western Independent (S)	37,945*	12.6d	£90	W. Taylor	Whitfield & Newman Ltd.	E. A. Whitley (Director Man.)	C. H. Chislett
Western Evening Herald (e)	73,167*	.....	.....	J. B. Paterson	The Western Morning News Co. Ltd.		
Western Morning News (m)	66,162*	.....	.....	N. A. T. Vinson	The Western Morning News Co. Ltd.		
PORTSMOUTH, 250,000							
The Evening News (e)	106,983*	25s	£140	E. W. Symonds	Portsmouth & Sunderland Newspapers Ltd.		W. S. Gates
PRESTON, 120,000							
Lancashire Evening Post (e)	125,000*	30s	£297	W. C. Wilford	Provincial Newspapers Ltd.	J. M. Toulmin (Gen. Man.)	M. E. Sharpe
SCARBOROUGH, 46,000							
Scarborough Evening News (e)	13,898*	8s	£71	J. M. Whittaker	Scarborough & Dist. Newspapers Ltd.	F. W. Burrows	F. W. Burrows
SHEFFIELD, 512,834							
Sheffield Telegraph (m) (8)	106,156†	£1.10s	£264	W. Lyth	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	N. St. J. Stembridge Michael Renshaw (Ad. Dir.)
The Star (e) (8)	229,453†	£2.10	£240	E. Gooseman	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	N. St. J. Stembridge Michael Renshaw (Ad. Dir.)
SOUTH SHIELDS, 106,605							
Shields Gazette (e)	35,267*	10s	£46	F. Staniforth	Northern Press Ltd.	L. G. Gardner (Gen. Man.)	H. S. Bell
SOUTHAMPTON, 196,000							
Southern Daily Echo (e)	81,427†	16s	£90	R. R. Gleave	Southern Newspapers Ltd.	C. F. Carr (Gen. Man.)	R. E. Baker
STOKE ON TRENT, 275,095							
Evening Sentinel (e)	115,000†	25s	£247.10	R. R. Woodbridge	Staffordshire Sentinel Papers Ltd.	John Thomson	T. W. Roberts R. H. Penney (Ad. Dir.)
SUNDERLAND, 181,515							
Sunderland Echo (e)		18s	£105	C. Cowley	Portsmouth & Sunderland Newspapers Ltd.	S. Storey	V. H. Dewey
SWINDON, 68,900							
Evening Advertiser (e)	31,014*	8s	£70	David Moore	Swindon Press Ltd.	S. Clayton (Gen. Man.)	E. J. Stroud T. G. N. Pearce (Ad. Dir.)
TORQUAY, 51,000							
Herald Express (e)	22,895*	6s	£50		The Western Times Co. Ltd.	M. B. Scott	
WEYMOUTH, 35,000							
Dorset Daily Echo (e)	20,196†	5s	£35	R. Adlam	Southern Newspapers Ltd.	P. H. Thompson (Mgr.)	P. H. Thompson
WOLVERHAMPTON, 162,670							
Express & Star (e)	196,721†	40s	£192	B. D. Whiteaker	Midland News Association Ltd.	Malcolm Graham	L. J. Stallard
WORCESTER, 62,000							
Evening News & Times (e)	32,726*	12.6d	.....	H. P. Robinson & F. B. Greatwich	Berrows Newspaper Ltd.	T. R. Jones	M. H. Davey
YORK, 105,336							
Yorkshire Evening Press (e)	56,904*	15s	£132	G. R. Hardacre	Yorkshire Herald Newspaper Co. Ltd.	H. J. Bradbury	H. A. Micklethwaite

ISLE OF MAN

DOUGLAS, 21,000							
Isle of Man Daily Times (m)	3,000	4s	.....	N. G. Brown	Brown & Sons Ltd.		N. G. Brown



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is the paper people trust

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DAILY NEWSPAPERS OF GREAT BRITAIN AND IRELAND—Continued

SCOTLAND

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
ABERDEEN, 182,714							
Evening Express (e) (8)	84,311†	£1	£90	R. Anderson	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	Michael Renshaw (Ad. Dir.)
The Press & Journal (m) (8)	74,293†	£1	£176	K. J. Peters	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	H. Munro C. McIntosh M. Renshaw (Ad. Dir.)
DUNDEE, 175,000							
Evening Telegraph (e)		22.6d	£84.7.6d		D. C. Thomson & Co. Ltd.		
Courier & Advertiser (m)		35s	£269.10s		D. C. Thomson & Co. Ltd.		
EDINBURGH, 466,761							
Edinburgh Evening News (e)	150,105*	40s	£396	W. D. Barneston	Provincial Newspapers Ltd.	J. H. Parham (Gen. Man.)	
Evening Dispatch (e)	71,937	30s	£139.10	A. Bowman	The Scotsman Publications Ltd.	J. M. Colthart	W. A. Glen
The Scotsman (m)	56,091	50s	£437.10	J. Buchanan	The Scotsman Publications Ltd.	J. M. Colthart	G. Spencer (Ad. Dir.) G. Spencer (Ad. Dir.)
GLASGOW, 1,089,555							
The Bulletin (m)	159,802*	50s	£232.10s	J. M. Reid	George Outram & Co. Ltd.		A. G. Stephen
Evening Times (e)	243,018*	60s	£279	S. L. McKinlay	George Outram & Co. Ltd.		A. G. Stephen
The Glasgow Herald (m)	76,379*	50s	£480	Sir William Robieson	George Outram & Co. Ltd.		A. G. Stephen
Evening Citizen (e) (1)	202,825*	£2.10s		Walker Sinclair	Beaverbrook Newspapers Ltd.	F. C. Dench (Man.)	J. F. Clark
Sunday Post (S)	1,000,000	£10			D. C. Thomson & Co. Ltd.		
Daily Record (m) (8)	337,581†	£3		A. M. Dunnett	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	W. H. Porter Michael Renshaw (Ad. Dir.)
Sunday Mail (S) (8)	645,078†	£5.15s		J. J. McCall	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	A. Wilkie Michael Renshaw (Ad. Dir.)
GREENOCK, 77,600							
Greenock Telegraph (e)	24,818*	12s	£60	R. J. Erskine-Orr	Orr, Pollock & Co. Ltd.	R. J. Erskine-Orr	Miss L. T. Murdoch
PAISLEY, 98,000							
Paisley Daily Express (e)		7.6d	£75	Dan C. Lochhead	Wm. A. Lochhead Ltd.	Dan. C. Lochhead	Allan Carswell

IRELAND

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
BELFAST, 1,500,000							
Belfast Telegraph (e)		40s	£450	J. E. Sayers & T. McMullen	W. & G. Baird Ltd.	V. Salter & R. M. Sayers (Joint)	R. Neill
Irish News (m)	43,490	15s	£130	R. Kirkwood	Irish News Ltd.	D. McSparran	E. Cooney
Northern Whig & Belfast Post (m)	44,729	20s	£180	B. F. Proudfoot	Northern Whig Co. Ltd.	Col. J. G. Cunningham O.B.E.	J. Cunningham
DUBLIN, 634,000							
Evening Herald (e)	112,360†	20s	£200	T. L. Nivison	Independent Newspapers Ltd.	T. V. Murphy	E. C. Maguire
Sunday Independent (S)	390,825†	45s	£500	H. G. C. Legge	Independent Newspapers Ltd.	T. V. Murphy	E. C. Maguire
Irish Independent (m)	194,244†	35s	£400	F. J. Geary	Independent Newspapers Ltd.	T. V. Murphy	E. C. Maguire
The Irish Press (m)	154,326	35s	£340	J. McGuinness	Irish Press Ltd.	V. De Valera	C. J. Furlong
The Sunday Press (S)	426,900	45s	£500	M. Feehan	Irish Press Ltd.	V. De Valera	C. J. Furlong
Evening Press (e)	79,762†	20s	£200	D. Gageby	Irish Press Ltd.	V. De Valera	C. J. Furlong
Dublin Evening Mail (e)	73,798*	15s	£150	Joseph Anderson	Mail Publications Ltd.	J. C. Dann	W. R. Sugg
The Irish Times (m)	35,991†	28s	£270	W. A. Newman	The Irish Times Ltd.	G. E. Hetherington	M. Miller
CORK, 112,000							
Cork Evening Echo (e)	30,732†	9s	£90	W. D. O'Connell	Thos. Crosbie & Co. Ltd.		E. Cooney
Cork Examiner (m)	47,611†	17s.6d	£175	P. F. Dorgan	Thos. Crosbie & Co. Ltd.		W. O'Neill

CHANNEL ISLANDS

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
GUERNSEY, 45,000							
Guernsey Evening Press (e)	11,183*	7s.6d	£66	F. H. Roussel	Guernsey Press Co. Ltd.	G. le G. Peek	C. S. Gardner
JERSEY, 60,000							
Jersey Evening Post (e)	16,250	9s	£100	A. G. Harrison	W. E. Guiton & Co. Ltd.		S. W. Voisin

WALES

City, Population, Newspapers	Circulation Certified† A. B. C.*	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
CARDIFF, 243,632							
South Wales Echo & Express (e) (8)	165,604†	£2	£352	D. C. Stephen	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman)	S. P. Davies Michael Renshaw (Ad. Dir.)
Western Mail & S. Wales News (m) (8)	85,028†	£1.5s	£220	David Cole	Kemsley Newspapers Ltd.	Viscount Kemsley (Chairman) Sir Robert J. Webber (Man. Dir.)	W. Edmondson Michael Renshaw (Ad. Dir.)
NEWPORT, 105,000							
South Wales Argus (e)	54,047†	15s	£120	K. Loveland	South Wales Argus Ltd.		A. K. Harrop
SWANSEA, 160,832							
South Wales Evening Post (e)	75,000†	18s	£180	D. H. I. Powell	Swansea Press Ltd.	W. M. Leleu	J. L. Knowles C. B. Jones (Ad. Dir.)

BRITISH NEWSPAPER AND ADVERTISING ASSOCIATIONS

ALDWYCH CLUB: Secretary, B. C. Taylor, 18 Exeter Street, London W. C. 2. Telephone: Temple Bar 5107 and 4885.

THE AMERICAN CHAMBER OF COMMERCE IN LONDON, INC., 7 York Buildings, Adelphia, London, W. C. 2. Telephone Trafalgar 3323-7. Objects: To further and develop Anglo-American trade in every way possible with special preference to the specific business interests of its members. Publications: "Anglo-American News" and "Anglo-American Year Book." President: Arthur H. Elliot (Iricon Agency Ltd.); First Vice-President: James E. Currie (Stevenson, Jordan & Harrison Ltd.); Second Vice-President: Greer W. Orton (The Texas Co. (Iran) Ltd.); Hon. Treasurer: Hubert B. Chappell (The Hanover Bank); Hon. Secretary: Alexander C. Kerr (Lykes Lines Agency Inc.); Directors: Fayette W. Allport (Motion Picture Assn. of America Inc.); Philip A. Barrus (E. P. Barrus (Concessionaires) Ltd.); H. A. Benedict (Armco Ltd.); Putnam Eaton, C. B. E. (Swift & Co. Ltd.); Samuel Eckman, Jr., C. B. E. (Metro-Goldwyn-Mayer Pictures Ltd.); L. Brooke Edwards (Baldwin-Lima-Hamilton Corp.); H. W. Fisher (Standard Oil Co. (New Jersey)); Carl W. Hayden (First National City Bank of New York); W. M. Ittmann (Thomas Hedley & Co. Ltd.); Gilbert F. Kennedy (Breed, Abbott & Morgan); Benjamin King; James O. Leet (Pan-American World Airways); Dr. Edward L. Lloyd (A. C Nielsen Co. Ltd.); L. M. Masius (Masius & Fergusson Ltd.); Rear Admiral Tully Shelley, C. B. E., U. S. N. (Retd.) (The Lummus Co. Ltd.); O. G. Voss (International Harvester Co. of Gt. Britain Ltd.); John A. Williamson (The Carborundum Co. Ltd.); Tarleton Winchester (United States Lines); F. T. Wyckoff (American Foreign Insurance Association).

ASSOCIATION OF BRITISH MANUFACTURERS OF PRINTERS MACHINERY: Chairman: Ernest A. Timson, M.B.E., (Timsons Ltd.) Secretary: V.T.W. Stanton, A.C.I.S. Office: Clifford's Inn, Fleet Street, London, E.C. 4.

AUDIT BUREAU OF CIRCULATIONS LTD. (By guarantee) 40/43, Chancery Lane, London, W. C. 2. Objects: The securing of accurate circulation figures and data referring to all periodicals and media that sell advertising space, verifying where necessary, attesting, recording and issuing thereof to all subscribing members of the Bureau at definite and regular intervals. The Bureau has fixed standard forms and methods of ascertaining net sales figures-and in the case of Technical and Trade Journals, accredited free circulation also-of all publications that charge for advertising space. The aim of the Council is that the standard form of the Bureau shall be the only form of Net Sale Certificate recognized by the Advertiser and the Advertising Agent. Chairman of Council: F. J. Ecclestone, F.L.A. (Beecham Group) Consulting & Advisory Accountants: Price Waterhouse & Co.; Secretary: G.S.M. Brand, C. A. Membership subject to election by Council. Open to Advertisers, Advertising Agents and Publishers. Subscriptions: Advertisers, flat rate of £3.3s. Od. per annum; Advertising Agencies, flat rate £6.6s. Od. per annum; Publishers, Subscriptions graded according to net sales figures. Full details of membership obtainable from Secretary, address as above. Holborn 7538. Tel. Auditburo, West Central, London.

BIRMINGHAM PRESS CLUB: 9 Bull Street, Birmingham. Chairman: E.F. Taylor; Secretary: W. G. Wanklyn.

BRITISH DIRECT MAIL ADVERTISING ASSOCIATION: 53, Victoria Street, London, S.W. 1. Abbey 5334. President: Sir Frederick Rowland; Chairman: Mr. W. A. S. Camp; Treasurer: Mr. R. E. Williams; Secretary; Mr. Laurence Springett. Objects: To impress on Government Departments the value to the Nation of Direct Mail Advertising—and to obtain concessions particularly from the Post Office. (N.B. This Association was responsible for the adoption of the business reply card system). To promote public interest in direct mail advertising; to maintain good relations with the press; to ensure that reliable mailing lists and information about them are available to members (e.g. endeavoring to secure use of official lists); to maintain a reference library of direct mail advertising; to promote the interchange of ideas and exchange of direct mail advertising, and to supply criticism and advice; to investigate undesirable practices by users or producers of direct mail advertising, and to supply confidential information to members; to hold luncheon or other meetings to discuss subjects of interest to members.

BRITISH FEDERATION OF MASTER PRINTERS: 11 Bedford Row, London, W.C.1. An employers' members organization of over 4,000 representing the general printing industry of Great Britain and Eire. Affiliations to it include kindred organizations in this country and organization of master printers in the British Commonwealth. The principal objects of this body are to organize employers in the industry and take collective action on their behalf; to improve its status and give its members all help compatible with the interest of the industry; to co-operate with trade unions in the industry, and to negotiate agreements on wages and conditions of employment; to deal with matters of legislation and to keep its members and the public informed about the industry; to encourage its members to adopt uniform and scientific costing, and generally to perform the functions of a trade association. President: Charles Birchall; V. Pres.: John Cheney; Secretary: L. E. Kenyon, A.C.A.; Assistant Secretary: C. W. D. Alister.

BRITISH POSTER ADVERTISING ASSOCIATION: 48, Russell Square, London W.C.1. Objects: The publication of directory and trade journal, and the taking of any lawful action the Council, as the Governing body, may deem desirable to protect and advance the general trade interests of its members. President: R. Bruce Farquhar (Edinburgh); V. Pres. Ald. J. Bleakley J.P. (Manch.).

THE COMMONWEALTH PRESS UNION: 154 Fleet Street, London, E.C.4. An organization of proprietors of newspapers, periodicals and news agencies throughout the British Commonwealth, with autonomous sections in the major countries. Sec.-Genl.: Evert Barger; Pres. & Chairman: Lord Astor of Hever; Vice-Chairman: Maj.-Gen. Lord Burnham, C.B., D.S.O., M.C.; Hon. Treasurer: Lord Iliffe, G.B.E.

THE CRITICS CIRCLE, 1956-7. President: Paul Dehn (News Chronicle); Vice-President: Cyril Beaumont (Sunday Times); Hon. Secretary: Matthew Norgate (B.B.C.); Hon. Treasurer: A. E Wilson Secretary's Address: 7, Lloyd Square, London, W.C.1.

FEDERATION OF MASTER PROCESS ENGRAVERS: Lion House, 75 Red Lion Street, London, W.C.1. Secretary: Norman Harrison; President: A. N. Hunter, M.B.E. (Sun Engraving Co. Ltd.); Objects: to protect and watch the Photoengraving Industry's interests. To promote fair trading, settle disputed points of custom, to take concerted action to protect members interests, to formulate and maintain a standard minimum scale of charges for the products of members. To procure and supply information to members relating to the photoengraving industry. To regulate relations between employers and employes and be a body for intercommunication in trade discussion. To co-operate with other association having similar objects.

GUILD OF BRITISH NEWSPAPER EDITORS: Whitefriars House, Carmelite Street, London, E.C.4. President: F. B. Greatwich (Berrows News Ltd.); Secretary-Treasurer: H. R. Davies; Objects: To protect the rights and freedom of the press; to raise and safeguard the professional status of editors; to provide facilities for information and discussion on practical problems of editorship; to promote the mutual and common interests of members; and to improve the education and training of junior journalists.

INCORPORATED SALES MANAGERS' ASSOCIATION: 51 Palace St., S.W.1. Objects: The general discussion and exchange of ideas making the principles of sales management more widely known and more effectively practised. The Association was founded in 1911 and since 1931 has been an examining body in sales management. Director & Secretary: D. R. Griffiths; President: The Rt. Hon. The Earl Woolton, C.H., P.C.; Chairman: E. C. Lee; Vice-Chairmen: O. Bertoya, Col. J. Neilson Lapraik, A. Lucas; Hon. Treasurer: Col. J. Neilson Lapraik. Branches of the Association at London, Manchester, Bristol, Birmingham, Newcastle, Glasgow, Leeds, Liverpool, Sheffield, Leicester, Hull, Cardiff, Nottingham, Edinburgh, Preston, First Counties, Royal Counties, Coventry, Tees-side, S.W. Durham, Ireland and North Staffordshire.

(Continued on Page 356)

COMPARE NOTES . . . . . .

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NEWS OF THE WORLD

BOUVERIE STREET, LONDON, E.C.4 ENGLAND

BRITISH NEWSPAPER AND ADVERTISING ASSOCIATIONS—Continued

(Continued from Page 354)

INCORPORATED SOCIETY OF BRITISH ADVERTISERS, LTD.: 45 Hertford, London, W.1. Aims: To enable advertisers, through the Society, to speak with one voice and act with one purpose; to promote sound, ethical and economic principles of advertising and to formulate codes and standards of advertising practice wherever they are required; to oppose vigorously any unfair legislation or unreasonable restriction directed at advertising. President: Clifford J. Harrison (Horlicks Ltd.); Chairman of Executive: Wm. C. Thiele (Yardley & Co., Ltd.); Director: Commd. D. C. Kinloch, D.S.O. C.B.E.; General Secretary: L. H. S. Chevallier.

INCORPORATED SOCIETY OF ADVERTISEMENT CONSULTANTS: 69, New Oxford Street, London W.1. Founded in April 1910 to support and protect the status and interests of the profession of Advertisement consultants. Secretary: William T. Moss; President: G. Gordon Hargrave; Vice-Presidents: E. Marshall Hardy, W. Buchanan Taylor, William T. Moss, Bertram E. Kent. Council: G. Warden, B. L. Hooper, C. J. Rose, Chas. M. Symes, Lewis Hart.

INSTITUTE OF PRACTITIONERS IN ADVERTISING: 44, Belgrave Square, London, S.W.1. The chief aims of the Institute are to increase the efficiency and raise the status of Practitioners in Advertising and to secure co-operation between all those engaged in Advertising as a profession to the end that the best and fullest service may be made available to Advertisers. The Institute includes in its membership all the leading advertising agencies practising in Great Britain and Ireland. It has five classes of membership: Incorporated Practitioners in Advertising; Registered Practitioners in Advertising; Fellows; Members and Associate Members. President: Lt. Col. Alan M. Wilkinson, D.S.O., M.A., F.I.P.A. (The London Press Exchange Ltd.); Vice-Presidents: Hubert A. Oughton, F.I.P.A. (W. S. Crawford Ltd.); Hugh T. Appleton, F.I.P.A. (John Haddon & Co. Ltd.); C. Harold Vernon, F.I.P.A. (C. Vernon & Sons Ltd.); Norman Moore, M. A., F.I.P.A. (S. H. Benson Ltd.); Hon. Treasurer: R. C. Sykes, F.I.P.A. (The London Press Exchange Ltd.) Hon. Secretary: Sinclair Wood, O.B. E., F.I.P.A. (F.C. Pritchard Wood & Partners Ltd.); Director: J. P. O'Connor, A.C.I.S.; Secretary: John C. Braun.

THE INSTITUTE OF JOURNALISTS: 2-4 Tudor Street, London, E.C.4. A Professional Organisation incorporated by Royal Charter 1890 for "the promotion by all reasonable means of the interests of journalists and journalism." American journalists are eligible for election as foreign members. Subscription 105s. per annum. Foreign Members 21s. per annum. General Secretary: Stewart Nicholson, F.J.I.; President: R. M. Lester, F.J.I.; Vice-Presidents: Alex Boath, F.J.I., B. R. Roberts, F.J.I.; Hon. Chaplain: Rev. C. M. Armitage, M.V.O., M. A. Rector of St. Bride's, Fleet Street.

LONDON MASTER PRINTERS ASSOCIATION: Secretary: P. Glennie Smith, M.A., 11 Bedford Row, London, W.C.1.; President: R. G. Connell, M.A. (The Metal Box Co. Ltd.); Vice-Presidents: L. C. L. Hunt (Kennerley Press Ltd.), H. W. Underhill (Eden, Fisher & Co. Ltd.); Hon. Treasurer: J. Graham Williams (Williams, Lea & Co. Ltd.)

LONDON POSTER ADVERTISING ASSOCIATION: Registered under the Companies' Act as a Trade Protection Association in 1891. President: A. Leopold (A. Leopold & Co. Ltd.)

MANCHESTER PUBLICITY ASSOCIATION: President: Mr. E. A. Paessler, Entwistle & County Photo Engravers Ltd., Manchester. Chairman: Mr. M. McMillan, Advertisement Director, Manchester Guardian and Evening News Ltd., Manchester; Hon. Treasurer: Mr. John Newton, John Newton Publicity Ltd., Manchester; Hon. Secretary: Mr. Oswald Dearden, Assistant Manager, Manchester Evening News Ltd.; Vice-Presidents: Mr. Eric Schofiled; Alderman J. Bleakley; Mr. N. N. Jones; Mr. John Newton; Mr. E. A. Paessler; Mr. F. John Roe; Mr. Derek J. Roe; Council: Mr. A. R. Fasham; Mr. David W. Wicks; Mr. D. Buckland-Smith; Mr. W. McMillan; Mr. W. E. Hill; Mr. R. Highland Longdon; Mr. D. W. Kitching; Mr. F. Hayes; Mr. R. A. Howat; Mr. A. M. Burnett-Stuart; Mr. Keith Sykes; Mr. Raymond Thompson.

THE NATIONAL UNION OF JOURNALISTS: 22, Great Windmill Street, London, W.1. Telephone: Gerrard 7267-8. Registered as a trade union, the N.U.J. now has a membership of over 14,000 working journalists. Persons able to exercise the powers of an employer in the appointment or discharge of journalists are not eligible for election to membership. General Secretary: H. J. Bradley; President: G. Reed; Hon. General Treasurer: H. D. Moxley. Editor of "The Journalist" (the official organ) G. A. Hutt, London.

NEWSPAPER PRESS FUND: Bouverie House, Fleet Street, London E.C.4. Objects: To assist by grant or pension members of all branches of the Literary Department of the Newspaper Press who shall have become members of the fund and their widows and families. Non-members are helped to a limited extent. Founded 1864. Treasurer: F. G. Lavers; Secretary: S. C. Reynolds; Auditor: Deloitte, Plender, Griffiths & Co.

THE NEWSPAPER PROPRIETORS' ASSOCIATION LTD.: 85 Fleet Street, London, E.C.4. Membership is open to the London morning, evening and Sunday newspapers. The affairs of the Association are conducted by council meetings on which representatives of the newspapers are entitled to sit. Its objects are to deal with matters of common interest to all the London newspapers. Chairman: The Viscount Rothermere (Associated Newspapers); Vice-Chairman: Lord Burnham (Daily Telegraph and Morning Post); Secretary: Bernard Alton, M.V.O., F.C.I.S.; Labor Adviser: L. J. Cumner.

THE NEWSPAPER SOCIETY: Whitefriars House. Carmelite Street, London, E.C.4. Director and General Secretary: H. R. Davies. Founded in 1836, the Newspaper Society represents the owners of daily and weekly newspapers published in the Provinces of Great Britain and Suburbs of London. From 1917 it has undertaken the representation of its members in labor matters and been a party to negotiations on wages, hours, and general conditions of labor, affecting all grades of workers in the industry. The objects of the Society are, briefly, to further the interests of newspaper production by every practicable means, and to secure co-operation in dealing with problems affecting the industry in the broadest sense. To further these objects local associations have been formed with the fullest measure of autonomy in all local affairs, but receiving the support of and acting with the Society where matters of interest to the industry as a whole are brought into question. The arrangement of joint action where newspapers are threatened with legal proceedings, advice on the status of advertising agents, the promotion of local newspaper advertising, a continuous watch over the activities of the many Government Departments whose regulations affect the Press and upon legislative proposals are but a few of the many services which the Society places at the disposal of its membership. In 1928, under the Society's auspices, a pension fund for newspaper employees was launched under the title of the Newspaper and Printing Industries Pension Fund Ltd., although it is an independent body and registered as an industrial and Provident Society the Director of the Newspaper Society is Secretary of the Fund, and most of the member-firms are, of course, members of the Newspaper Society. In 1932, at the request of Provincial newspaper proprietors who desired to have a central organisation to assist them when troubled with libel actions, the Newspaper Mutual Insurance Society Ltd., was registered and the first policy was issued in July of that year. A confidential Monthly Circular is issued to members, whilst on matters of urgency circular letters are frequently issued to members affected.

PARLIAMENTARY PRESS GALLERY: Press Gallery, House of Commons, London S.W.1 consists of representatives of newspapers and news agencies in Great Britain, Ireland, the Commonwealth and the Dominions who have regular access to the Press Galleries of the Houses of Parliament. Its affairs are administered by a committee, elected by its members and recognised officially by the authorities of both Houses. The Gallery premises in the Palace of Westminster include writing rooms, library, lounge and dining and refreshment rooms for the exclusive use of members. These amenities are made available to foreign journalists, who are admitted to a separate gallery in the Houses of Commons. The Press Gallery possesses a valuable collection of pictures of historical interests. Chairman: M. S. Nutt (Daily Express); Vice-Chairman: Geoffrey Morley (The Times); Hon. Secretary: C. M. Arthur (Press Association); Hon. Treasurer: Edgar Hartley (Kemsley Newspapers); Hon. Joint Librarians: George Clark (The Times), George Lochhead (Glasgow Bulletin).

THE PERIODICAL PROPRIETORS ASSOCIATION LTD.: Imperial House, Kingsway, London W.C.2. Founded in 1913 for the purpose of enabling the proprietors of trade and technical publications, periodicals and illustrated and weekly newspapers to take combined action when thought desirable in matters affecting their general interests. It has abundantly justified its existence. President: H. W. Yoxall; Mf. J.P. (Conde-Nast Pub. Ltd.)

PRESS ADVERTISEMENT MANAGERS ASSOCIATION: Hon. Secretary: W. A. Goodale, East Anglian Daily Times, 107--111 Fleet Street, E.C.4. President: Arthur Clay, Kent Messenger, 80, Fleet Street, E.C.4. Hon. Treasurer: H. H. Gibbons (Worcester Journal) 64 Fleet Street, E.C.4.

THE PRESS CLUB: St. Bride's House, Salisbury Square, London, E.C.4. Established 1882. Secretary: A. Lazenby; President: The Lord Astor of Hever; Chairman: Thomas H. Mcarthur.

PRINTING & KINDRED TRADES FEDERATION: 60, Doughty Street, London, W.C.1. General Secretary: J. Fletcher, C.B.E; Assistant General Secretary: G. G. Eastwood; Assistant Secretary: E. McShee; President: R. T. Williams. A federation of 'properly constituted Trade Unions connected with the Printing and allied trade, including the newspaper publishing side'. Objects include the prevention, as far as possible, of the occurrence of strikes, and in the event of disputes arising to encourage the settlement of such disputes by amicable means, and to conduct research and inquiry work in the interest of those engaged in the printing industry.

THE PRINTING, PACKING AND ALLIED TRADES RESEARCH ASSOCIATION: Patra House, Randalls Road, Leatherhead Surrey. President: Sir Denis Truscott, T. D. (Brown Knight & Truscott Ltd.); Vice-Presidents: Col. The Lord Astor of Hever (The Times Publishing Co. Ltd.), Dr. C. H. Clarke, O.B.E., Sir Guy Harrison (Harrison & Sons Ltd.), Sir Robert Leighton (Leighton-Straker Bookbinding Co. Ltd.); Chairman: Sir James Waterlow, Bart, M.B.E., T.D.; Vice-Chairmen: Douglas Hunt (Hunt Partners Ltd.), G. B. Scott (W. S. Cowell Ltd.); Hon. Treasurer: R. G. Connell, M. A. (Metal Box Co. Ltd.); Director of Research: Dr. G. L. Riddell, F.R.I.C.; Secretary: K. N. Hoare, M.A.

PUBLICITY CLUB OF CARDIFF: President: D. R. Edwards, S.P.; Hon. Secretary: K. Rowland Harris, Times Office, Penarth, Nr. Cardiff. Telephone Penarth 67. Luncheon meetings monthly. Membership mixed. Annual Subscription 1.1.1s.

THE PUBLICITY CLUB OF LEEDS: Great Northern Hotel, Leeds 1. (Meetings only) Club Headquarters: The Yorkshire Post, Leeds 1. President: C. Roderick Gallant; Vice-Presidents: Robert Barr, Charles Crabtree, Robert W. Crabtree, J.P., W. Gilchrist, Frank Heywood, E. V. Roberts, B. Com., A.C.A., Cecil Robinson, Basil Sheldon, Norman V. Watson; Chairman: J. R. W. Worrall, B. Com., Vice-Chairman: Henry J. Sutcliffe, Executive Committee: Miss R. Barnes, W. Diggle, Charles H. Dyson, E. V. Gilliat, J. R. Hall, J. M. Kirwin, R. S. Lindgren, Miss I. MacEwen, S. J. Minson, D.A.A., R. S. Seton, Wm. C. Strachan, J. R. Wayne, Michael Wilson, D.A.A., Mrs. M. Clayton Young; Hon. Secretary: S. J. Minson, D.A.A.; Hon. Treasurer: Charles H. Dyson.

PUBLICITY CLUB OF LONDON: Chairman: R. Trevor Harris, Hon. Secretary: Grahame S. Blundell, Gloucester House, 19, Charing Cross Road, London, W.C.2. Telephone: Whitehall 5069.

THE PUBLICITY CLUB OF HULL: President: H. W. Smith; Chairman: C. A. Terry; Vice-Presidents: Ald. F. Holmes, A. French, J. W. Hallowell, C. F. Brown, L. F. Larkin, G. Harriott; Secretary: L. F. Larkin. Meetings held at The Royal Station Hotel, Hull.

SOCIETY OF WOMEN WRITERS AND JOURNALISTS: Hon. Secretary: Miss B. A. Freeman, Stationers Hall, London E.C.4. President: Mrs. Edward Hulton; Chairman: Miss Phyllis Deakin, Vice-Chairman: Miss Elizabeth Harvey; Hon. Treasurer: Miss G. A. Colbrook. Organ of the Society "The Woman Journalist" free to members only.

WOMEN'S ADVERTISING CLUB OF LONDON: Hon. Secretary: Miss Jean J. Potts (Graham & Gillies Ltd.) 37, Golden Square, W.1.; President: Mrs. Kathleen Howie, M.I.P.A. (Saward Baker & Co. Ltd.) 27 Chancery Lane, W.C.2. Qualifications for membership: Women must have held an executive position in advertising for three years. Membership, by invitation only, is limited to 50.

THE WORSHIPFUL COMPANY OF STATIONERS and NEWSPAPER MAKERS: Stationers Hall, London E.C.4. Clerk: R. T. Rivington.

ADVERTISING AGENCIES OF GREAT BRITAIN

This list of British Advertising Agencies is composed of firms who are members of (a) The Institute of Incorporated Practitioners in Advertising, and/or (b) of the British Advertising Association. In the lists of Incorporated and Registered practitioners in Advertising those agencies marked • are also members of the Advertising Association and are therefore not included in the list of members of the Advertising Association.

All addresses are for city of London unless otherwise noted.

INCORPORATED PRACTITIONERS

•FREDERICK ALDRIDGE LTD.
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•STEWART ALEXANDER ADVERTISING AGENCY
Legal & General Assurance Buildings
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109 Kingsway, W.C.2.
•R. ANDERSON (ADVERTISING) CO. LTD.
14, King William IV Street, Strand W.C.2
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69, New Oxford Street, W.C.1.
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•AUGER-TURNER LTD.
Autur House, 40, Gerrard Street, W.1.
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•CHARLES BARKER & SONS LTD.
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Bank Chambers, 329 High Holborn, W.C.1.
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Kingsway Hall, Kingsway, W.C.2.
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295 Highfield Road, Hall Green, Birmingham 28
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J. K. CLAYTON ADVERTISING AGENCY, LTD.
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•ALEXANDER COX LTD.
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•CRAVENS ADVERTISING LTD.
42 Leazes Park Road, Newcastle-upon-Tyne, 1.
W. S. CRAWFORD LTD.
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27, Hill Street, Berkeley Square, W.1.
•THE S. T. GARLAND ADVERTISING SERVICE LTD.
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•A. N. HOLDEN & CO., LTD.
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•S. C. PEACOCK LTD.
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•G. STREET & CO. LTD.
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•TAYLOR ADVERTISING LTD.
85 Gloucester Place, W.1.
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40 Berkeley Square, W.1.
•TIBBENHAM PUBLICITY LTD.
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C. VERNON & SONS (LIVERPOOL) LTD.
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81 Hope Street, Glasgow, C.2.
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Midland Bank Chambers, Warwick Road, Birmingham,27
•WHITE & CARTER LTD.
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107-111 Fleet Street, E.C.4.
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F. W. SEARS LTD.
21-22 Grosvenor Street, W.1.
SEARS & NALSON LTD.
178 Charing Cross Road, W.C.2.
•CHARLES SELL
5-6 Red Lion Square, W.C.1.
•L. B. SINGLETON LTD.
7A Grafton Street, W.1.
JOHN SLATER (ADVERTISING) LTD.
Barclay's Bank Chambers, Devonshire Street, Carlisle
•GEO. F. SMITH & CO. LTD.
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Belgravia Chambers 72-74, Victoria St., S.W.1
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31A Holdenhurst Road, Bournemouth.
HEDLEY BYRNE & CO. LTD.
140 Park Lane,W.1.
HENBEST PUBLICITY SERVICE LTD.
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HILMAR ADVERTISING LTD.
East Cliff House, 5 East Cliff, Preston, Lancashire
HOLMAN ADVERTISING LTD.
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JANUS LTD. ADVERTISING
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KEITH & CO. (JOHN MENZIES & CO. LTD.)
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14 Great Chapel St., W.1.
ARTHUR KNIGHT CO. LTD.
24 Gilbert Street. W.1.
K. S. ADVERTISING LTD.
20A High Street, Canterbury.
LAWSON TROUT PUBLICITY LTD.
Temple Cts., 55 Temple Row, Birmingham, 2, Warwicks.
LEE & NIGHTINGALE (ADVERTISING) LTD.
17 North John St., Liverpool. 2.
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LOARRIDGE PUBLICITY LTD.
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30 Bouverie St., E.C.4.
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40 Bryanston Street, W.1.
MASON-PEACOCK LTD.
184 Strand,W.C.2.
MAXWELL CLARKE LTD.
34-35 High Holborn W.C.1.
J. G. McCALLUM & CO.
19 Walker St., Edinburgh 3.
JOHN MENZIES & CO. LTD.
534 Sauchiehall St., Glasgow,2.
THE MOND NICKEL CO. LTD.
Thames House, Millbank, S.W.1.
MORISON'S PRESS ADVERTISING SERVICE LTD.
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NATIONAL ADVERTISING CORPORATION LTD.
52 Portland Place, W.1.
NORTHERN PUBLICITY LTD.
8a-12a, Queens Arcade, Leeds 1.
O'KENNEDY BRINDLEY LTD.
64-65 Lower Gardiner Street, Dublin, Eire.
HOWARD PANTON LTD.
Panton House, Howard St., W.C.2.
V. PETHICK LTD.
30 Bouverie St., E.C.4.
PARTINGTON ADVERTISING CO. LTD.
VictorialEmbankment, (Next Temple Station), W.C.2.
E. H. PARRY & CO. ADVERTISING AGENCY LTD.
106 Old Broad St., E.C.2.
PICTORIAL PUBLICITY CO. LTD.
28 Denmark St., W.C.2.
RICHARD POTTS & PARTNERS LTD.
Spenklin House, 34-35 High Holborn, W.C.1.
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G. S. ROYDS LTD.
160 Piccadilly, W.1.
RUDDOCKS ADVERTISING AGENCY
67 Lower Parliament St.. Nottingham
R. & W ADVERTISING
18 Hanover St., Edinburgh, 1.
T. G. SCOTT & SON LTD.
Crown House, 143-147 Regent Street, W.1.
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Publicity House, Anchorfields, Kidderminster, Worcestershire.
SIMPSON & GEMMELL LTD.
108 Renfield St., Glasgow,C.2.
SMEDLEY ADVERTISING SERVICE LTD.
47 Hertford St., Mayfair W.1.
GEO. J. SMITH & CO. LTD.
74-76 Temple Chambers, Temple Avenue, E.C.4.
W. H. SMITH & SON LTD.
Strand House, Portugal Street, W.C.2.
THE SPIERS SERVICE LTD.
21 Soho Square,W.1.
HENRY SQUIRE & CO.
Canada House , 4-5 Norfolk St.. Strand,W.C.2.
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S. F. & PARTNERS LTD.
4a Bloomsbury Square, W.C.1.
STOWE & BOWDEN LTD.
3 Parsonage, Manchester 3.
STUART HIRST LTD.
Survey House, 15 Bond St., Leeds 1.
TECHNICAL DESIGNS LTD.
46 Brook Street, London, W.1.
TECHNICAL PUBLICITY
22a Queen Anne's Gate. S.W.1.
THAMES ADVERTISING SERVICE LTD.
Chronicle House,72-78 Fleet St., E.C.4.
WILFRID TISBURY & CO. LTD.
12 Princes St., Hanover Sq.,W.1.
H. D. TODD (ADVERTISING) LTD.
125 Buchanan St., Glasgow,C.1.
TOPICAL ADVERTISING SERVICE
183 West George Street, Glasgow
THE J. P. TOUHEY ADVERTISING AGENCY
Elswick Chambers, 34 Dean St., Newcastle-upon-Tyne 2.
UNITED KINGDOM ADVERTISING CO. LTD.
25 Shaftesbury Avenue, W.1.
ERWIN WASEY & CO. LTD.
Brook House, Park Lane, W.1.
WELLS ADVERTISING
Publicity House, Limestone Road, Belfast, North Ireland.
WHITEHALL ADVERTISING AGENCY
Whitehall Road, Leeds,12.
WILLIAMS ADVERTISING OFFICES
29 Kirkgate, Bradford, Yorks
WILLING & CO. LTD.
356-364 Gray's Inn Road, W.C.1.
JOHN WILLIS ADVERTISING LTD.
40 King St., West, Manchester,3.
B. C. YOUNG
6 Melville St., Edinburgh,3.

AUSTRALIAN ADVERTISING AT ALL TIME HIGH

In spite of acute international tension, and notwithstanding fears of an inflationary trend on the home economic front, 1956 was an all-round prosperous year for Australia.

In line with previous post-war annual periods, full employment and substantial wages gave the community as a whole high spending power. This, naturally, resulted in a general price increase for all commodities, followed, of course, by demands for still higher wages.

Importations of goods of all classes from overseas countries—many of them luxury lines—increased to such an extent during the early part of the year that stern measures in the shape of severe import restrictions became necessary. These were applied so ruthlessly however that towards the end of 1956 doubts as to their ultimate wisdom were being expressed in many quarters. In industry the view was held that Governmental refusal to permit the importation of modern machinery necessary for an increase in production would, in the long run, react to the detriment of the national economy.

In fact, as the year drew to a close the Commonwealth Government's so-called austerity measures had undoubtedly begun to dampen industrial activity. This, however, seemed to be having no effect on the employment position and workers displaced in industries where any levelling off was noticeable were quickly and easily replaced in other undertakings where man-power shortages had been acute.

The newspaper, printing, publishing and radio industries in Australia experienced a good year and towards the end of the period a new medium, television, made its debut.

Advertising space used in Australian metropolitan daily newspapers reached an all-time high during the twelve months ended June 30th, 1956 (The yearly period for which statistics were compiled). Total column inchage in all States amounted to 11,947,600 inches which was 383,992 inches, or 3.2% higher than in the previous year, and 2,621,958 inches, or 28.1%, greater than in the preceding twelve months. As a matter of fact last year's total advertising tally for metropolitan daily newspapers was the highest ever recorded in Australian newspaper history.

Advertising in Australian Sunday newspapers also showed a substantial increase last year a total of 1,280,057 inches being used compared with 1,253,128 inches twelve months previously, a gain of 26,929 inches, or 2.1%. Rural weeklies also showed a gain with a total of 1,461,713 inches for the year as against 1,367,182 inches in 1954-55, a rise of 94,531 inches, or 6.1%.

National magazines, however, suffered an inchage loss the total space used in them being 517,869 inches which was 20,179 inches, or 3.7%, lower than in the previous year. The 1955-56 total was 70,308 inches more, 15.9% higher, than in 1953-54, a year in which magazines took a hard knock.

Classified and retail advertising predominated in the daily newspapers throughout the Commonwealth during the period under review. In the display sections national advertising for household utilities including such previously much-publicised commodities as refrigerators, washing machines, etc., showed a slight decrease. There was a considerable rise in the amount of space devoted to the publicising of activities by banking and financial institutions throughout the Commonwealth.

Australian Commercial Broadcasting stations had a record year in 1956. Total revenue received by the 106 transmitters in operation amounted to £6,686,924 and total expenditure was £5,252,831, making the aggregate profit for all stations £1,434,093. This compared with an aggregate profit of £1,060,260 made during the preceding twelve months and was the highest yet recorded in Australian broadcasting history.

Towards the end of the year, Television began. Two government controlled national stations—one each in Sydney and Melbourne and carrying no advertising—commenced operations under the control of the Australian Broadcasting Commission. Four commercial stations—two each in Sydney and Melbourne—began the provision of commercial services. The new medium has already attracted considerable attention and big developments are anticipated during 1957. It is interesting to note that the major shareholders in all four commercial TV Stations are Australian Newspaper proprietors.

DAILY NEWSPAPERS OF AUSTRALASIA—PERSONNEL, CIRCULATIONS, RATES

NEW SOUTH WALES

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietor	Managing Director	Advertising Manager
ALBURY, 17,000							
Border Morning Mail (m)	14,529	10/-			The Border Morning Mail Pty. Ltd.	M. C. Mott	
BATHURST, 18,000							
National Advocate (m)	3,113	10/-		H. R. West	The Bathurst National Advocate Newspaper Printing & Publishing Co. Ltd.	A. R. Read	T. P. Croft
Western Times (e)	2,000	10/-		W. L. Dow	Bathurst Times Ltd.	R. K. Dow (Bus. Mgr.)	
BROKEN HILL, 34,000							
Barrier Daily Truth (m)	6,808	10/-			Workers Industrial Union	J. G. Hoban (Bus. Mgr.)	
Barrier Miner (e)	7,635	10/-		A. C. R. Hay	News Ltd.		R. Turner
CANBERRA, A.C.T., 23,500							
The Canberra Times (m)	5,360	10/-		C. J. Meeking	The Federal Capital Press of Australia Ltd.	A. T. Shakespeare	
CASINO, 7,000							
Richmond River Express (e)	1,970	8/-		R. Tomlinson (Managing Ed.)	Casino Newspaper Pty. Ltd.		
GOULBURN, 20,000							
Evening Post (e)	5,545	9/-			Daniel Bros. & Pty. Ltd.	J. A. Daniel	G. F. Stallard
GRAFTON, 14,000							
The Daily Examiner (m)	6,689	10/-		W. Bailey-Tart	The Daily Examiner Pty. Ltd.		
LISMORE, 17,300							
The Northern Star (m)	14,202	10/-		D. C. Murray	Northern Star Ltd.	L. T. Warrick (Gen. Mgr.)	
LITHGOW, 15,000							
Mercury (e)	4,796	9/-			Lithgow Mercury Pty. Ltd.	E. J. Taylor	
MAITLAND, 21,000							
The Maitland Mercury (e)	6,803	10/-		R. H. Woodlands (Managing Editor)	The Maitland Newspaper & Printing Co. Pty. Ltd.		
MURWILLUMBAH, 8,500							
Tweed & South Coast Daily (m)	5,333	10/-		R. M. Curnow (Managing Editor)	The Tweed Newspaper Co. Pty. Ltd.		
NEWCASTLE, 150,000							
Newcastle Herald (m)	49,929	16/9		E. K. Lingard	The Newcastle Morning Herald & Miners Advocate Pty. Ltd.	E. M. Morriss (Gen. Mgr.)	A. C. Harland
Newcastle Sun (e)	42,650	14/6		B. C. McGregor	The Newcastle Morning Herald & Miners Advocate Pty. Ltd.	E. M. Morriss (Gen. Mgr.)	A. C. Harland
ORANGE, 18,000							
The Central Western Daily (m)	4,710	9/-			Western Daily Pty. Ltd.	D. McGregor (Mgr.)	
SYDNEY, 1,863,217							
The Sydney Morning Herald (m)	309,000	65/-		J. M. D. Pringle	John Fairfax & Sons Pty. Ltd.	R. A. Henderson	K. J. Unsted
Daily Telegraph (m)	314,000	69/-		J. K. Watson D. R. McNicoll (Ed-in-chief)	Consolidated Press Ltd.	F. Packer	P. A. Messenger W. J. Dowsett (Ad. Director)
Daily Mirror (e)	307,400	60/3		I. Smith M. Gallard (Ed. Dir.) J. Blunden (Ed-in-Chief)	Truth & Sportsman Ltd.	Ezra Norton	D. L. Manuel
The Sun (e)	325,409	63/-		L. Clinch	Associated Newspapers Ltd.	R. A. Henderson	R. W. G. Henderson
Sun-Herald (S)	623,229	110/11			John Fairfax & Sons Pty. Ltd. & Associated Newspapers Ltd.	R. A. Henderson	R. W. G. Henderson
Truth (S)	536,982	99/3		M. Gallard (Ed. Dir.) J. Blunden (Ed-in-Chief)	Truth & Sportsman Ltd.	Ezra Norton	D. L. Manuel (Ad. Mgr.)
Sunday Telegraph (S)	540,000	113/9		L. J. Miller D. McNicoll (Ed-in-Chief)	Consolidated Press Ltd.	F. Packer	R. A. Swift W. J. Dowsett (Ad. Dir.)
TAMWORTH, 15,800							
Northern Daily Leader (m)	12,514	12/-		A. Thorley	The Tamworth Newspaper Co. Pty. Ltd.	H. Joseph	
WAGGA WAGGA, 16,000							
Daily Advertiser (m)	11,238	10/-		L. Ward (Man. Ed.)	A. & F. Sullivan		
WOLLONGONG, 90,852							
Illawarra Daily Mercury (m)	7,542	10/-		A. Cragg	Illawarra Newspapers Pty. Ltd.	W. S. Musgrave (Gen. Mgr.)	

QUEENSLAND

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietor	Managing Director	Advertising Manager
BRISBANE, 480,000							
The Courier Mail (m) (S)	227,019	49/-		T. C. Bray (Ed-in-Chief)	Queensland Newspapers Pty. Ltd.	D. S. Sherman (Gen. Mgr.)	H. Muddle
Brisbane Telegraph (e)	.....	46/-		A. R. Vickers	Telegraph Newspaper Co.	W. R. McDonald (Gen. Mgr.)	K. C. Hardy
The Sunday Mail (s) (S)	283,692	55/6		E. R. Jackson	Queensland Newspapers Pty. Ltd.	D. S. Sherman (Gen. Mgr.)	H. Muddle
Truth (s)	192,137	49/-			Truth & Sportsman Ltd.	Ezra Norton	D. W. Virtue
BUNDABERG, 19,100							
News-Mail (m)	7,601	8/6		M. Nash	Bundaberg Newspaper Co. Pty. Ltd.	Mrs. M. H. Barton	
CAIRNS, 18,000							
The Cairns Post (m)	13,315	12/-		R. T. J. Sutton	The Cairns Post Pty. Ltd.	P. G. Close	D. Franzmann
INNISFAIL, 13,000							
The Evening Advocate (e)	1,640	10/-		G. Groom	Evening Advocate Pty. Ltd.	G. Groom	V. G. Brancroft
IPSWICH, 33,000							
The Queensland Times (m)	12,011	10/-		C. Cook	The Queensland Times Pty. Ltd.	B. Mills (Gen. Mgr.)	
MACKAY, 15,100							
Daily Mercury (m)	8,060	10/-			Mackay Printing & Publishing Co. Pty. Ltd.	H. J. Manning	
MARYBOROUGH, 17,000							
Chronicle (m)	7,005	8/6			Maryborough Newspaper Co. Pty. Ltd.	G. English (Gen. Mgr.)	

(Continued on Page 360)

"In Australia we're shooting for the moon"

says Harlow H. Curtice, President of General Motors, U.S.A.

In June 1956, Mr. Harlow H. Curtice, the president of General Motors, U.S.A., talked about Australia. He said, in part: "We are shooting for the moon in Australia, where we are planning a large increase in the production of Holden vehicles also home appliances such as refrigerators. We hope to be producing 100,000 Holden units yearly by the end of 1957. But even before we reach that figure we will raise our sights and aim for something bigger. Australia is a great country. General Motors-Holden's expansion is designed to keep pace with its tremendous growth and increased standard of living. We are very optimistic about its future."

General Motors' faith in Australia and its future, is shared by more than 800 other U.S. organisations.

Secondary industry in Australia has made phenomenal strides since the end of World War II. A vigorous immigration policy has helped in this. Not only has it widened the domestic market by more than 1,000,000 wage-earners in the last ten years, but it also provides an additional and ever-growing pool of trained operatives. American industries within Australia and American interests with the Australian market in mind, have been quick to profit by this and the favorable industrial climate engendered by stable and energetic State and Commonwealth governments.

As a direct result, the number of U.S. companies now operating in Australia has practically doubled within the last two years. The total (as mentioned earlier) now exceeds 800. At least 200 of these are U.S. subsidiaries or affiliated companies operating in Australia. The remainder are local companies which use U.S. techniques and machines by special arrangement or which manufacture American products for Australian consumption under licence or royalty agreements.

VARIED INTERESTS

This much-abridged list indicates the scope and variety of famous-name American products made and vigorously merchandised in Australia: Kraft Cheese, Coca Cola, Helena Rubenstein and Max Factor Cosmetics, Kellogg's Corn Flakes and All Bran, Colgate-Palmolive Soaps and Toothpastes, Ipana Toothpaste, Vicks Vapor Rub, Gillette Blades, Remington Electric Shavers, Kleenex, Parker Pens, Heinz 57 Varieties, Janzten and Cole of California Swimsuits, Kelvinator and Frigidaire Refrigerators, Rothman and Philip Morris cigarettes. More recent arrivals, on the made-in-Australia scene, are a number of American TV receivers.

HEAVY INDUSTRY A LEADER

Important and profitable as the manufacture of consumer goods is in Australia, equal opportunities exist in the twin fields of transport and heavy industry. The motor industry, largely American in origin and capitilization employs over 100,000 Australians and, last year, not only reached record peaks on this market but exported cars, parts and accessories to the tune of 5 million dollars.

100 MILLION DOLLAR INCREASE

Official figures for the last fiscal year show that direct American investment in Australia advanced from 357 million dollars in 1954 to 466,500,000 in 1955 — an increase in one year only of more than 100 million dollars.

Significant as it is, this impressive figure does not take into account many subsidiary U.S. companies or private Australian investments by American interests.

AUSTRALIA'S OWN PROGRAMME

Australia's ambitious plans for irrigation, electrification and transport by air and rail offer the greatest prospects of reward to U.S. enterprise. Mining too is pregnant with possibilities. The search for oil intensifies year by year. Dramatic discoveries of uranium, pitchblende and bauxite deposits indicate Australia's potential in these fields. In July, 1956, the Cataract Mining Corp. of New York acquired a 280,000 acre uranium concession adjoining Rum Jungle in the Northern Territory. In September 1956, United Uranium NL, a company with Northern Territory holdings contracted to sell pitchblende ore for U.S. dollars. Meanwhile, one of Australia's largest uranium projects with deposits worth 150 million dollars has announced its intention to seek 25 million dollars additional capital abroad to avoid straining Australia's present financial resources.

ALL OF THIS POINTS TO ONE CONCLUSION:

Australia offers by far the greatest inducement for the American manufacturer with eyes on overseas markets and for the American investor who wishes to see his capital grow in a fast-developing community whose national resources are still comparatively untouched.

Inserted in the interest of a wider understanding of Australian-American business relations by

The Herald MELBOURNE

The Advertiser ADELAIDE

The Courier-Mail BRISBANE

The Sun News-Pictorial MELBOURNE

The Telegraph BRISBANE

U.S. Advertising Representatives

Joshua B. Powers Inc., 345 Madison Av., New York

DAILY NEWSPAPERS OF AUSTRALASIA—PERSONNEL CIRCULATIONS, RATES—Continued

QUEENSLAND—Continued

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
ROCKHAMPTON, 38,500							
Morning Bulletin (m)	15,671	10/-			Rockhampton Newspaper Co. Pty. Ltd.	L. J. Cram (Gen. Mgr.)	
TOOWOOMBA, 40,000							
Chronicle (m)	16,679	10/-			Toowoomba Newspaper Co. Pty. Ltd.	W. Bruce (Gen. Mgr.)	
Darling Downs Star (e)	10,200	10/-			Western Publishers Pty. Ltd.	T. V. Foxlee	G. LeRoy
TOWNSVILLE, 36,000							
The Daily Bulletin (m)	16,373	10/-		J. H. Gibbard	The North Queensland Newspaper Co. Pty. Ltd.	W. Ellis	P. Crow
The North Queensland Register (Sat.)	12,655	10/-		J. H. Gibbard	The North Queensland Newspaper Co. Pty. Ltd.	W. Ellis	I. Green
WARWICK, 10,000							
Warwick Daily News (m)	5,345	12/-		L. Irwin	The Warwick Newspaper Pty. Ltd.	L. Irwin	E. Hollingworth

SOUTH AUSTRALIA

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
ADELAIDE, 509,000							
The Advertiser (m) (6)	172,599	39/-		D. G. McFarling	Advertiser Newspapers Ltd.	Sir Lloyd Dumas	J. D. Guy
The News (e) (6)	118,874	31/-		R. Rivett (Ed-in-chief)	News Ltd.	K. R. Murdoch (Publisher)	K. R. Barrow
The Sunday Mail (s) (6)	215,000	43/-		K. V. Parish	Advertiser-News Weekend Pub. Ltd.	J. B. Bernie	
Truth (S)	43,000	15/			Truth & Sportsman Ltd.	Ezra Norton	K. H. Cousins (Gen. Ad. Mgr.)

TASMANIA

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
BURNIE, 20,000							
The Advocate (m)	16,338	17/-		J. R. Cherry	Harris & Co. Ltd.	L. B. Harris	P. B. Cherry
HOBART, 93,500							
The Mercury (m)	43,293	22/-		R. Shone	Davies Bros. Ltd.	G. R. Davies	F. Rieusset
Saturday Evening Mercury	19,954	15/-		S. B. Mitchell	Davies Bros. Ltd.	G. F. Davies	F. Rieusset
Truth (s)	26,978	11/-		I. Smith	Truth & Sportsman Ltd.	Ezra Norton	K. Murray
LAUNCESTON, 50,000							
Examiner (m)	21,487	20/-		R. J. Williams	W. R. Rolph & Sons Pty. Ltd.	Sir Gordon Rolph	J. Valentine
Express (Sat.)	17,108	15/-		C. F. M. Green	W. R. Rolph & Sons Pty. Ltd.	Sir Gordon Rolph	J. Valentine

VICTORIA

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
BALLARAT, 45,350							
The Courier (m)	15,327	10/-			Ballarat Courier Pty. Ltd.	J. V. Robertson	L. C. Crom
The Mail (e)	2,000	8/-			Ballarat Mail Pty. Ltd.	J. H. Stanley	T. M. Morris
BENDIGO, 35,000							
Advertiser (m)	12,800	10/6		B. Mundy (Man. Ed.)	The Bendigo Advertiser Newspapers Ltd.		R. F. Buck
GEELONG, 51,000							
Advertiser (m)	17,648	15/-		J. A. Henry	Geelong Advertiser Pty. Ltd.	J. A. McKenzie (Gen. Manager)	N. R. Ritchie
MELBOURNE, 1,524,841							
The Age (m)	125,720	32/6		H. A. M. Campbell	David Syme & Co. Ltd.	H. R. Syme (Gen. Mgr.)	W. G. Bland
The Herald (e) (6)	435,612	85/-		R. C. Edwards	The Herald & Weekly Times Ltd.	J. F. Williams	H. Tonkin
Sun News Pictorial (m) (6)	454,020	88/6		F. Daly	The Herald & Weekly Times Ltd.	J. F. Williams	A. G. Otto
Truth (Sat.)	280,420	73/		I. Smith	Truth & Sportsman Ltd	Ezra Norton	K. Murphy
MILDURA, 11,000							
Sunraysia Daily (m)	7,211	10/-			New Sunraysia Daily Pty. Ltd.	C. D. Lanyon	
WARRNAMBOOL, 11,000							
Standard (m)	6,369	10/		B. B. Morris	Warrnambool Standard Pty. Ltd.	C. J. Hallowell	A. G. Rogers

WEST AUSTRALIA

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
KALGOORLIE, 27,000							
Kalgoorlie Miner (m)	7,500	12/-		S. J. F. Hocking	Hocking & Co. Pty. Ltd.	S. J. F. Hocking	J. S. Rowe
PERTH, 346,000							
The West Australian (m)	142,281	46/			West Australian Newspapers Ltd.	J. E. Macartney	C. R. Olney
Daily News (e)	92,952	35/-		S. K. Joynt (Ed.-in-Chief)	W. A. Newspapers, Ltd.		M. Lambert
Sunday Times (s)	122,738	32/		F. Davidson	Western Press Ltd.	R. Boland	C. F. Hard

NEW ZEALAND

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
ASHBURTON, 10,161							
The Ashburton Guardian (e)	3,300	6/-	£38.10.0	R. N. Downes	Ashburton Mail & Guardian Co. Ltd.	W. B. W. Bell	John M. Bell
AUCKLAND, 380,412							
Auckland Star (e)	116,000	24/-	£360	G. T. Upton	N. Z. Newspapers Ltd.	T. H. Leys, E. V. Dumbleton (M.E.)	R. T. Brown
New Zealand Herald (m)	176,000	32/-	£400	H. G. Bell	Wilson & Horton Ltd.	R. D. Horton J. M. Hardcastle (G. M.)	E. H. Whiting
BLENHEIM, 9,210							
The Marlborough Express (e)	6,155	6/8	£66.0.0	S. I. Vercoe	Marlborough Express Newspaper Co. Ltd.	D. M. Furness	R. H. Hadfield
CHRISTCHURCH, 193,182							
The Christchurch Star-Sun (e)	55,000	12/6	£173.5.0.	G. Burns	N. Z. Newspapers Ltd.	T. H. Leys	J. N. Crawford
The Press (m)	50,000	12/6	£138.0.0	P. H. N. Freeth	Christchurch Press Co. Ltd.	A. J. Sandom (Mgr.) John H. Rhodes (Ch. of D.)	F. H. Walls
DANNEVIRKE, 5,291							
Dannevirke Evening News (e)	3,000	4/6	£34.13.0	L. J. Appleton	Dannevirke Pub. Co. Ltd.	L. J. Appleton (M. D.) Sir William Appleton (Ch. of D.)	L. J. Appleton
DARGAVILLE, 3,301							
Northland Times (e)	2,626	7/6	£31.8.0	A. Membery	North Auckland Times Co. Ltd.	S. L. Bagnall (G. M.)	F. C. Bagnall
DUNEDIN, 99,326							
The Evening Star (e)	26,000	10/-	£100	W. J. Noble	Evening Star Co. Ltd.	S. D. Smith	F. Ward
Otago Daily Times (m)	36,193	11/6	£100.8.0	J. Moffett	Otago Daily Times & Witness Newspapers Ltd.	E. N. Wilkinson (Gen. Mgr.)	M. S. Hendry
GISBORNE, 22,607							
Gisborne Herald (e)	10,190	8/-	£51.15.0	G. G. Muir	Gisborne Herald Co. Ltd.	A. S. Muir	A. S. Muir
HAWERA, 5,611							
Hawera Star (e)	3,325	6/6	£32.10.0	L. Ablett	Hawera Star Pub. Co. Ltd.	L. Ablett (Mgr. Ed.)	L. A. Ablett
GORE, 6,554							
Mataura Ensign (e)	3,500	6/6	£40.5.0	H. A. Hull	Gore Publishing Co. Ltd.	H. A. Hull (Mgr. Ed.)	W. R. J. Pollock
GREYMOUTH, 8,933							
Greymouth Evening Star (e)	4,800	6/-	£38.10.0	C. G. Gaffeney	Greymouth Evening Star Ltd.	A. J. Wilson (Gen. Mgr.)	A. W. Keown
Grey River Argus (m)	4,039	6/-	£38.10.0	W. J. Butler	Grey River Argus Co. Ltd.	R. A. Kay	M. P. Neville
HAMILTON, 40,618							
Waikato Times (e)	17,159	7/6	£61.2.0	F. E. Fisher	Waikato & King Country Press Ltd.	A. E. Manning	C. L. Wilson
HASTINGS, 27,773							
Hawkes Bay Herald-Tribune (e)	12,100	8/-	£54	W. A. Whitlock	Hawkes Bay Newspapers Ltd.	W. A. Whitlock	F. J. Finch-Leicester Manager
HOKITIKA, 3,032							
Hokitika Guardian (e)	1,150	6/-	£20		Guardian & Times Co. Ltd.	G. Bryant (Ch. of D.)	R. E. Guthrie
INVERCARGILL, 34,293							
Southland Daily News (e)	11,000	7/-	£57.4.0	R. M. Hutton-Potts	Southland News Co. Ltd.	R. M. Hutton-Potts	W. W. Butchers
The Southland Times (m)	17,125	7/-	£62.8.0	J. L. Grimaldi	The Southland Times Co. Ltd.	F. N. Anderson	E. K. Mills

DAILY NEWSPAPERS OF AUSTRALASIA—PERSONNEL, CIRCULATIONS, RATES—Continued

NEW ZEALAND—Continued

City, Population, Newspapers	Circulation Certified A.B.C.	Advertising Rates Inch	Page	Editor	Proprietor	Managing Director	Advertising Manager
LEVIN, 6,477							
The Chronicle (e)		2,450	6/-	£30.16.0	G. H. Kerslake	Kerslake Billens & Humphrey Ltd.	R. H. Billens (Ch. of D.) L. A. Humphrey (Gen. Mgr.)	T. A. Kerslake
MASTERTON, 12,992							
Wairarapa Times-Age (e)		6,500	6/6	£40	W. Michael	Wairarapa Times-Age Newspaper Co. Ltd.	S. D. Leitch (Gen. Mgr.)	Alan Ramsy
NAPIER, 27,492							
The Daily Telegraph (e)		12,140	8/-	£49.10.0	A. F. B. McCredie	Daily Telegraph Co. Ltd.	T. M. Geddis	H. L. Beer
NELSON, 22,519							
Nelson Evening Mail (e)		12,094	6/6	£54	F. J. Earle	R. Lucas & Sons Ltd.	R. D. Lucas (Mgr.)	W. E. Davis
NEW PLYMOUTH, 28,282							
Taranaki Daily News (m)		16,456	7/6	£34.16.0	D. F. C. Saxton	Taranaki Daily News Co. Ltd.	G. Fraser	L. A. Murray
Taranaki Herald (e)		10,500	6/6	£54.0.0	A. B. Scanlan	Taranaki Herald Co. Ltd.	A. B. Scanlon (Man. Ed.)	L. Russell
OAMARU, 9,787							
The Oamaru Mail (e)		2,850	6/6	£26.19.0	F. Jones	Oamaru Mail Co. Ltd.	J. D. Christie (Mgr.)	C. A. Hamilton
PALMERSTON NORTH, 37,751							
Manawatu Evening Standard (e)		12,739	7/-	£70	J. H. Nash	Manawatu Standard Ltd.	J. H. Nash	N. A. Nash
The Times (m)		8,352	7/-	£35.2.0	R. H. Billens	Manawatu Daily Times Ltd.	R. H. Billens	E. R. Harris
ROTORUA, 12,301							
Rotorua Post (e)		6,250	7/-	£30.16.0	L. Smith	Rotorua Newspapers Ltd.	E. G. Guy	R. F. Smith
TAUMARANUI, 6,000							
Taumaranui Press (e)		1,000	6/-	£27.11.3	R. W. Thomas	Taumaranui Press Ltd.	R. W. Thomas (Man. Ed.)	N. Thomas
TAURANGA, 12,000							
Bay of Plenty Times (e)		5,403	7/-	£34.13.0	G. R. Curtis	Bay of Plenty Times Ltd.	W. F. Cross	F. S. Edmonds
THAMES, 5,007							
The Thames Star (e)		2,700	6/6	£16	W. A. Kelly	Thames Star Ltd.	W. A. Kelly (Man. Ed.)	G. W. Price
TIMARU, 24,661							
The Timaru Herald (m)		12,352	8/-	£48.8.0	I. Donnelly	Timaru Herald Co. Ltd.	E. G. Kerr	J. M. Kerr
WAIMATE, 3,108							
Daily Advertiser (e)		1,650	5/-	.....	A. F. Sargent	Waimate Publishing Co. Ltd.	R. D. Harris	W. Parker
WAIPUKARAU, 2,888							
Central Hawkes Bay Press (e)		1,000	6/6	.....	F. V. Ward	Press Co. Ltd.	F. V. Ward (Man.)	C. B. Forbes
WANGANUI, 32,106							
Wanganui Chronicle (m)		8,610	7/-	£39.12.0	H. C. Jenkins	Wanganui Chronicle Ltd.	L. C. Young	A. D. Robbie
Wanganui Herald (e)		7,924	7/-	£43.4.0	H. F. Low	Wanganui Herald Newspaper Co. Ltd.	M. S. Vernon Smith (Gen. Mgr.)	J. D. Kelly
WELLINGTON, 223,908							
The Dominion (m)		75,271	17/-	£250	C. T. C. Watson	Wellington Publishing Co. Ltd.	P. R. Scoble	C. Ryan
The Evening Post (e)		73,794	18/-	£250	G. Freeman	Blundell Bros. Ltd.	E. A. Blundell	J. D. Howitt
WESTPORT, 5,510							
Westport News (m)		2,800	7/-	.....	F. Hinton	Westport News Ltd.	A. L. Wood	
WHANGAREI, 13,356							
The Northern Advocate (e)		8,960	8/-	£44	R. J. Dunn W. E. Crawford (Man. Ed.)	Northern Publishing Co. Ltd.	B. W. Crawford	M. F. Whitlaw

ADVERTISING AGENCIES OF AUSTRALASIA

Adcraft Advertising Service
8 The Esplanade
Perth, West Aust.

Aldwych Advertising Pty. Ltd.
40 Pirie St.,
Adelaide, Sth. Aust.

Aldwych Advtg. Pty. Ltd.
188 Herford St.
Glebe, N.S.W.

Aldwych Advt. Pty. Ltd.
450 St. Kilda Rd.
Melbourne, Vic.

Alexandra Advertising
422 Collins St.
Melbourne, Vic.

Asiritti Advtg. Pty. Ltd.
74 Castlereagh St.
Sydney, N.S.W.

Assell & Associates
473 King St.
Melbourne, Vic.

Austin Brown Advertising
150 King William St.
Adelaide, South Aust.

Australian Assoc. Publicity
46 MacQuarrie St.
Parramatta, N.S.W.

Bartlett, Murphy & MacKenzie Pty. Ltd.,
26 O'Connell St.
Sydney, N.S.W.

S. E. Baume & Co. Pty. Ltd.
258 George St.
Sydney, N.S.W.

Bayne-Mackay Advertising Pty. Ltd.
405 Collins St.
Melbourne, Vic.

Becket-Thomson Advtg. Pty. Ltd.
34 Queens Rd.
Melbourne, Vic.

Becket-Thomson Advtg. Pty. Ltd.
3 Carrington St.
Sydney, N.S.W.

C. Behrend
256 St. Georges Terrace
Perth, West. Aust.

N. Best Advertising
115 Pacific H'way.
North Sydney, N.S.W.

Berry, The Hugh Co.
104 Wellington Pde.
Melbourne, Vic.

The Hugh Berry Co.
75 Pitt St.
Sydney, N.S.W.

Berwen Paine Advertising
4 Hutt St.
Adelaide, South Aust.

Best & Co.
422 Collins St.
Melbourne, Vic.

Best & Co.
82 Elizabeth St.
Sydney, N.S.W.

Briggs & James
153 Latrobe St.
Melbourne, C.1. Vic.

Campbell Advtg. Pty. Ltd.
Queen and Adelaide St.
Brisbane, Qld.

K. M. Campbell Pty. Ltd.
123 William St.
Melbourne, Vic.

Canny, Fergus Advertising Pty. Ltd.
346 Little Collins St.
Melbourne, Vic.

Canny, Fergus Advtg. Pty. Ltd.
24 Kent St.
Sydney, N.S.W.

Carden Advtg.
251 William St.
Melbourne, Vic.

R. G. Carter Advtg. Service
528 Collins St.
Melbourne, Vic.

Castle Jackson Advtg. Pty. Ltd.
100 Collins St.
Melbourne, C.1., Vic.

Carl A. Cater
323 Bourke St.
Melbourne, Vic.

Chapman-Hendrie Advtg.
262 Queen St.
Melbourne, Vic.

Chessell & McCredie Pty. Ltd.
136 Pitt St.
Sydney, N.S.W.

Christie & Associates
246 Sussex St.
Sydney, N.S.W.

J. Clemenger Pty. Ltd.
473 Bourke St.
Melbourne, Vic.

J. Clemenger Pty. Ltd.
387 Kent St.
Sydney, N.S.W.

S. Crownson Cohen
13 Barrack St.
Perth, West Aust.

A. Collett Advertising
A.M.P. Building
William St.
Perth, West Aust.

Commercial Advtg. Pty. Ltd.
149 Castlereagh St.
Sydney, N.S.W.

Cossey Waite Advtg.
167 Queen St.
Brisbane, Qld.

Coudrey-Gotham Pty. Ltd.
5 Barrack St.
Sydney, N.S.W.

Country Press Co-operative Co.-Ltd.
169 Exhibition St.
Melbourne, Vic.

Country Press Ltd.
5 Barrack St.
Sydney, N.S.W.

Cratchley Advtg.
12 Bridge St.,
Sydney, N.S.W.

Creasy & Bleaney Advertising Service
85 Gouger St.
Adelaide, Sth. Aust.

Rex Croft Advtg.
No. 4 The Boulevard
Ivanhoe, Vic.

Dampier Advtg.
Dymock's Block
424 George St.
Sydney, N.S.W.

Lyle Davis Advtg. Pty. Ltd.
151 Elizabeth St.
Sydney, N.S.W.

W. J. Dawson
409 Hay St.
Perth, West Aust.

Duthie-National Advertising
Dunstan House
Elizabeth Street
Brisbane, Qld.

John C. Duval Advtg.
61 Market St.
Sydney, N.S.W.

Max Eaton Advtg.
205 St. Georges Terrace
Perth, West Aust.

Edmonds Advtg. Service
115 Queen St.
Brisbane, Qld.

Edmonds-Fagg Advtg.
453 Ruthven St.
Toowoomba, Qld.

Roger Enemark Advt., P/L
128 Pitt St.
Sydney, N.S.W.

Rodney Evans Advtg.
149 Castlereagh St.
Sydney, N.S.W.

Finney & Martin
338 William St.
Perth, West Aust.

Forster Advtg. Co.
294 Edward St.
Brisbane, Qld.

Fortune (Aust) Pty. Ltd.
82 Flinders St.
Adelaide, South Aust.

Fortune (Aust.) Pty. Ltd.
30 Queen's Road
Melbourne, Vic.

Fortune (Aust.) Pty. Ltd.
141 York St.
Sydney, N.S.W.

Vincent H. Freeth Pty. Ltd.
21 Pier St.
Sydney, N.S.W.

Fulford Advtg.
21 Gipps St.
Fortitude Valley
Brisbane, Qld.

J. Lawrence Funch
20 Twin St.
Adelaide Sth. Aust.

Peter Garner Advtg.
70 St. Johns St.
Launceston, Tas.

H. R. Gellatley MacNicol
387 Kent St.
Sydney, N.S.W.

General Publicity
115 Queen St.
Brisbane, Qld.

(Continued on Page 362)

ADVERTISING AGENCIES OF AUSTRALASIA—Continued

(Continued from Page 361)

Owen L. Gellert
22 Grenfell St.
Adelaide, South Aust.

Goldberg (Aust.) Pty. Ltd.
188 George St.
Sydney, N.S.W.

Gordon & Gotch (A/sia Ltd.)
80 Currie St.
Adelaide, Sth. Aust.

Gordon & Gotch (A/sia Ltd.)
262 Adelaide St.
Brisbane, Qld.

Gordon & Gotch (A/sia Ltd.)
511 Little Collins St.
Melbourne, Vic.

Gordon & Gotch (A/sia Ltd.)
21 William St.
Perth, West Aust.

Gordon & Gotch (A/sia Ltd.)
2 Barrack St.
Sydney, N.S.W.

Graves, Mayers, Baker Pty. Ltd.
4 Barker St.
Sydney, N.S.W.

Grosvenor Advtg, P/L.
58 Margaret St.
Sydney, N.S.W.

Hansen-Rubensohn P/L
52 William St.
Sydney, N.S.W.

Hawkins Advtg. Pty. Ltd.
Rickard House,
Hosking Pl.
Sydney, N.S.W.

Hayes Publicity Service
197 King St.
Melbourne, Vic.

W. John Haysom Co. Pty. Ltd.
64 Elizabeth St.
Melbourne, C.1., Vic.

Hepworth Advtg. Agency
37 Bathurst St.
Sydney, N.S.W.

Robert Hughes Advtg.
29 Collins Place
Melbourne, C.1., Vic.

Hutchison Advtg.
109 Collins St.
Hobart, Tasmania

J. Illott (Aust.) Ltd.
59 William St.
Melbourne, Vic.

J. Illott (Aust.) Pty. Ltd.
252 George St.
Sydney, N.S.W.

Irvine Radio Advtg.
178 Victoria Parade
East Melbourne, Vic.

Jackson, Wain & Co. Pty. Ltd.
40 Miller St.
North Sydney, N.S.W.

Jackson Wain & Co. Pty. Ltd.
171 Fitzroy St.
St. Kilda, Vic.

W. Jardine Advtg. Service
66 Pitt St.
Sydney, N.S.W.

Jennings-Lee Advtg.
125 Swanston St.
Melbourne, Vic.

J. W. Johnson Advtg.
A.M.P. Bldg.,
Queen St.
Brisbane, Qld.

Johnston Jones Advtg.
293 Queen St.
Brisbane, Qld.

Justin-Jones Advertising P/L.
409 St. Kilda Rd.
Melbourne, Vic.

J. T. Publicity, Pty-Ta.
20 Ivory St.
Brisbane, Queensland

Harold King Advtg.
128 Grenfell St.
Adelaide, South Aust.

W. B. Lawrence Advtg. Service Pty. Ltd.
29 Bligh St.
Sydney, N.S.W.

Lawrence-Hathaway Advtg.
58 Margaret St.
Sydney, N.S.W.

Leba Advtg. Agency
5 Ashleigh Rd.
Armadale, Vic.

Le Grand Advtg.
293 Queen St.
Brisbane, Qld.

F. P. Leonard Advtg.
156 Castlereagh St.
Sydney, N.S.W.

Lintas Pty. Ltd.
65 York St.
Sydney, N.S.W.

Littleton-Harvey Advtg.
A.M.P. Bldg., Queen St.
Brisbane, Qld.

K. Lloyd Jones & Assoc.
75 Bourke St.
Melbourne, Vic.

C.H. Lucas Advtg.
57 Elizabeth St.
Melbourne, C.1., Vic.

Lyon-Holl Pty. Ltd.
10 Jolimont Rd.
Melbourne, Vic.

McCarthy-McVeigh Advertising Service
310 George St.
Sydney, N.S.W.

McClelland Advertising Co. Pty. Ltd.
53 Elizabeth Bay Rd.
Elizabeth Bay
Sydney, N.S.W.

McFerran Advtg. Pty. Ltd.
90 Queen St.
Melbourne, Vic.

L. J. MacNamara Advtg. Service P/L
Tattersall's Chambers
206 Hutt St.
Adelaide, Sth. Aust.

McCullam-Richardson Advtg.
144 Gawler Place
Adelaide, South Aust.

R. E. Mahlook Advtg.
31 Queen St.
Melbourne, Vic.

Marsh Pty. Ltd.
44 Margaret St.
Sydney, N.S.W.

Martin, A., & Son
46 Morphett St.
Adelaide, South Aust.

S. A. Maxwell & Staff Pty. Ltd.
70 King St.
Sydney, N.S.W.

R.S. Maynard Advtg.
A.M.P. Bldg., Edward St.
Brisbane, Qld.

R.S. Maynard Advtg.
39 Park St.
Sydney, N.S.W.

Mercantile Exchange
380 Collins St.
Melbourne, Vic.

Merchandising Publicity
25 Chester St.
Valley,
Brisbane, Qld.

John Miller Advtg.
545 Pacific Highway
Crows Nest, N.S.W.

Milwyn Associates
28 Martin Pl.
Sydney, N.S.W.

Monahan, Huntley & Coy
12 Grenfell St.
Adelaide, South Aust.

C. Mooney Advtg. Pty. Ltd.
422 Collins St.
Melbourne, Vic.

Mooney-Webb Pty. Ltd.
349 Collins St.
Melbourne, Vic.

Alexander Moulton Advertising
27a Royal Arcade
Melbourne, Vic.

N. C. S. Mount & Son
97 St. Georges Terrace
Perth, West Aust.

Murray Evans Advertising
52 Phillip St.
Sydney, N.S.W.

Murray Rosewall Pty. Ltd.
510 Pacific Highway
St. Leonards, N.S.W.

Nichols-Cumming's Staff Advtg.
432 St. Kilda Rd.
Melbourne, Vic.

Nichols-Cumming Advtg.
143 Castlereagh St.
Sydney, N.S.W.

N. V. Nixon & Co. Pty. Ltd.
33 Queen St.
Melbourne, Vic.

N. V. Nixon & Co. Pty. Ltd.
310 Pacific Highway
St. Leonards, N.S.W.

Noble Bartlett Advtg.
Penney's Bldg.
Adelaide St.
Brisbane, Qld.

Noble Bartlett Advtg.
14 Martin Pl.
Sydney, N.S.W.

H. W. Norwood Advtg.
375 Hay St.
Perth, West Aust.

O'Brien Publicity Pty. Ltd.
Queen & Wharf Sts.
Brisbane, Qld.

O'Brien Publicity Pty. Ltd.
422 Collins St.
Melbourne, Vic.

O'Brien Publicity Pty. Ltd.
56 Young St.
Sydney, N.S.W.

Orr, Skate & Associates P/L
100 Collins St.
Melbourne, Vic.

Overseas Advertising Pty. Ltd.
36 Grosvenor St.
Sydney, N.S.W.

Paton Advtg. Service Pty. Ltd.
16-18 Albert Road
South Melbourne, Vic.

Noel Paton (Vic.) Pty. Ltd.
14 Queens Road
Melbourne, Vic.

Noel Paton (N.S.W.) Pty. Ltd.
60 Hunter St.
Sydney, N.S.W.

Geo. Patterson Pty. Ltd.
59 William St.
Melbourne, Vic.

Geo. Patterson Pty. Ltd.
252 George St.
Sydney, N.S.W.

J. B. Perceval Pty. Ltd.
44 Margaret St.
Sydney, N.S.W.

Vernon Pett Publicity Co.
360 Collins St.
Melbourne, Vic.

John Phillip Advt.
40 Little Latrobe St.
Melbourne, Vic.

Pohlman & Associates
50 James St.
Maryborough, Qld.

Powell Advtg. Service
247 Collins St.
Melbourne, Vic.

R. & K. Powell Advtg. Agcy P/L
5 Phillip St.
Sydney, N.S.W.

Provincial Press Cooperative of S.A., Ltd.
130 Franklin St.
Adelaide, Sth. Aust.

Raphael Advtg. Co.
Newspaper House
247 Collins St.
Melbourne, Vic.

Regent Publicity Pty. Ltd.
79 Hardware St.
Melbourne, Vic.

L. B. Rennie & Partners Pty. Ltd.
230 Elizabeth St.
Sydney, N.S.W.

Bill Richards Advtg.
41 William St.
Melbourne, Vic.

Richardson-Cox Pty. Ltd.
130 Exhibition St.
Melbourne, Vic.

Ricklards Advtg. Service Pty. Ltd.
152 Russel St.
Melbourne, Vic.

Ring Stacy Associates Ltd.
Anchor House, 142 North Terrace
Adelaide, Sth. Aust.

J. Rist Advtg. Agency
430 Bourke St.
Melbourne, Vic.

Rodgers, William H., & Associates
Penfold Place
Sydney, N.S.W.

A. L. Rosebery Advtg.
48 Macquarie St.
Parramatta, N.S.W.

Ross Advtg. Service
45 Phillip St.
Sydney, N.S.W.

Russell-Morris Advertising Pty. Ltd.
49 Clarence St.
Sydney, N.S.W.

Russell Lewis & Associates
6-10 Regent St.
Sydney, N.S.W.

Rydge Advtg.,
250 Pitt St.
Sydney, N.S.W.

Sands Russack Pty. Ltd.
231 Commonwealth St.
Sydney, N.S.W.

Shield Advertising Service
10 O'Connell St.
Sydney, N.S.W.

Shortridge Advtg. Pty. Ltd.
60 Hunter St.
Sydney, N.S.W.

Smith & Julius Pty. Ltd.
238 Elizabeth St.
Melbourne, Vic.

IF

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NEWSPAPER NEWS

incorporating "ADVERTISING IN AUSTRALIA" and "ADVERTISER'S MONTHLY"

15 HAMILTON STREET, SYDNEY, AUSTRALIA

ADVERTISING AGENCIES OF AUSTRALASIA—Continued

Smith & Julius Pty. Ltd.
430 Elizabeth St.
Sydney, N.S.W.

W. E. Smith Ltd.
Webb & Boundary Sts.
Croydon, N.S.W.

Arthur Smyth & Sons Pty. Ltd.
2 Coates Lane
East Melbourne, Vic.

Arthur Smyth & Sons Pty. Ltd.
375 Kent St.
Sydney, N.S.W.

P. Stephenson
476 Oxford St.
Bondi Junction, N.S.W.

Stevenson Advtg. Service Pty. Ltd.
177 Collins St.
Melbourne, Vic.

Successful Advtg. Co.
Scott's Hotel Buildings
434 Collins St.
Melbourne, Vic.

Successful Advtg. Co.
81 St. Georges Terrace
Perth, West Aust.

Clem Taylor Advtg. Service
106 North Terrace
Adelaide, Sth. Aust.

Thompson & Associates Pty. Ltd.
75 Pitt St.
Sydney, N.S.W.

J. Walter Thompson (Aust.) Pty. Ltd.
7 Commercial Road
Melbourne, Vic.

J. Walter Thompson (Aust.) Pty. Ltd.
65 York St.
Sydney, N.S.W.

Don Thomson, Advtg.
169 Strand Arcade
Sydney, N.S.W.

Times Advtg. P/L
Waratah Chmrs.
Bayswater Rd.
Sydney, N.S.W.

Traders Advtg. Service
145 Collins St.
Melbourne, Vic.

Traders Advtg. Service
74 Pitt St.
Sydney, N.S.W.

United Service Publicity Pty. Ltd.
420 St. Kilda Rd.
Melbourne, Vic.

Vinnicombe Advtg. Pty. Ltd.
318 Elizabeth St.
Brisbane, Qld.

R. Y. Walker Advtg.
67 Queens Rd.
Melbourne, Vic.

Ron Wallace & Co.
Churchill Building
Gawler Place
Adelaide, Sth. Aust.

Warwick Advtg. Service (Vic.) Pty. Ltd.
14 Queens Road
Melbourne, C.1., Vic.

Warwick Advtg. Service (N.S.W.) Pty. Ltd.
60 Hunter St.
Sydney, N.S.W.

Webb Roberts McClelland Pty. Ltd.
9 Peel St.
Adelaide, Sth. Aust.

Webb-Roberts McClelland Pty. Ltd.
Brentwood House
420 St. Kilda Rd.
Melbourne, Vic.

Roger Welch
30 Carrington St.
Sydney, N.S.W

Weston Co. Pty. Ltd.
36 Grosvenor St.
Sydney, N.S.W.

A. N. White Pty. Ltd.
66 King St.
Sydney, N.S.W.

A. J. Williams Advtg. Service
12 Howard St.
Perth, West Aust.

Willmott's Advtg. Agency Pty. Ltd.
36 Grosvenor St.
Sydney, N.S.W.

Wilson Advtg. Service Ltd.
Albion House
24 Waymouth St.
Adelaide, Sth. Aust.

C. G. Wood Advtg.
49 William St.
Perth, West Aust.

Advertising Agencies of New Zealand

Carlton Carruthers du Chateau & King Ltd.
Box 669
Wellington

Catts-Patterson N.Z. Ltd.
P.O. Box 389
Wellington

Dormer Beck Advtg. Ltd.
12 O'Connell St.
Auckland

Goldberg Advtg. Agency Ltd.
P.O. Box 1998
Wellington

Secretary
M. Roberts
39 Martin Place
Sydney

A. G. Greene Ltd.
504 Smiths Building
Albert St.
Auckland

Haines Advtg. Agency Ltd.
P.O. Box 1490
Wellington

W. Haythorn-Thwaite Ltd.
P.O. Box 1453
Auckland

The N. Hill-Skinner Advtg. Agency
154-56 Hereford St.
Christchurch

J. Illott Ltd.
Box 1491
Wellington

Kenyon, Brand & Riggs Ltd.
Aspro Building, Marion St.
Wellington

Lintas Pty. Ltd.
Brandon House, Featherston St.
Wellington

Ian Mackay Advertising (Wellington) Ltd.,
D.I.C. Bldg., Panama St.
Wellington

McKnight Oliver & Bryce Advertising Ltd.
"Evening Post" Bldg.
Willis St.
Wellington

Maxwell, Kearney & Staff Ltd.
42 Wakefield St.
Auckland

Spanjer Murdoch Co. Ltd.
Shand Building
90 Hereford St.
Christchurch

Newson-Stenberg Advertising Ltd.
Mahoney's Bldg., Shortland St.
Auckland

The Rider Advertising Ltd.
Southern Cross Bldg.
Chancery St.
Auckland

Wardlaw Advertising Ltd.
91 Wellesley St.
Auckland

Wearne, Stuart J. Advtg. Ltd.
P.O. Box 1138
Christchurch

Wood & Braddock Ltd.
Dixon Bldgs., Dixon St.
Wellington

Woodward Advertising Agency, Ltd.
3rd Floor, Hannahs Building
Eva St.
Wellington

J. Inglis Wright Ltd.
P.O. Box 1462
Wellington

NEWSPAPER ADVERTISING AND PRINTING ASSOCIATIONS OF AUSTRALASIA

AUDIT BUREAU OF CIRCULATIONS: Objects: In Australia the Audit Bureau issues two circulation statements every year, each covering a period of six months, one an audit report prepared by the Bureau's duly appointed auditor, according to a standardized formula, the other a publisher's statement submitted by the publisher's auditor or over the signature of a responsible executive. These statements are printed and distributed to all members. Besides this a tabulated statement of members' circulation is prepared as a convenient reference for members. Secretary: 1st Floor, Wingello House, Angel Place, Sydney, N.S.W.

AUSTRALIAN NEWSPAPERS COUNCIL: 149 Castlereagh St., Sydney. Secretary: B. Holt. Members: Consolidated Press Ltd. Sydney; Herald & Weekly Times Ltd. Melbourne; Sun News Pictorial, Melbourne; Queensland Newspapers Pty. Ltd. Brisbane; News Ltd. Adelaide; Advertiser Newspapers Ltd. Adelaide; Western Press Ltd. Perth.

AUSTRALIAN NEWSPAPERS PROPRIETORS ASSOCIATION: 375 George Street, Sydney. Objects: Furtherance of the interests of the newspaper industry. Secretary: M. M. Threlfall. Members: John Fairfax & Sons Pty. Ltd. Sydney; Argus & Australasian Ltd. Melbourne; David Syme & Co. Ltd. Melbourne; Davies Bros. Ltd. Hobart. Members of the accreditations bureau only (Advertising Board): Associated Newspapers Ltd. Sydney; Newcastle Morning Herald & Miners Advocate Pty. Ltd; West Australian Newspapers Ltd. Perth.

ASSOCIATED NORTHERN DAILIES: 79 Pitt St. Sydney. N.S.W. Objects: Furtherance of the advertising and general business of the five members companies whose daily papers are published throughout the north, northwest, and northern river areas of New South Wales. These comprise: "The Northern Daily Leader", Tamworth; "The Northern Star", Lismore; "The Maitland Mercury", West Maitland; "The Daily Examiner", Grafton; and "The Tweed Daily", Murwillumbah. Manager, Robert Jackson.

AUSTRALIAN PROVINCIAL PRESS ASSOCIATION: 5 Barrack St., Sydney. Secretary: E. Lloyd Sommerlad

AUSTRALIAN PROVINCIAL DAILY PRESS LTD: Newspaper House, 247 Collins St., Melbourne Vic. Managing Director, F. J. Meacham.

NEW SOUTH WALES COUNTRY PRESS ASSOCIATION: 7 Barrack St., Sydney. Secretary, E. Lloyd Sommerlad.

QUEENSLAND COUNTRY PRESS ASSOCIATION: 193 Adelaide Street, Brisbane. Secretary: D. Morris.

TASMANIAN PRESS ASSOCIATION: C/- "The Examiner", Launceston, Tas. President, Sir Gordon Rolph.

VICTORIAN PROVINCIAL PRESS ASSOCIATION: 169 Exhibition St., Melbourne, Vic. Secretary: K. B. Laurie.

WEST AUSTRALIAN PROVINCIAL PRESS ASSOCIATION: Steamship Buildings, St. George's Terrace, Perth, W. A. Secretary, J. F. Ockerby.

THE PROVINCIAL PRESS ASSOCIATION OF SOUTH AUSTRALIA: Secretary: J. F. Power, 130 Franklin St., Adelaide.

AUSTRALIAN UNITED PRESS LTD: 9a Castlereagh St., Sydney. N.S.W. Managing Editor, R. B. Odgers.

THE INCH CLUB, SYDNEY. The Club was founded in Sydney in 1929. Its members embrace advertising managers and resident representatives of all Australian metropolitan daily and weekly newspapers. Its aims and objects are to entertain notable advertisers or advertising men, particularly visitors to Australia and local businessmen leaving for or returning from overseas.

AUSTRALIAN ASSOCIATION OF ADVERTISING AGENCIES (FEDERAL): Wingello House, Angel Place, Sydney. N.S.W. Objects: To set standards of practice and professional conduct; to work with other commercial organizations and media associations and allied trades and professions for the betterment of mutual relations; to promote good advertising; to safeguard the interests of advertising agencies. Federal Secretary, John Humphrey, Angel Place, Sydney.

AUSTRALIAN ASSOCIATION OF NATIONAL ADVERTISERS: Head Office: 14 Spring St., Sydney, N.S.W. General secretary: J. H. Bowden. An association of firms who spend money in advertising their goods on a national basis; bound together for mutual protection on all matters relating to advertising.

NEWSPAPER PROPRIETORS ASSOCIATION OF NEW ZEALAND (INC): Dominion Building, Wellington, N.Z. Main objectives of this association are to improve and raise the standard of newspaper publication and publishing in New Zealand, and protect and safeguard the rights and liberties of the press. It has been in existence for forty-two years, and since 1921 has had its own staff and permanent organization. In its membership are found representatives of all important newspapers in the Dominion. Its achievements have been the result of generous cooperation. The association licenses advertising agents in whom it has confidence. Licenses are issued subject to a set or regulations governing the conduct of the agency in relation to newspapers, clients and competitors. The N.P.A. maintains a censorship over advertising with a view of maintaining high standards. C. E. Owen, Secretary.

NEW ZEALAND PRESS ASSOCIATION: LTD: Brandon House, Featherstone St., Wellington. N.Z. Aims and Objects: to supply overseas and domestic news to New Zealand papers. T. M. Hinkley, Gen. Mgr.

ADVERTISERS' ASSOCIATION OF NEW ZEALAND: 29 A.M.P. Buildings, Wellington. N.Z. P.O. Box 1286, Wellington. N.Z. Objects: Protection of the expenditure of the buyers of advertising space and services and the safeguarding and assistance of their interests. The association has established an inexpensive Unit Audit of Circulations system which gives "weights and measures" in the purchase of newspaper space. It has been established for fourteen years and has a membership of approximately one hundred of the Chief Advertisers in New Zealand.

ASSOCIATION OF NEW ZEALAND ADVERTISING AGENCIES, P. O. Box 643, Wellington, N.Z. Chairman: A. E. Aitken; Secretary: Geo. Craig. Objects: (a) To promote a better understanding of the essential place and value of advertising in the structure of modern business. (b) To promote and to safeguard the interests of advertising in general and the member agencies of this Association in particular. (c) To provide a representative central body through which agency opinion and agency views may be expressed. (d) To establish and maintain sound ethical standards in the craft of advertising, and so to serve the best interests of the public, of advertisers, of media proprietors and of the advertising agencies alike. (e) To work harmoniously with the other advertising and media organisations for the betterment of mutual relations, and for the promotion of operational efficiency. (f) To do such things as the majority of the members of the Association may from time to time determine.

AUSTRALIAN FEATURE SYNDICATES

Name and Address	Chief Business Executive	Chief Editorial Executive
Consolidated Press Syndicate Department ..... 168 Castlereagh St., Sydney. NSW.	T. de Tuetey	David McNicoll
Alan Foley Pty. Ltd. ..... 243 Elizabeth St., Sydney. NSW.	A. Foley	A. Foley
Herald Feature Service ..... 44 Flinders St., Melbourne. Vic.	F. Lyons	J. Williams
Press Feature Service ..... 149 Castlereagh St., Sydney. NSW.	A. Gorfain	A. Gorfain
S. E. Shifrin ..... 25 Barkly St., St. Kilda. S.2. Vic.	S. E. Shifrin	S. E. Shifrin
Associated Newspapers Feature Services ..... 60 Elizabeth St., Sydney. NSW.	L. Buckley (Mgr.)	.....
Yaffa Syndicate Pty. Ltd. ..... 15 Hamilton St., Sydney. NSW.	V. F. Dodds	S. L. Eskell

AUSTRALIAN JOURNALISTS' CODE OF ETHICS

by
G. Coleman, Secretary
New South Wales District
The Australian Journalists' Association

In the knowledge that the Press is the most powerful factor in moulding public opinion, and is therefore democracy's strongest force for social progress, members of the Australian Journalists' Association pledge themselves to stand by their fellow members in observing and enforcing the following code:

(1) To report and interpret the news with scrupulous honesty.

(2) Not to suppress essential fact, and not to distort the truth by omission or wrongful emphasis.

(3) To respect all confidence in all circumstances.

(4) To observe at all times the fraternity of their profession, and never to take unfair advantage of a fellow member of the Australian Journalists' Association.

(5) Never to accept any form of bribery nor to permit personal interest to influence their sense of justice.

(6) To use only honest methods to obtain news, pictures and documents.

(7) To reveal their identity as member of the Press before using any personal interview or picture for publication.

(8) Always to maintain, through their conduct, full public confidence in the integrity and dignity of their calling.

Recently, an Australian Newspaper Board was set up. The proprietors stated that any newspaper guilty of wilful distortion would be disciplined by other proprietors.

Representatives of the proprietors and A. J. A. will sit on the Board in judgment on ethics complaints.

A STATEMENT OF ADVERTISING PRINCIPLES BY ADVERTISING FEDERATION OF AMERICA

1. Good Advertising aims to inform the consumer and help him to buy more intelligently.
2. Good Advertising tells the truth, avoiding misstatement of facts as well as possible deception through implication or omission. It makes no claims which cannot be met in full and without further qualification. It uses only testimonials of competent witnesses.
3. Good Advertising conforms to the generally accepted standards of good taste. It seeks public acceptance on the basis of the merits of the product or service advertised rather than by the disparagement of competing goods. It tries to avoid practices that are offensive or annoying.
4. Good Advertising recognizes both its economic responsibility to help reduce distribution costs and its social responsibility in serving the public interest.

Thirty-First Annual E & P Directory of Latin America, Bermuda and West Indies Newspapers

U. S. REPRESENTATIVES: Many newspapers in the listing of Latin-American newspapers have representatives in the U.S. Herewith is a list of these representatives with a corresponding code number in parentheses. The same number appears after the name of the newspapers each firm represents in the country-by-country listing. A list of these representatives, with the complete list of the papers they represent, precedes the Index on the last pages of this book.

(4) S.S. Koppe & Co., Inc., 630 Fifth Ave., New York 20, N.Y.; Tel. CI 6-1320

(6) Joshua B. Powers, Inc., 345 Madison Ave., New York 17, N.Y.; Tel. MU 6-5830

(7) Chalmers Ortega, Inc., 516 Fifth Ave., New York 36, N.Y.; Tel. MU 2-1610

(13) Melchor Guzman Company, Inc., 45 Rockefeller Plaza, New York 20, N.Y.; Tel. CI 7-0624

(16) Inter-American Publications, Inc., 41 East 42d Street, New York 17, N.Y.; Tel. MU 2-0884.

(20) N. De Filippes Company, 551 Fifth Ave., New York 17, N.Y.; Tel. MU 7-3597.

(21) Edwin Seymour, Inc., 270 Park Ave., New York 17, N.Y.; Tel. PL 3-7340

(30) International Newspapers Representatives, Inc., 270 Park Ave., New York 17, N.Y.; Tel. PL 3-6333.

(32) Universal Publishers Representatives, Inc., 500 Fifth Ave., New York 36, N.Y.; Tel. PE 6-0408

LANGUAGES: In countries other than Brazil, Haiti, Bermuda, and the British West Indies, the official language is Spanish; in Brazil, Portuguese; in Haiti, French. If a paper is published in the official language of the country in which it appears, no language is shown after its name. If it is published in language other than the official one or in more than one language, such languages are indicated in parentheses after the name of the paper.

MECHANICAL REQUIREMENTS: Mats and mounted electros are generally advised. However, the United States publishers' representatives will be glad to answer inquiries in this connection.

CIRCULATION FIGURES: Where no marking appears after a circulation figure, it means that the figure has not been reported as certified or has not been supported by satisfactory proof of circulation. The type of certification is indicated by the following symbols:

†† —Certified by Publisher.
ABC—Audit Bureau of Circulations
OCC—Office of Certified Circulation of the Inter-American Press Association, 22 East 60th Street, New York 22; Tel. MU 8-5251.
D & B—Dun & Bradstreet.
P-W—Price Waterhouse & Co., New York.

BASIC RATES: Abbreviations which follow the basic rates given refer to the unit of space, such as "cm" for centimetre, and "in." for inch.

CURRENCIES: Rates which are quoted in United States currency are preceded by the letters (US). If a rate does not have such identification, it is quoted in the national currency of the country. The name of the basic currency unit of each country is given immediately under the name of the country. It is suggested that you consult your bank for the latest quotation on the appropriate exchange rate of the currency in which you are interested. Lists of selected currency quotations are also published in leading dailies, in "Foreign Commerce Weekly," published by the United States Department of Commerce, and in export trade journals.

This listing of Latin American, Bermuda, and West Indies newspapers was prepared through the co-operation of the Inter-American Press Association, 22 East 60th Street, New York 22, N.Y.

DIRECTORY OF LATIN AMERICAN NEWSPAPERS

ARGENTINA

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Adrogue (13,700)	La Calle		D		Ed. Grafica La Calle	Eduardo Alvarez							
	Tribuna		D										
Avellaneda (273,836)	La Libertad	1915	MD	60,000	S. A. Ed. La Libertad	F. Venturini	N. J. Ricagno	1⅞	22¾	15¾	6-8	Com., Ind., Home	
	La Opinion	1915	MD	20,000	Jose and Juan Arturi	Jose and Juan Arturi		1¾	21	15	6-8	General	12 pesos cm
	La Republica				J. F. Oviedo	J. F. Oviedo							
Ayacucho (12,000)	La Verdad	1905	ED	15,000	Elias G. Luayza	E. G. Luayza	A. MB. de Luayza	2⅛	14¼	9½	12	General	
Azul (27,080)	Diario del Pueblo	1918	ED	5,000	Isabel Zubiri de Cirigliano	Isabel Zubiri de Cirigliano							
	El Ciudadano	1907	D	6,000	Hector Ferreyro	G. J. Solans	Jose L. Olive						
	El Tiempo	1933	MDexMon.	6,000	Dr. C. Ronchetti	I. Ferrari	J. O. Linari Cia	1⅞	19¾	7 col.		General	
Bahia Bianca (112,591)	El Atlántico	1920	MD	18,000	S. A. Ed. El Atlántico	J. C. Morelli	A. Valera & J. J. Bustos	1⅞	20¼	15¾	12	General	
	El Censor	1906	ED		F. J. Wortelboer	F. J. Wortelboer			23	16	8	General	
	La Calle	1956	ED	6,000		R. L. Laplaza	Felipe Burctevitch						
	La Gaceta	1936	EDexSun.		R. R. Romero	R. R. Romero		2¼	19¾	13¾	8	General	
	La Nueva Provincia	1898	MD	35,000	Diario La Nueva Provincia	A. A. Bournaud	J. Calderoni	2	21¼	9 col.	8-16	General	
Balcarce (36,000)	El Liberal	1921	EDexSun.	3,000	Cayetano Amadeo	Cayetano Amadeo	E. Amadeo	2⅛	19¾	14¼	8	General	
	La Opinión	1927	ED	1,800	Hortensoi S. Miguens	Hortensio S. Miguens		2⅛	18½	13	8	General	
Belle Ville (39,000)	Tribuna	1936	EDexSun.	9,800	Salvador Eduardo Leonetti	S. E. Leonetti	J. E. Romo	2	18	12¾	6	General	10 pesos cm.
Bolivar (38,700)	El Demócrata		D										
	Pregón	1943	EDexSun.	16,000	Amadeo Parrondo	Amadeo Parrondo	D. L. Parrondo	1⅛	19¾	8 col.	8	General	11.5 pesos cm.
Bragado (16,300)	El Censor		D										
Buenos Aires (3,371,900)	Argentinisches Tageblatt (Ger.)	1889	MD	32,000D 36,000S	Alemann y Cía. S. A.	Dr. E. F. Alemann	Eduardo Alemann	1⅞	19½	15.3	6-12	Ger.-speaking	
	Buenos Aires Herald (Eng.) (7)	1876	MD	30,000D 35,000S	Buenos Aires Herald Ltd. S. A.	Norman A. Ingrey	R. B. H. Thomson	1⅞	12¾	12½	12	Eng.-speaking	30 pesos cm.
	Clarín	1945	MD	320,000	Dr. Roberto J. Noble	Dr. Roberto J. Noble	Ramon Troncoso	1¾	15½		13-20	Tabloid	
	Crítica	1913	ED	300,000	Cia. Arg. De Ediciones y Pub.	Pedro Jofre	Gaston M. Sourigues	1⅞	21½	16¼		General	
	Democracia	1945	MD	350,000	Editorial Democracia, S.A.	Anable Guitierrez Diez	Werner Burghardt	1¾	21¾	16¼	8-10		60 pesos cm.
	El Diario Israelita (Yiddish)	1914	MDexSat.	48,000	El Diario Israelita S.R.L.	Moises Stoliar	Samuel Scheinin	2	23¼	15¾	8-12	Jewish	30 pesos cm.
	El Lider		D										
	El Mundo	1928	MD	225,000	Empr. Ed. Haynes Ltda.	Emilio Rubio	J. B. Rodriguez	2	15	10¼	12-28	General	
	El Pueblo	1900	MDexMon.	90,000	S. A. "El Pueblo"	Jorge C. Dussel	Felix Ruig	2¼	15	11¼	12-16	Catholics	
	Freie Presse	1945	D	30,000	Federico Müller	Federico Müller	Federico Müller	1½	15	9¾	12	German	
	Gaceta del Foro		D	3,000	Bernardo Neustadt	Manuel Saenz					8	Jurisprudence	
	La Democracia		D			Paul Apold							
	La Nación (4)	1870	MD	255,000	S. A. La Nación	Dr. Bartolomé Mitre	Carlos M. Bowers	1¾	21¾	16	14-30	General	85 pesos cm.
	La Prensa (6)	1869	MD	320,000 D 350,000 S	Dr. Alberto Gainza Paz	Dr. Alberto Gainza Paz	J. Otero	1 5/16	21		12-16	General	(6) 85 pesos cm. (S) 90 pesos cm.
	La Razón	1905	ED	240,000D 300,000S	S. A. La Razón	R. Peralta Ramos	Amado E. Bustamante	2	20	16	12-16	General	
	Noticias Graficas	1931	ED	300,000	Editorial Democracia, S.A.	Emilio Solari Parravicini	Antonio Pucci	2	15½	10½	12-16	General	
Carlos Casares (11,600)	El Demócrata		D										
	La Ley	1918	EDexSun.		Saúl Bercovich	Saúl Bercovich	J. O. Linari	2¾	15	4 col.		General	
Catamarca (30,170)	La Unión	1928	MDexSun.	7,500	Ramón Rosa Olmos	Arturo Melo	J. O. Linari	2⅛	17¾	13⅛	8	General	
Chascomús (20,000)	Chascomús		D										
	El Argentino		D										
	El Cronista		D										
Chivilcoy (29,600)	La Razón	1910	MD	5,500	La Razón Soc. de Resp. Ltda.	Alfredo Pérez Silva	Simon Domingo Oscar Pérez	5/16	20	14½	6	General	
Comodoro Rivadavia (32,000)	El Chubut	1921	MDexMon.	10,000	Ed. El Chubut S. C.	Pedro Ciarlotti	J. O. Linari	2⅛	19¾	14⅛	8	General	15 pesos cm.
	El Rivadavia	1915	MDexSun.	7,200	Sucesión Soil Brohman	Roberto Justo Ezpeleta	Luis Enrique Sicardi	1½	14½	10	8	General	15 pesos cm.
Concepción del Uruguay (30,950)	La Calle	1944	MDexMon.	6,000	Editorial "La Calle" Soc. Resp. Ltda.	Leopoldo Brödl	Leopoldo Brödl	1¾	16½	12	8	General	10 pesos cm.
Concordia (60,000)	El Diario	1924	EDexSun.	18,000	Héctor T. Olivera	Héctor T. Olivera	J. O. Linari	2¼	20¾	12⅜	6	General	10 pesos cm.
	El Heraldo	1915	EDexSun.	‡15,000	Jacobo Liebermann	Jacobo Liebermann	Jacobo Liebermann	2	22	15½	6-8	General	
	El Litoral	1901	EDexSun.		Sucesores-de-Antonio L. de Luque		Jose J. Domínguez	2	21	14¼	6	General	
	La Democracia		D										
	Tribuna		D		Cornelio Bellino								
Córdoba (369,886)	Comercio y Justicia	1939	M	9,500	Pronsato y Cía.	Domingo S. Pronsato		2⅜	12⅜	15.6	8	Com., Leg.	35 pesos cm.
	Córdoba	1928	ED	30,000	Soc. Ed. Córdoba S. A.	Jorge W. Agusti	Andres E. Roten	3	20½	16	12	General	
	La Voz del Interior	1904	MD	18,000	La Voz del Interior			2½	22	7 col.		General	
	Los Principios (6)	1894	MD	77,000	S. A. Los Principios	Dr. Enrique Nores Martínez	E. Pérez Cortés	1¾	21½	16	8	General	25 pesos cm.
	Meridiano	1949	D	18,000		Oscar A. Arganaras			50 cm		8		

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ARGENTINA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Coronel Pringles (12,000)	La Noticia	1950	D	2,000	Enrique Calvo & Abel Estrada	Abel Estrada							
Coronel Suárez (17,000)	El Imparcial	1921	EDexSun.	5,000	Pedro Pablo Rivas & Pablo A. Garcia Plandolit	Pablo A. Garcia Plandolit	J. O. Linari	2	20½	7 col.		General	
Corrientes (56,420)	El Liberal	1909	ED	5,600	Suc. del Juan Francisco Terreut	Enrique Jasid	M. G. Aparicis	2¾	19	15⅝	12	General	10 pesos cm.
	El Nacional	1903	MD	1,000	Atilio Roncoroni	Atilio Roncoroni		2	17	14½	6	General	2 pesos cm.
	El Tribuno	1925	ED	3,000	Mariano Conti	Mariano Conti hijo		2¾		6 col.	8-16	General	
	La Mañana	1930	MDexMon.	9,000	Dr. Elías Abad	Dr. Elías Abad	J. O. Linari	2	14¼	10¼	10-16	Middle	
	Nueva Epoca		ED										
	Rutas	1952	MDexMon.	6,000	Luis M. Monferrer	Luis M. Monferrer	Arnoldo B. Carmozzi	2	16½	11½	10	General	10 pesos cm.
Esquel (12,000)	Esquel		D	3,200	Luis Feldman Josin	Luis Feldman Josin	Dora Feldman	2	14	10½	8	General	
Formosa (18,500)	La Voz Popular	1938	EDexSun.		S. Godoy		J. O. Linari	2	17⅞	6 col.			
	Voz Formoseña	1951	EDexSun.	800	Salomón Goligorsky	Salomón Goligorsky		2	16	14	4	General	
General Alvear (4,800)	El Independiente		D										
General Pico (18,000)	La Reforma	1923	MD	8,000	Sociedad Diario "La Reforma"	Jose Matella					6	General	
General Uriburu (16,000)	La Tarde	1915	ED	1,500	Leonidas Luna	Leonidas Luna		2½	19¾	13	8	General	
Goya (22,100)	El Adalid	1925	ED		J. M. Villalobos	J. M. Villalobos		2¾	22½	15¾	8	General	
Gualeguay (23,240)	El Debate	1901	EDexSun.	2,500	Carlos P. Carrera	Carlos P. Carrera	Juan F. Sastre	2	20½	14¼	6	General	
	Justicia		EDexSun.	5,000	Jose Costa Comesana	J. Costa Comesana	F. Martinez					General	
	Pregon	1945	EDexSun.	6,500	A. G. A. S.	Francesca A. De Garibotti	H. A. Garibotti A.	2	13¾	10½	12	General	
Gualeguaychú (36,910)	El Argentino	1911	MD	5,000	Nicolás Montana	Nicolás Montana		2	15¾	21¾	8-12	General	
	El Diario	1934	D	4,500	Arturo J. Nicolini	A. J. Nicolini	M. C. Correa		55 cm.				
	Hoy		ED	3,500	S. R. "Hoy" Ltda.	Samuel Villanueva	E. C. Pruzzo				4	General	
Juarez (12,000)	El Nacional		D	1,600									
	Tribuna	1927	D	3,000	Antonio F. Glorioso	Antonio F. Glorioso	Jose P. Villegas	2¼	12⅜	5 col.	6	General	
Jujuy (30,760)	Crónica		D										
Junin (63,207)	Democracia	1931	ED	5,500	Dr. Moisés Lebensohn	Dr. Moisés Lebensohn	Dora D. de Lebensohn	1½	20	13	4	General	5 pesos cm.
	La Verdad	1917	MDexMon.	9,000	Catholic Action	Aníbal R. Sánchez	Emiliano J. Valente	1¼	20½	15⅝	8	General	12 pesos cm.
Lanus (244,473)	Pregon	1942	EDexSun.	5,000	Juan Burattini and Santiago Villegas	Juan Burattini	Juan Burattini	2	19¾	13	6	General	
	Tribuna	1945	D		Dr. Vicente Bagnasco						8	General	
La Plata (217,740)	El Argentino	1906	MD	25,000	A.P.A. Soc. Anón. I. C. y F.	Juan I. Cendoya	Joaquin Otero S. R. L.	2	14¼	14	12	General	
	El Día (6)	1884	MD	†73,884	El Dia Soc. Anonima	F. S. Maresca	Juan Dascanio	1¾	21¼	15¾	12	General	28 pesos cm.
	El Momento		ED		J. M. Terrier	J. M. Terrier							
	El País		ED		T. Dominguez de Machado	T. Dominguez de Machado							
	El Plata	1949	ED	40,000	A.P.A. Soc. Anón. I. C. y F.	Saverio Redoano	Joaquin Otero S. R. L.	2	21½	15¾	12	General	
	El Tiempo	1921	D		Alejandro Izeta	Alberto Izeta					4	General	
	Nuevos Rumbos	1925	EDexSun.	4,000	Rafael A. Rosa Macías	Rafael A. Rosa Macías		2¾	13	11	4-6-8	General	4 pesos cm.
	Opinión	1952	ED	4,500	Federico K. della Croce	Federico K. della Croce	Osvaldo Garriga	2	14	10	8	General	6 pesos cm.
	Pregon		ED		Navas y Cia.	Victorio M. Tomm							
Lincoln (30,000)	Ariel-Constitución		D										

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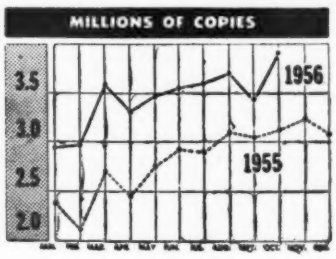

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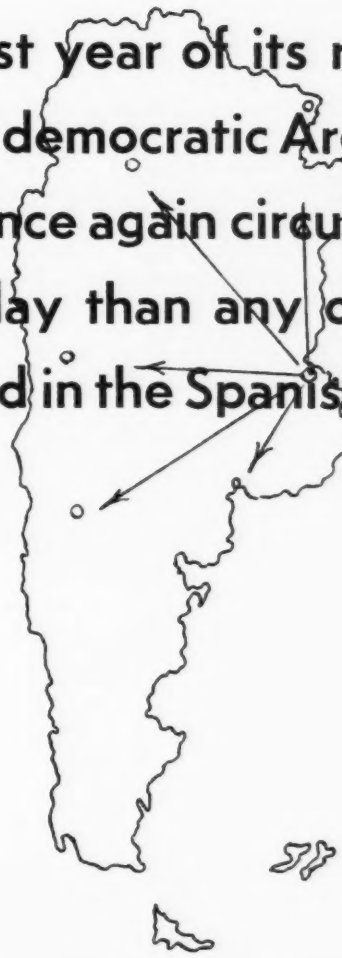

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Lomas de Zamora (129,943)	Avance		D										
	Diario Comuna	1934	MDexSun.	4,000	Otelo S. A. Biancardi	Otelo S. A. Biancardi	Julio Gonzalez de Alari	1¾	13	10	8	General	15 pesos cm.
Mar del Plata (180,000)	El Atlántico	1938	EDexSun.	16,000	Hugo D. O. Marcone	Hugo D. O. Marcone	Manuel Dica	2	15 8/10	15 5/16	8-12-16	General	31 pesos cm.
Mendoza (600,000)	Cronica		ED	6,000	Eugenio Barreiro	Eugenio Barreiro	Salvador Bousoño				4		7 pesos cm.
	La Libertad	1924	MD	15,000	Dr. Edmundo A. Cuervo	Dr. E. A. Cuervo	B. A. Cuervo	1¾	20½	15¾	8	Com., Ind.	
	La Palabra	1916	ED	7,500	Dr. José Hipolito Lencinas	Dr. José Hipolito Lencinas	Jolio O. Chaves		20½	15¾	6	General	
	La Tarde		ED		Carlos Cesar Ibarra	Carlos Cesar Ibarra							
	Los Andes (6)	1882	MD	‡51,108D ‡60,400S	Soc. Diario Los Andes Hermanos Calle	Felipe Calle	Alfredo Manfreido	1¾	20½	17¼	8-16	General	20 pesos cm. D 22 pesos cm. S
Mercedes de Buenos Aires (35,000)	El Oeste	1924	MDexMon.					2	19¼	2 col.		General	
	El Orden	1894	MDexMon.	3,800	Soc. de Cayetano Lendino	Emilio A. Lendino and Manuel Asenzo	Bruno Furlano	2¼	20¼	13½	6	Middle	
	La Provincia		ED			Esteban Hareguy				5 col.		General	
Mercedes de Corrientes (15,000)	El Independiente		D										
Mercedes de San Luis (37,660)	Centinela	1944	MDexSun.					2	14¼	5 col.		General	
	La Voz del Sud	1903	MD	3,000									
Necochea (58,211)	Ecos Diarios	1921	MDexMon.	6,000	Sociedad Ecos Diarios	Saúl Ignacio	Enrique Ignacio	1¾	20	14½	4-6	General	6.5 pesos cm.
Nueve de Julio (46,290)	El 9 de Julio		MD	6,000	Antonio Aite	Antonio Aite							8 pesos cm.
	El Orden	1920	EDexSun.	2,000	Eusebio F. Martínez	Eusebio F. Martínez	Haydee A. M. de Martínez	2	19	15	4	General	3.50 pesos cm.
	El Porvenir	1895	MD		J. Gallup de Arella	J. Gallup de Arella			22⅞	15¾	8	General	
Olavarria (70,000)	Democracia		D										
	El Popular	1899	MDexSun.	6,500	Amoroso Pagano & Cía	Julio A. Pagano	Mabel E. Pagano	2	20½	13½	8	General	9.5 pesos cm.
	Tribuna		ED	4,200	S. R. "Tribuna" Ltda.	Carlos V. Porterrieu	Bernardo Harreguy				8	General	10 pesos cm.
Parana (83,820)	El Diario	1914	MD	19,500	S. A. El Popular	Dr. A. Etchevehere		1¼	22½	7 col.	8-10	General	
	La Accion	1912	MDexMon.	3,000D 4,000S	La Acción S. A.	Dr. José M. Quinodoz	Hector Francisco Rugiero	2	20½	14¾	6	General	5.50 pesos cm.
Pehuajó (52,000)	El Diario	1933	MDexMon.	4,500	Cayetano Vitalé	Cayetano Vitalé	H. J. Rech	2½	17¾	23¼	8-10	General	
Pergamino (30,900)	El Tiempo	1952	MD	5,500	Emp. Periodistica Pergamino	Rafael Yavicoli	Raque Pellegrino	2	20	13½	8	General	
	La Opinioń	1917	MD	9,500	Enrique Venini	Enrique Venini	Raúl Venini	1½	15	10	8	General	15 pesos cm.
Posadas (36,620)	El Territorio	1925	EDexSun.	104,000	El Territorio, S. de R. L.	Humberto Pérez	Carlos Krause	2	20¼	20	4-6	General	12 pesos cm.
Punta Alta (20,550)	El Regional	1922	EDexSun.	3,800	Alfredo Palermo	Alfredo Palermo et al		2	26⅛	18⅜	8	General	
Quilmes (115,113)	El Sol	1927	MDexSun.	4,500	J. A. Blanco García	J. A. Blanco et al.	Tomás M. Serves	2⅛	16½	5 col.	12	Labor, Mid.	
Rafaela (23,470)	El Diario del Norte		D										
	El Norte	1914	EDexSun.	2,600	David Mazzi	David Mazzi	José Buriaso	1⅞	20½		8	General	
Resistencia (64,680)	El Territorio	1919	EDexSun.	6,400	Zamudio Viola & Bissón	Luis S. Viola	E. Bissón	1¾	20½	15¼	8	General	
	La Voz del Chaco	1915	ED		Angel d'Ambra	Angel d'Ambra		2¼	22¼	15¼	8	General	
	El Pueblo		MD	7,000	S. R. "El Pueblo" Ltda.	Luciano Subiracha	José M. Monso				8-10	General	15 pesos cm.
Rio Cuarto (34,360)	Justicia	1921	EDexSun.	3,600	Inés Cabanillas de Ferreyra	Ventura G. Ferreyra		2¼	19¾	13¾	4	General	
Rosario (504,452)	Cronica	1914	ED	35,000	Editorial Cronica, S. R. Ltda.	Nestor J. Lagos	D. M. Agatiello	1¾	20½	13¾	8	General	10 pesos cm.
	El Tribunal de Comercio	1895	MD	4,000	Guillermo A. Blanco	César and Susana A. Blanco		2	18⅛	11¾	8	Com., Ind., Fem	
	La Acción	1918	MD	40,000	Francisco Scarabino	Francisco Scarabino	Ubaldo F. S. Scarabino	2	21¾	15¾	12-16	General	
	La Capital (6)	1867	MD	100,000	Sres. Lagos	Carlos O., Carlos L. & Ovidio C. Lagos	O. E. Maeder & L. A. Macchi	1 11/16	20¾	16¼	10	General	40 pesos cm.
	La Tribuna		D	60,000	Poligrafica Rosarina	Virgilio Albanese	Ricardo Maineti				10	Independent	
Salta (66,780)	La Nueva Provincia		MD										
	La Provincia (La Calle)	1936	MD	9,000	Enrique L. Janín and Domingo Patrón Costas	Enrique Janín and Domingo Patrón C.	C. Abrejo B.	2	15¾	9⅞	12-16	Upper, Agr.	
	Norte	1942	MD	7,000	Informativo del Norte, Soc. de R. Ltda.	Luis Victorio Giacosa	Ernesto Raúl Mondada	1⅝	14½	24¼	8	General	8 pesos cm.
San Francisco (23,930)	El Progreso		D	5,000	"La Voz da San Justo" Soc. Resp. Ltda.	Carlos Martínez M		2	22⅛	15¾	8	General	10 pesos cm.
	La Voz	1915	MDexMon.										
San Juan (61,560)	Diario de Cuyo		MD		Francisco Montes	F. S. Montes		1¾			8	General	22 pesos cm.
	La Acción		D										
	Tribuna	1931	MD	25,000	Alberto Graffigna	Santiago S. Graffigna		2	20¼	16½	8	General	15 pesos cm.
San Luis (40,000)	Democracia	1943	MDexMon.	2,000S 1,800D	Julio C. Salvatore	Julio C. Salvatore	Julio C. Salvatore	2	14¼	11 5/16		General	8.00 pesos cm.
	La Opinion	1913	ED	5,000	Mario Ponticelli	Mario Ponticelli		2¼	19	13¼	6	General	
San Nicolas de los Arroyos (24,830)	El Comercio	1906	MD			M. Uturbey						General	
	El Norte	1872	MD		S. A. "El Norte"	Haroldo Zuelgeray	Ignacio Flores Colazo	2½	20¾	5 col.	4	General	10 pesos cm.
San Rafael (32,660)	El Comercio	1920	MDexSun.	12,000	Manuel Eduardo Butti	Rafael Ruiz	Enrique Eduardo Puebla	1¼	15⅞	11¼	8	General	
	La Capital		D										
Santa Fé (168,791)	El Imparcial	1914	EDexSun.	10,000	Eradio Doce Mateos	Eradio Doce Mateos	Pedro A. Guibert	2	20½	15⅞	8-16	General	
	El Litoral	1918	MED	45,000	Suc. de Salvador Caputto and Pedro A. Vittori	Riobo Caputto		2	19¾	15¾	12-16	General	
	El Orden	1927	MD	30,000	Sucesión de Alfredo Estrada	J. Raul Estrada	Oscar A. Estrada	1¾	19¾	15¾	10-16	General	
Santa Rosa (13,300)	La Arena	1933	EDex Sun.					2	18⅝	6 col.	6-12	General	25 pesos cm.
Santiago del Estero (63,490)	El Liberal	1898	MD	10,500	José F. L. and Antonio Castiglione	José F. L. Castiglione	Sotero Pérez Escalante	1½	22	15¼	8-10	General	9 pesos cm.
	La Hora	1927	MDexSun.	9,000	L. E. R. and Tissera	L. R. and E. Tissera	J. A. Tissera	2	19	13 5/16	8	General	12 pesos cm.
	La Provincia	1940	EDexSun.	3,500	Luis Vainer	Luis Vainer	Adolfo Galgani	2	19½	12¼	4	General	8 pesos cm.
Tandil (67,000)	El Eco de Tandil	1882	MDexSun.	6,500	Juan M. Calvo and Carlos Calvo	Juan M. Calvo	Juan Roser Isaac	2	19¾	13⅜	12	General	
	Nueva Era	1919	EDexSun.	7,500	José A. Cabral	José A. Cabral	German R. Schultz	1½	20½	17 3/16	6-8	General	20 pesos cm.
	Tribuna	1929	D	5,000	El Diario Tribuna	Enrique S.							
Trenque Lauquén (17,000)	El Independiente	1899	MDexSun.	1,800	Salvador Isidro Ladaga	Salvador I. Ladaga	Salvador I. Ladaga	2⅛	19¾	6 col.	4	General	
	La Opinión		D										
Tres Arroyos (32,170)	La Hora	1933	MDexMon.	8,000	Mateo Mastronardi et al.	Mateo Mastronardi	Félix Rodriguez M.	2	13½	19¼	8	General	10 pesos cm.
	La Voz del Pueblo	1902	MDexMon.	10,000	Dr. Antonio Maciel	Dr. Antonio Maciel	Antonio M. Maciel	2	20½	15¼	8-16	General	
Trewlew (15,000)	Jornada		D	3,500	Luis Feldman Josin	L. F. Josin	Margerita Adelina Bello	2	14	10½	8	General	
Tucuman (197,097)	El Comercio		ED	2,000				2	19	14¼			
	El Mercurio	1952	MDexSun	8,000	Angel Enrique Raffo	A. E. Raffo					8	Jurisprudence	
	Informacion		D			E. Bustos							

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TUCUMAN—Cont'd.	La Flecha				Ramon Molina								
	La Gaceta (6)	1912	MD	77,000	Sociedad Editoria La Gaceta S. R. L.	Enrique Garcia Hamilton	Christobal Yacumo	1 3/4	21 1/2	15 3/4	10	General	55 pesos
Villaguay (22,800)	El Pueblo	1926	EDexSun.	4,800	Emilio Surra	Juan Carlos Surra	Juan Carlos Surra	1 3/4	22	15	8	General	
Villa Maria (23,050)	Heraldo	1929	ED	1,500	Santiago Ruedi	Santiago Ruedi			17 3/4	12 3/8	12	General	
	La Voz Trinitaria	1947	EDexSun.	800	P. P. Trinitarios								
	Momento	1931	EDexSun.	4,500	Enrique Martínez Luque	Nicolás Martínez		2	14 1/2		6	Middle	
	Opinion	1950	EDexSun.	4,000	Victoriano Godoy	V. Godoy							
	Tercero Abajo	1902	EDexSun.	800	Salomon Deiber	Salomon Deiber							
Zárate (60,000)	El Debate	1905	MDexSun.	5,000	José María Guerci	Juan Albano	Eduardo Almada	2	14 1/2		8	General	

BOLIVIA 4,019,031

Boliviano

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Cochabamba (76,500)	El Pueblo		D	12,000	S. A. "El Pueblo"	Walter Rias Gambos	Ricardo Cabero	2	20	16	8	General	70 bols. cm.
La Paz (321,073)	El Diario (32)	1904	MD	45,000S / 38,000D	Empr. Edit. El Diario, S. A.	José Carrasco J.	Jorge Carrasco	2	20 1/2	15	11 4/10	General	50 bols. cm.
	La Nacion	1952	D	50,000	Luis Alberto Alipaz	Ricardo Ocampo Castro	H. Sanchez	2 1/2	16	8 col.	16	General	
	Ultima Hora	1939	EDexSun.	4,000	Alfredo Alexander	Alfredo Alexander and Humb. Palza	Enrique Carrasco	2	22	8 col.	8	General	
Oruro	La Patria	1919	MDexMon.	6,000	Editorial "La Patria", Ltda.	Enrique Miralles	Cristobal Molina-Rodriguez	2	20 1/2	15 5/10	8	General	
	Noticias	1935	MD	5,000	Empr. de Publicidad "Noticias," S. A.	Luis Suaznabar Velasco	Walter Tapia Mendivil	2	19 1/2	13 1/2	8	General	10 bols. cm.

BRAZIL (52,645,479)

Cruzeiro

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Aracajú (50,670)	Correio de Aracajú												
	Folha da Manhã	1940	MD	5,000	Empr. Folha da Manhã Ltda.	José Soares de Brito		1 7/8	17 1/2	11 1/2	8	General	
	O Estado do Sergipe	1902	MD	2,500	União de Sergipe	J. Simões Britto		2 1/8	15 3/4	11 1/2	4	General	
	O Nordeste		D										
	Sergipe Journal	1919	EDexSun.		Mario Cabral and P. Costa	Mario Cabral and P. Costa		2 3/10	19	13 1/4	4	General	
Araraquara (28,270)	Correio da Tarde		ED										
	O Imparcial	1932	MD	2,000	Soc. Imparcial Ltda.	Antonio Silva		1 3/4	20 1/2	13	8	General	
Bagé (31,760)	Correio do Sul	1914	MD	4,000	Empr. Gráfica Correio do Sul	Goar Odize Duarte	João A. Ribeiro	2	20	14 7/8	6-8	General	
	O Dever	1900	MD	2,500	A. L. Dupont	A. Dupont		1 13/16	24	16 1/4	6	General	
Baía (389,422)	A Tarde	1912	ED	35,000	R. Oliveira	A. Couto	J. Calmon						
(Address as Sao Salvador)	Boletim Comercial		D										
	Diario da Bahia	1856	ED	8,000	Empr. A Noite	J. Carvalho Sá		1 3/8	21	15	4	General	
	Diario de Noticias	1875	MD	18,000	S. A. Diario de Noticias	Odorico Tavares	J. A. Ribiera	1 13/16	22	15 1/4	8	General	
	Estado da Bahia	1933	EDexSun.		Empr. Ed. Estado da Bahia S. A.	Odorico Tavares	José Augusto Ribiera	1 15/16	22	15 1/4	8	General	
Barbacena (19,470)	Cidade de Barbacena		D										
Baurú (33,420)	Correio da Noroeste	1930	MDexMon.	3,900	José Fernandes	Ophelis de Almeida Francoso		1 7/8	17 1/2	15	6	General	8 Cr. cm.
	Diario de Bauru	1946	MD	4,500	Diario de Baurú S. A.	Dr. Nicola Avallone Junior	L. Pinto de Oliveira	1 3/4	12 3/4	7 col.		General	
	Folha do Povo	1934	MD	3,000	Paulino Raphael	Paulino Raphael		1 13/16	18 3/4	13	4-6	General	
Belém (225,000)	A Vanguarda	1937	ED	2,500	Diarios Associados	João Calmon		2 1/10	19 1/2	13 1/2	4	General	
	Folha do Norte	1896	MD	25,000	J. Paulo A. Maranhão	J. Paulo A. Maranhão		1 7/8	22	15	12	General	
	Folha Vespertina	1937	ED	15,000	J. Paulo A. Maranhão	J. Paulo A. Maranhão		1 7/8	22	15	4	General	
	O Estado do Pará	1910	MD	10,000	Afonso Justo Chermont	A. J. Chermont	Eduardo Chermont	1 7/8	22	15	8	General	
	O Imparcial	1917	ED	3,000	Aoão Maranhão	João Maranhão		1 1/8	20 1/2	15 1/2	4	General	
Belo Horizonte (340,000)	Diario da Tarde	1931	ED	12,000	Diarios Associados	Gregoriano Canedo		2	15 1/2	10	6-8	General	
	Estado de Minas		MDexMon.	30,000	Diarios Associados	Gregoriano Canedo		2	22	15 3/4	10	General	
	Folha de Minas	1933	MD	20,000	S. A. Folha de Minas	Walter G. Maciel		1 7/8	19	13 3/4	8	General	
	Informador Comercial	1931	D	6,000	José Costa	José Costa	Inacio Pereira Cristo	2	16 1/2	10 1/2	16	Comercial	20 cr. cm.
	Minas Gerais	1892	MDexSun.	9,000	Minas Gerais State Govt.	Luis Domingos da Silva		2	15 1/2	9 7/8	12	General	12 cr. cm.
	O Diario	1935	MDexMon.	26,000	Boa Imprensa S. A.	Henrique J. Hargreaves	Geraldo de Castro Vidigal	1 7/8	21 1/2	8 col.	12	General	
Blumenau (14,230)	Cidade de Blumenau	1924	MDexMon.	3,000	Dr. Afonso Balsini	Dr. Achilles Balsini		2 1/8	19	13 1/4	4	General	
Botucatú (19,750)	Correio de Botucatu	1901	MD	5,000	M. Deodoro Pinheiro Machado	M. Deodoro Pinheiro Machado		2 1/8	19 1/2	13 1/4	4	General	
Campinas (78,910)	Correio Popular	1927	MDexMon.	8,600	Correio Popular S. A.	Luso Ventura	José de Oliveira Santos	1 3/4	21 1/2	15 7/8	8	General	
	Diario do Povo	1912	MDexMon.	5,000	Empr. Jornalística Diario do Povo Ltda.	Benedito Rodrigues dos Santos-Washington Aquino Cardoso	Carlos Duarte de Oliveira	1 7/8	21 1/2	8 col.	8	General	
Campo Grande (23,460)	Jornal do Comércio	1921	EDexSun.	2,500	Dr. Jaime F. de Vasconcellos	Dr. Jaime F. de Vasconcellos		2 1/10	17	11	6	General	
Campos (52,680)	A Cidade		D										
	A Noticia	1916	MD	3,000	Hervé Salgado Rodrigues	Barbosa Guerra	María Mannães de Andrade	2 1/8	19 1/2	12 3/4	6	General	
	Folha do Comércio	1908	MD	3,500	Associacão Comercial de Campos			2 1/8	21 1/2	15 3/4	4-6	Com., Ind., Agr.	
	Monitor Campista	1834	MD	8,400	Diários Associados	Carlos Rizzini	Alfredo Freitas	2 1/8	22 1/2	17 5/10	4-6-8	General	
	O Dia	1924	MD	5,000	Cezar Tinoco	Cehil Tinoco	Joverson de Azevedo	2	20	13	4	General	
Catanduva (17,070)	A Cidade	1930	MDexMon.	4,500	Gerardo Correia and Nayr de Freytas	Gerardo Correia	Gerardo Correia and Nayr de Freytas	1 3/4	17 7/8	11 1/4	4-6	General	
Corumbá (13,345)	A Tribuna	1912	MD	4,500	Vicente Bezerra Neto	Vicente Bezerra Neto		2 3/10	19 1/4	13 1/4	4	General	
Cruz Alta (16,330)	Diario Serrano	1939	EDexSun.	5,500	Diario Serrano Publicidade Ltd.	Americo dal Forno and Prudencio Rocha	Americo dal Forno and Prudencio Rocha	1 3/4	20	15 1/2	4-8	General	
	Folha da Serra	1937	MDexMon.	4,000	Diario Serrano Publicidade Ltda.	Giolino Mardero		1 3/4	19 1/2	11 1/2	16-20	General	
Culbá (18,940)	O Estado Matto Grosso	1938	MD	5,100	Arquimedes Lima	Gervasio Leite		2 3/10	16 1/4	11	8	General	
Curitiba (138,178)	Correio do Paraná	1933	ED	6,000		Heitor Valente		1 13/16	19 1/4	13	8	General	
	Diario da Tarde	1898	NEDexSun.	8,000	Empr. Diario da Tarde Ltda.	Hildebrando de Araujo	Lufrido Clock	1 7/8	22 1/4	15 3/4	6	General	
	Gazeta do Povo	1919	MDexMon.	10,000	Empr. Graph. Paranaense Ltda.	Acir Guimarães	A. de Souza Naves	1 15/16	21 3/4	15 1/2	6-10	General	
	O Dia	1922	MDexMon.	7,000	Empr. Ed. O Dia Ltda.	Breno Arruda	Miguel Rosa	1 7/8	20 7/8	13	8	General	
Florianópolis (25,250)	A Gazeta	1934	MDexMon.	11,300	Jairo Callado	Martinho Callado, Jr.	Orion A. Platt	2 1/8	20 1/2	13 1/4	6-8	General	
	A República	1927	MD	3,000	Empr. Graph. Ed. Ltda.			2 1/8	18 3/4	13 1/4	8	General	
	Diario da Tarde		ED										
	O Estado	1935	MD	10,000		Alpino Flores		2 3/8	19	13 1/2	6	General	
Fortaleza (350,000)	Correio do Ceará	1915	ED	12,000	S. A. Correio do Ceará	Orlando Mota		1 11/16	21 3/4	15 7/8	4	General	
	Gazeta de Noticias	1927	MD	15,000	S. A. Gazeta-de-Noticias	Olavo Euclides Arujo	Pedro Lopes	1 7/8	16 3/4	26	12	General	

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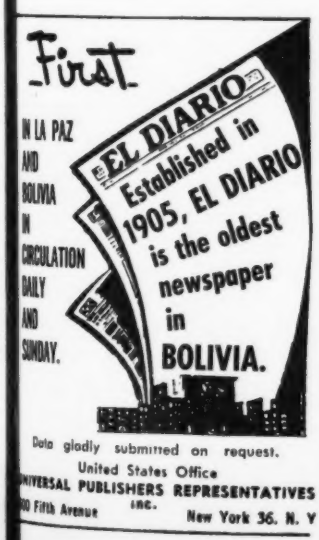
	O Estado	1935	MD	3,250D 4,930S	Empresa "Editora "O Estado," Ltda.	Valterde Sá Cavalcanto		1 13/16	16	11	8	General	
	O Povo	1928	MD	12,000	Empresa O Povo Ltda.	J. C. Alencar Acaripe	J. R. Costa	2	20	16	8	General	
	O Nordeste	1922	ED	4,000	Empr. Editora S. Francisco	Luis Scupira	Mirtes S. Gomes	1 1/8	16 3/4	11	8	General	
	O Povo	1928	EDexSun.	10,000	Empr. O. Povo Ltda.	J. C. Alencar Acaripe	Jose R. Costa	2	20 1/4	15 3/4	6-8	General	
	O Unitario	1903	MD	5,500	S. A. Correio do Ceará	Orlando Mota		1 15/16	21 1/4	15 1/8	6	General	
Franca (21,020)	Diario da Tarde	1940	ED	6,000	José Chiachiri	José Chiachiri					6	General	
Garibaldi	Correio Riograndense		D										
Goiana (9,280)	Brasil Central		D										
Ilhéos (15,700)	Diario da Tarde		ED	4,000	Francisco Dorga								
Iraquetinga (13,000)	Ilhéos Jornal		D										
	Tribuna Popular	1893	MD	2,000	A. Monteiro de Barros Bertoldi	A. Monteiro de Barros Bertoldi		2 1/2					
Jaú (18,660)	Comércio do Jaú	1908	MD	1,830	Emprêsa Comercio-do-Jaú Ltda.	Manoel Porto	João Antonio Porto	2 1/2	15 7/8	6 col.	4-6	General	
João Pessoa (72,230)	A Imprensa	1897	MD	5,000					16 1/2	8		General	
	A União	1893	MDexMon.	5,000	Paraiba State Government	João L. de Luna Freire	M. Nacre	1 13/16	16 1/2	11	12-16	General	
Joinville (30,000)	A Noticia	1922	MDexMon.	11,000	Empr. Jornalistica A Noticia Ltda.	Pedro Torrens & César A. de Carvalho	W. Werneck	1 7/8	19 3/4	7 col.	8	General	
	Jornal de Joinville	1919	MD	2,000	Eduardo Schwarz	F. G. Schwarz		2 1/2	18 1/4	13 1/4	6	General	
Juiz de Fora (72,250)	Diario da Tarde	1942	EDexSun.	8,000	S. A. Diario Mercantil	Renato Dias Filho	Renato Dias Filho	2	20 1/2	15 7/8	4	General	
	Diario Mercantil	1912	MDexMon.	10,000	S. A. Diario Mercantil	Renato Dias Filho	Renato Dias Filho	2	20 1/2	15 1/8	4-6	General	
	Gazeta Comercial	1924	MD	9,500	Editora Mineira S. A.	Theo Soubrinho		1 3/4	19 1/2	17 1/2	8	Com., Ind.,	
Lins (17,400)	A Gazeta de Lins	1948	MDexMon.	4,000	Cecilio Abrão	Cecilio Abrão	Antenisca Campitelli Abrão	2	20 1/2			General	
Livramento (20,000)	A Plateia		MD		M. Toscano Barroso	Domingos Labarthe	Ivo Moreira Borges	2	22	22	8	General	
Maceió (85,950)	A Noticias	1930	ED	2,000	Jose Antonio Silva	Jose Antonio Silva	H. Silva		22 1/2			General	
	Gazeta de Alagôas	1934	MD	5,000	Arnende Mello								
	Jornal de Alagôas	1908	MD	5,000	Empr. Jornal de Alagôas S. A.	José Alfonso Cosado de Mello		2 1/2	19 1/2	14 1/4	8	General	
	O Semeador		D			Dr. Ulises Braga Junior	Gastão A. Cavalcanti	1 5/16	22 1/2	14 1/4	6-8	General	
Manáus (67,870)	A Tarde	1936	ED	7,000	Aristófano Antony	Aristófano Antony						General	
	Diario da Tarde	1936	ED	5,000	Archer Pinto Ltda.	A. Archer Pinto		1 15/16	22 1/4	14 3/4	4	General	
	Jornal do Comércio	1904	MD	6,000	Diarios Associados	João Calmon		2	21 1/4	16 1/4	6	General	
	O Jornal	1930	MD	15,000	Archer Pinto Ltda.	A. Archer Pinto		1 13/16	22 1/4	14 3/4	6	General	
	Universal		D	3,000		Joao Vincente Torres	Haydée Vieira				6	General	
Marilia (24,790)	Correio de Marilia		D										
	Diario Paulista	1933	EDexSun.	2,000	J. Herculano Pires	J. Herculano Pires	Francisco de P. Ferraz Junior	1 15/16	20	13	4	General	
Natal (104,300)	A Oraem	1935	EDexSun.	3,000	Centro de Imprensa S. A.	Dr. Otto de Brito Guerra	Iolando Cosentino	1 7/8	20 1/2	13	7	Catholic	
	A República	1889	MDexMon.	8,000	Rio Grande do Sul State Govt.	Aderbal de França	José C. de Vascorcellos	1 13/16	15	11 1/2	12	General	
	Diario de Natal	1939	EDexSun.	7,000	Empr. O Diario Ltda.	E. Varela & J. Calmon	D. Faiva Filho	1 13/16	17	11	8	General	
Niterói (175,000)	Diario da Manhã	1921	MDexMon.	10,000	Eugenio Borges	Eugenio Borges	A. de S. Lobo	1 15/16	19 1/2	13 3/4	8	General	
	O Estado	1919	MD	10,000	State Government	Oscar Fontanelle		1 7/8	21 3/4	15 1/2	8	General	
	O Fluminense	1878	MD	5,000	Luiz Azevedo	Luiz Azevedo		2	23 1/2	17	6-10	General	
Nova Friburgo	Tribuna Comercial		D	10,000		Alcindo Alves Dos Reis					8	General	30 Cr. cm.
Paraíba (105,000)	A União	1891	ED	3,000					18 1/4	14	12	General	
Paraiba do Norte	A Imprensa	1897	MD	3,000	Archdiocese of Paraíba	Father Luis Gonzaga de Oliveira	Mons. Severino Miranda		19 1/2	13	8	Gen'l (Rel.)	
Paranguá (13,010)	Diario do Comercio	1912	MD	3,000	Prefecture of the City	Cesalpino Passos						Official	
Passo Fundo (17,580)	Diario da Manhã	1935	MD	3,000	Tulio Fontoura	Tulio Fontoura		1 15/16	20	13 1/2	4-6	General	
Pelotas (62,270)	A Opinião Pública	1896	EDexSun.	3,500	Grapica Diario Popular Ltda.	Mucio de Castro, Victorino Patzer	Clayr Lobo Rochefort	2 5/16	19 3/4	13 1/4	4	General	
	Diario Popular	1890	MDexMon.	6,000	Graph. Diario Popular Ltda.	Victorino Patzer	Clayr Lobo Rochefort	1 7/8	15 1/2	10 5/10	8	General	10.00 Cr. cm.
	Folha do Povo		D					1 1/2	22	16	8	General	
	Jornal da Tarde	1949	YD	5,000	Vda. S. S. de Oliveira	Diogo S. de Oliveira	Cassiano Silveira	1 9/16	17 1/2	11	4-6-8	General	
Petrópolis (46,830)	Jornal de Petrópolis	1923	MDexMon.	10,000	Empresa Grafica Diarios Reunidos Ltda.	Mario Aloisio Cardoso de Miranda	Georgino Sande Peres	1 3/4	21	15	8	General	
	Tribuna de Petrópolis	1902	MD	10,000	Empresa Tribuna de Petropólis Ltd.	Guilherme Auler	Darcy Pain de Carvalho	1 3/4	20 1/2	15	8	General	

(Continued on Page 372)



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BRAZIL—Continued

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Piracicaba (49,820)	Diario de Piracicaba	1935	D	4,000	Emp. Diario de Piracicaba	S. Ferroz							
	Jornal de Piracicaba	1900	MDexMon.	4,500	Empresa "Jornal de Piracicaba"	Dr. F. Losso Netto	Eugenio L. Losso	1 3/4	19 3/4	13	4	General	
Ponta Grossa (29,860)	Diario dos Campos	1906	MD	12,200	José Hoffmann	José Hoffmann and Oliveira	Ubaldino Stremel	2	16 1/4	13 1/2	6	General	
Porto Alegre (500,000)	A Hora (6)		MDexSun	45,000	Cital S. A.	A. di Primo Beck & F. Reynato Mottola	R. Marin	1 3/4	21 7/8	15 1/2	16	General	38 Cr. cm.
	Correio do Povo	1895	MD	60,000D 105,000S	Empr. Vva. Caldas Junior e Cia., Ltda.	Breno Caldas	Alcides Gonzaga	1 3/4	21 3/8	15 3/8	18	General	
	Diario de Noticias	1925	MDexMon.	46,000	S. A. Diario de Noticias (Diarios Associados)	Ernesto Correia & Salviano Nogueira Neto	Moacyr Ferreira Nobre	1 3/4	20	17	14-24	General	
	Diario Ofical	1935	D&S	3,200	Governo do Estado do Rio Grande do Sul		Miguel Rodrigues Director	2 1/2	20	10 5/8	20	Official	
	Folha da Tarde	1936	EDexSun.	36,000	Empr. Vva. Caldas Junior & Cia., Ltda.	Arlindo Pasqualini	Alfredo Obino	2	15	10 1/2	24	General	
	Folha da Tarde Esportiva	1949	MDexSun.	29,000	Empr. Vva. Caldas Junior & Cia., Ltda.	Arlindo Pasqualini	Alfredo Obino	2	15	10 1/2		Sports	
	Jornal do Dia	1947	MD	20,000	Sociedade-Propajadora Esdeva	Dr. Ruy Rodrigo Azambuja	Geraldo J. P. de Bruin	2	18 8/10	13	8	General	
Recife (546,000)	Diario da Noite	1946	EDexSun.	22,000	Empr. Jornal do Comercio S. A.	Dr. F. Pessoa de Queiroz	Alcides Lopes	1 7/8	20 7/8	15 1/2	6-8	General	
	Diario de Pernambuco	1825	MD	25,000	Diarios Associados	Carlos Rizzini		2	20 1/2	15		General	
	Diario do Estado		D										
	Folha da Manhã	1937	MDexMon. EDex Sun.	20,000D 35,000S	Folha da Manhã S. A.	Dr. Paulo Germano de Magalhaes	Fernando Freitas Lihs	2	17	12	16	General	
	Jornal do Commercio	1919	MDexMon.	‡27,000D ‡34,000S	Empr. Jornal do Commercio S. A.	Dr. F. Pessoa de Queiroz	Alcides Lopes	1 7/8	20 7/8	15 1/2	10-12	General	
	Jornal Pequeno	1897	ED	8,000	Empr. Jornal Pequeno Ltda.	Jota Soares		2 1/4	22	15 1/4	6	Catholic	
Ribeirão Preto (47,900)	A Cidade	1905	MDexMon.	4,500	Orestes Lopes de Camargo	O. Lopes de Camargo	J. Lopes de Camargo	1 3/4	19 3/4	13	10-12	General	
	A Tarde	1920	EDexSun.	1,950	Antonio Machado Sant'Anna	Adalberto Pajuabá	Edgard Machado Sant'Anna	1 3/4	20 1/2	7 1/2	4-6	Middle	
	Diario da Manhã	1898	MDexMon.	8,000	Editora Diario da Manha S. A.	Antonio Maehado Sant'Anna	Oswaldo de Abreu Sampaio	1 3/4	20 7/8	15 3/8	8-12	General	16 Cr. cm.
	Diario de Noticias	1928	MDexMon.	6,000	Diocese of Ribeirão Preto	Mons. Dr. João Lauriano	P. E. Paulo H. Ribeiro	2 1/4	19 3/4	13	6-8	General	
Rio Branco (6,610)	O Acre		D										
Rio Claro (23,590)	Diario do Povo		D										
	Diario do Río Claro	1886	MD	1,000	Irmãos Zoravde David	Zoravde David		1 7/8	16 1/2	11 1/4	4	General	
Rio Grande (95,000)	Gazeta da Tarde	1941	EDexSun.	2,500	Artes Gráficas Gazeta da Tarde Ltda.	Didio C. Duhá and Bolivar N. Frazão	Dario Torres Martins	1 7/8	19	15	4-6	General	
	O Rio Grande	1913	ED	1,200	Empresa Grafica Rio Grande Ltda.	Daoiz Costa de la Rocha, Hugo Dantas Silveira & Gilberto Cardoso	Jorge Luiz Susini	2	23 1/4	19	4	General	
	O Tempo	1906	MDexMon.	2,000	Saul Porto	Saul Porto et al	Adalberto Pereira	2 1/4	23 1/4	15 1/4	4	General	
Rio de Janeiro (2,413,152)	A Manhã	1941	MDexMon.	35,000D 90,000S	Empr. A. Noite	André Carrazoni		2	21 1/4	14 1/8	12D 32S	General	
	A Noite	1911	EDexSun.	96,120	A Noite	André Carrazoni		1 7/8	21 1/2	15 3/8	8	General	
	A Noticia	1894	ED	100,000	S. Editora e Impressora de Jornais e Rivistas S/A	Chagas Freitas	Dermeval Moura	1 7/8	21 3/4	15 1/8	8	General	80 Cr. cm.
	Brazil Herald	1946	MDexMon.	8,000S 6,000D	Editora Mory, Ltda.	Joseph F. Brown	Antonio Guedes Pinheiro	1 9/16	18	16	8-54	Eng.-speaking	
	Correio da Manhã	1901	MD	80,000D 150,000S	Dr. Paulo Bittencourt	Dr. Manuel Paulo Filho	José Velasco Portinho Alinio de Salles	1 7/8	22 3/4	17	22D 80S	General	
	Diario Carioca	1928	MDexMon.	40,000	S. A. Diario Carioca	Horacio de Carvalho Junior et al.	Zelio Valverde	1 3/4	21 1/2	17	12D	General	
	Diario da Noite	1929	MDexSun.	‡129,391	S. A. Diario da Noite	Austregesilo de Athayde	Frederico Jacobsen	1 3/4	21 1/4	16 1/2	14	General	
	Diario de Noticias (6)	1930	MDexMon.	‡ 80,000D 130,000S	S. A. Diario de Noticias	João Portella A. Ribeiro Dantas	Pericles Neive	1 7/8	19 3/4	15 1/2	20D 80S	General	54 Cr. cm. (D) 66 Cr. cm. (S)
	Diario Popular		D										
	Gazeta de Noticias	1872	MD	8,000	S. A. Gazeta de Noticias			1 15/16	17 1/4	11 1/2	12	General	
	Imprensa Popular		D										
	Jornal do Brazil	1891	MD	30,000D 50,000S	E. Pereira Carneiro	E. Pereira Carneiro		1 15/16	22	14 7/8	16-50	General	
	Jornal do Comercio	1827	MDexMon.	32,000D 36,000S	Rodrigues & Cia.	Elmano Cardim	D. Coelho Fernandes	2 1/2	23 3/4	18 1/2	12-32	General	
	Jornal dos Sports	1931	MDexMon.	60,000D 80,000S	Mario L. Rodrigues Filho	M. L. Rodrigues Filho	Carlos Behring	2	21	15 1/4	4-6	Sports	
	O Dia	1951	MDexSun.	150,000	Editora e Impressora de Jornais e Revistas S. A.	Othon Paulino de Santana	E. de P. Chagas Freitas	1 7/8	23 1/2	21	8	General	80 Cr. cm.
	O Globo (6)	1925	EDexSun.	127,606D 195,132 Mon.	Empresa Jornalistica Brasileira S. A.	Roberto Marinho	Sylvio Behring	1 3/4	21	13 1/2	28	General	100 Cr. cm. (D) 120 Cr. cm. (Mon.)
	O Jornal	1919	MD-Sun.	70,000D 140,000S	Dr. Assis Chateauvriand Bandeira De Melo	Carlos Rizzini	Frederico Jacobsen	1 7/8	21 1/2	16 1/2	16D 40S	General	26 Cr. cm. (D) 40 Cr. cm. (S)
	O Mundo		D	50,000	O Mundo Grehec e Editore S. A.	Gereldo Rocha	Luiz Perrone				14	General	
	O Popular		D										
	O Radical	1932	MDexMon.	75,000D 90,000S	Suc. de Rodolfo de Carvalho	Georges Galvão	Carlos Nunes	2	19 3/4	7 col.	8D 12S	General	
	Tribuna da Imprensa	1949	ED	60,000	S. A. Editora Tribuna da Imprensa	Carlos Lacerda	Aluizio Alves	1 3/4	21	16 1/2	12	General	50 Cr. cm.
	Ultima Hora		ED										
	Vanguarda	1920	EDexSun.	35,000	S. A. A. Vanguarda			1 7/8	22 1/8	15 3/8	12-16	General	
Rio Preto (24,340)	A Folha de Rio Preto		D			Marcelino Cavalieri							
	A Tarde		ED										
Santa María (39,490)	A Razão	1934	MD	8,000	Empr. A Razão Ltda.	Ernesto Correia and João Freire		2 3/16	22	15 1/2	6-8	General	
Santos (200,000)	A Tribuna	1894	MDexMon.	‡33,000D ‡44,000S	M. Nascimento Junior & Cía., Ltda.	M. Nascimento Junior	Guisfredo Santini	1 7/8	21 3/8	8	20-24	General	30 Cr. cm.
	Correio da Tarde		ED										
	O Diario	1934	MDexMon.	26,000	S. A. Diario Comercial	Oswaldo G. Aranha	O. G. Aranha	2	19 3/4	15 3/4	20	General	
São Gabriel (12,460)	O Imparcial	1931	ED	1,200	Marques Luz	Marques Luz		2 1/16	16 1/2	11	4-6	General	

DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

BRAZIL—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
São João del Rey (22,910)	Diario do Comércio	1938	MDexMon.	2,100	Empr. Diario do Comércio Ltda.	José Bellini dos Santos	João B. Lopes	2¼	17	10⅞	4-8	General	
São Luis (59,480)	Correio da Tarde	1939	ED	6,000	Soc. Correio da Tarde Ltda.	Manuel Tavares Neives		2 5/16	17	11	4	General	
	Diario da Tarde	1931	ED	3,000				2¼	19	13 1/16	4	General	
	Diario do Norte	1937	MD	5,000D 8,000S	Diarios Associados	João Calmon		2 5/16	19	13¼	6	General	
	O Globo	1939	ED	8,000	Diarios Associados	João Calmon		2 5/16	19	13¼	4	General	
	O Imparcial	1926	MD	4,000	Diarios Associados	João Calmon		2 5/16	19	13¼	4	General	
	Pacotilha	1885	MD	5,000		Constancio Carvalho		2⅛	19¼	13¼	6	General	
São Paulo (2,227,512)	A Gazeta	1906	EDexSun.	100,000	Fundação Casper Libero	Miguel de Arco e Flexa	Carlos Joel Nelli	1⅞	20	13 9/16	24	General	
	A Gazeta Esportiva	1928	MDexSun.	150,000	Fundação Casper Libero	Carlos Joel Nelli	Carlos Longo	1⅞	20	13 9/16	24	Sports	
	A Noite	1942	ED	15,000	Empr. A Noite	José Lima		1⅞	21	14½	12	General	
	Correio Paulistano	1854	MDexSun.	20,000	S. A. Correio Paulistano	Cyrillo Junior	Dr. J. M. de O. César	2 1/16	19⅞	14½	16	General	
	Diario da Noite	1924	MNEDexSun.	70,000	Diários Associados	Edmundo Monteiro		2	19⅝	13	10	General	
	Diario de São Paulo	1929	MD	‡ 85,845D ‡131,358S	Diários Associados	Alvimar Caldas	J. N. Carvalho	2	19¾	13¾	16	General	
	Diario Popular	1885	EDexSun.	25,000	J. M. Lisboa & Cía., Ltda.	Dr. José María Lisboa Junior & Dr. Rodrigo Soares Junior		1⅞	21½	15	16	General	
	Folha da Manhã	1925	MDexMon.	90,000 125,000	Empr. Folha da Manhã S. A.	Alcides Ribeiro Meirelles et al	Salvador Cosi Pintaudi	1¾	22	10 col.	16-18D 40-46S	General	76 Cr. cm.
	Folha da Noite	1921	EDexSun.	80,000	Empr. Folha da Manhã S. A.	Alcides Ribeiro Meirelles et al	Salvador Cosi Pintaudi	1¾	22	8 col.	10-12D 18-20	General	35 Cr. cm.
	Folha da Tarde	1946	EDexSun.	130,000 150,000	Empr. Folha da Manhã S. A.	Alcides Ribeiro Meirelles et al.	Salvador Cosi Pintaudi	2	22	8 col.	20	Men	35 Cr. cm.
	O Dia	1932	MDexMon.	30,000	Empr. Graf. O Dia Ltda.	Eduardo Palmeiro	Mario Pati	2	21¼	16¾	8	General	
	O Diario		D			Moacyr Dias							
	O Esporte	1938	MDexSun.	52,000	Denner Medici & Lido Piccinini	Denner Medici & Lido Piccinini	Tito Batini	1¾	16½	10¾	8-16	Sports	
	O Estado de São Paulo	1875	MDexMon.	60,000	S. A. Estado de São Paulo	Pelegio Lobo		1 3/16	23	16¾	14	General	
São Roque	O Demócrata		D										
Sorocabá (48,590)	Cruzeiro do Sul	1903	MDexMon.	10,500	Editora Cruzeiro do Sul S/A.	Hélio da Silva Freitas	Messias P. de Paula	1⅞	20	13	8	General	15 Cr. cm.
Therezinha (35,250)	Diario Oficial	1930	MD	2,400	Piaui State Government	Lino Correia Lima		2	12	11	8	Official	
	O Tempo	1932	ED	3,500	Claudio Pacheco	Claudio Pacheco		2¼	16½	11	4	General	
Teófilo Otoni	O Nordeste Mineiro		D										
Uberaba (69,434)	Lavoura e Comércio	1899	EDexSun.	6,200	Empresa Gráfica "Lavoura e Comercio, Ltda.", Director: Quintiliano Jardim	Brasilino Siviere	Murilo Jardim	1 5/16	20½	15 5/16	6	General	12 Cr. cm.
Uberlandia (36,000)	Correio de Uberlandi	1937	EDexSun.	3,000D	Empr. Graf. Correio de Uberlandia	Dr. Jacey de Assis	Albano de Morais	2 5/16	18¾	13¼	4	General	9 Cr. cm.
Vitoria (42,870)	A Gazeta	1925	EDexMon.	4,600	S. A. Gazeta	Rosendo S. Souza Filho et al.	Argeu R. Lorenzoni	1⅞	19¾	13	6-12	General	
	A Tribuna	1938	MEDexMon.	15,000	Grafica A Tribuna S. A.	Fernando Costa	Sra. Leny Cidade Costa	1⅞	17¾	12	8	General	
	Diaria da Manhã	1906	MD	5,000	Espíritu State Government	Elpidio Pimentel		1⅞	21¾	15¾	8-12	General	
	Diario Oficial		D									Official	

BRITISH GUIANA, SOUTH AMERICA (414,000)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Georgetown (94,035)	Guiana Graphic	1944	D	12,500D 17,500S	Guiana Graphic Ltd.	John L. Gerbut	E. G. Rawlins	2	15½	10+	16D 32S	General	$1.25 in.D $2.00 in.S
	Daily Argosy (4)	1880	MD	3,500	The Argosy Company Ltd.	Percy C. Wight	Cyril P. Wight	2	22	18	6-8	General	
	Daily Chronicle (4)	1881	MD	12,000	The Daily Chronicle Ltd.	R. G. Humphrey	W. F. Archer	11⅜	22½	17	8	General	$1.20 in U.S.
	Sunday Argosy (4)		Sun.	13,500	The Argosy Company Ltd.	Percy C. Wight	Cyril P. Wight	2	22	18	16	General	
	Sunday Chronicle (4)		Sun.	19,000	The Daily Chronicle Ltd.	R. G. Humphrey	W. F. Archer	11⅜	22½	17	16	General	$1.80 in. (US Cy.)

BRITISH HONDURAS, CENTRAL AMERICA (62,000)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Belize (27,870)	Belize Billboard (4)	1946	ED	2,050	Billboard Press		L. E. Goldson	2¼	13	4 col.	4	General	
	Daily Clarion	1897	ED	1,200					16	11		Mid., Upper	

CHILE (5,885,083)

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Antofagasta (80,000)	El Abecé	1920	D	8,000-9,000	Soc. Per. Del Norte Ltda.	Juan Naujart Cortes	Federico Ayala	2	19¾	13¾	8	General	
	El Mercurio de Antofagasta (4)	1906	MD	25,000	Soc. Chilena de Publicaciones y Comercio S. A.	Tito Castillo	Alberto Barrera O.	1⅞	20½	15⅞	8	General	
Arica (14,060)	La Gaceta	1940	EDexSun.	1,800-2,200	Carlos Damián Iglesias Rojas	C. D. Iglesias Rojas	Nora Iglesias R.	1¾	19	13	6	General	
Chillán (52,000)	La Discusión	1870	MD	12,000	Alfonso Lagos Villar	Alfonso Lagos Villar	Mercedes Villegas C. de la C.	2	19¾	13⅞	8	General	
Concepción (119,887)	Crónica	1949	ED	20,000	Diario "El Sur" S. A.	Aurelio Lamas Ibieta	Roberto Maria Lamas	1¾	14½	8¾	16	General	
	El Sur	1882	MD	38,000	Diario "El Sur" S. A.	Aurelio Lamas Ibieta		1¾	20½	13⅞	8	General	
	La Patria	1923	MD	30,000	Soc. Periodistica del Sur S. A.	Alfredo-Pacheco Barrera	Mario Coddou G.	2	20½	16	16	General	
Copiapó (15,690)	El Amigo del Pais	1872	MD	3,500	P. Conservador	Jose L. Sepòlveda M.	Jaime Sepòlveda J.	1 5/16	19 5/16	16	8	General	
Coquimbo (25,000)	El Norte		D	1,500									
	El Regional		D	2,500	Eduardo Sepúlveda W.								
Curicó (21,150)	La Prensa	1898	D	4,500	Emp. Periodística Curico Ltda.	Enrique Espinosa Perez de Tudela	Jorge Lazcand Valdes		21¾	15⅛	8	General	
Iquique (38,000)	El Tarapacá	1894	MD	7,000	So. de Publicaciones El Tarapaca S. A.	Daniel Prieto Arrate	Ernesto Zamudio	2	20½	13⅞	4	General	
La Serena (35,000)	El Día	1944	D	2,500D 3,000S	Arzobispado-de-la-Serena	Ricardo-Peralta P.	Ric. Peralta P.	2	20		4	General	
Linares (17,110)	El Heraldo	1937	DexMon.	800					21¾	15	4	General	
Los Angeles	Las Noticias	1928	D	3,000		Raul Rivera Barrere	Herrar Segura Sanhueza						

DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

CHILE Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Osorno (25,070)	La Prensa	1917	MD	10,000	Soc. Periodística del Sur, S. A.	Berni Wagner Frotscher	Eliodoro Cagnian Rojas	1¾	20	14½	12	General	
Ovalle (20,000)	El Tamaya	1876	EDexSun.	1,500	Gustavo Ross S. M. et al.	Armando Díaz Castillo	Arnoldo Toro Segovia	2	19½		4	General	
	La Provincia	1956	MD	4,500	Luis Méndez Mella	Luis Méndez Mella	Edwardo Meza C.	1¾	19½	12½	6	General	
Puerto Montt (30,000)	El Llanquihue		MD	3,190D 3,630S									
Punta Arenas (29,880)	El Magallanes	1894	EDexSun.	4,500	Soc. Per. El Magallanes Ltda.	Alfredo Andrade Bórquez	A. Andrade	2¼	19¾	15	8	General	100 pesos cm.
	La Prensa Austral	1938	MDexSun.	4,180D 5,020S	Empr. de Publ. Austral S. A.	Carlos Aracena Aguayo	Enrique Donoso B.	1⅞	19¾	7 col.	8	General	
Quillota (17,230)	El Diario	1899	ED		Lucila Calderón	Lucila Calderón		2¼	19½	14¼	4	General	
Rancagua (38,420)	El Rancaguine	1915	ED	10,000	Miguel González Navarro	Héctor González Valenzuela	Miguel González Navarro	1¾	14	8½	10	General	
San Felipe	El Trabajo		D										
	La Voz de Aconcagua		D										
Santiago (1,500,000)	El Debate	1951	EDexSun.	25,000	Soc. de Publicaciones "El Tarapaca"	Octavio Marfán Jaramillo	Samuel Baez Dorador	11 picas	14½	11	16	General	
	El Diario Ilustrado (6)	1902	MD	75,000D 85,000S	Empr. Por. Diario Ilustrado de Chile, S. A.	Luis A. Silva S.	Carlos Manterola Murray	1+	22.45	16-30	18-26D 28-40S	General	350 pesos cm. D 525 pesos cm. S
	El Imparcial	1926	ED	25,000	Imparcial S. A.	A. Altamirano G.		1⅞	13½	5 col.	20	General	330 pesos cm. D 495 pesos cm. S
	El Mercurio (4)	1927	MD	110,000D 115,000S	Empr. El Mercurio S. A.	G. Perez de Arce	L. Brain	1¾	21¼	15 col.	32-48		
	La Nación (20)	1917	MD	110,000D 155,000S	Empr. La Nación S. A.	Ramón Cortés Ponce	E. Barrera Balmaceda	1¾	20½	14¾	36-48	Upper	
	La Segunda (4)	1931	EDexSun.	45,000D 55,000Sat.	Empr. El Mercurio S. A.	Byron Gigaux	L. Brain	1⅞	14 3/16	11½	16	General	140 pesos cm.
	La Tercera		D	88,000	German Pico Canas and Raul Jaras	Agustin Pico Canas	Luis Reyes Rojas	2	14		16	General	
	Las Noticias de Ultima Hora	1943	ED	35.000	Soc. Empresa Piriodistica "Las Noticias de Ultima Hora" Ltda.	Arturo Matte Alessandri	A. Nef	1¾	13¾	9¼	16	Middle	300 pesos cm.
	Las Ultimas Noticias (4)	1902	NDexSun.	50,000D 65,000Sat.	Empr. El Mercurio S. A.	Byron Gigaux	L. Brain	1⅞	14 3/16	11½	16	General	180 pesos cm. D 270 pesos cm. Sat.
	Noticias Graficas	1944	ND	40,000	Antonio Poupin Gray	A. Castillo Cerda		2	19¾	15	16	General	
Talca (50,460)	La Mañana	1906	MD	10,000	Vicente E. Rojas Labarca	Vicente E. Rojas Labarca		1¾	20½	14¾	8	Com., Ind., Agr.	
Tal Tal (5,660)	La Razón	1909	ED		Carlos Thompson	Carlos Thompson		2¼	18¾	6 col.	6	General	
	La Voz del Pueblo		D										

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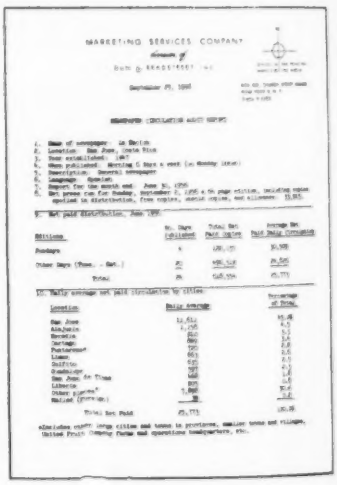
MARKETING SERVICES COMPANY

ONLY NEWSPAPER IN COSTA RICA TO FURNISH AUDITED CIRCULATION FIGURES AUTHENTICATED BY IMPARTIAL OUTSIDE SOURCE.

CIRCULATIONS

SUNDAYS	30,509
DAILY	24,826

Exclusive Advertising Representatives

S. S. KOPPE & CO., INC.

630 Fifth Avenue, New York 20, N. Y.

DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

CHILE—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Temuco (45,000)	El Diario Austral	1916	MD	30,000	Soc. Per. del Sur S. A.	Raul Gallardo Lara	Pedro Enriquez Marin	2	21	15	4-16	Com., Ind., Agr.	
Tocopilla (15,520)	La Opinión	1931	EDexSun.	1,000	José Ramírez Esquivel	J. Ramírez Esquivel		2½	13	8¾	6-8	Independent	
	La Prensa (4)	1924	MD	3,000	Soc. Chilena de Publicaciones y Comercia S. A.	Luis Fernanda Navos		1⅞	20½	15¾	8	General	150 pesos cm. 225 pesos cm.
Valdivia (55,500)	El Correo de Valdivia	1895	MD	6,000	Soc. Per. del Sur S. A.	Victoriano Mora E.	E. Cognan R.	1½	22¼	15¾	10	General	
	La Notica del Dia		D										
Valparaiso (218,829)	El Heraldo	1888	MDexSun.	1,500	Capitalizadora Nacional "Capitanac"	Roberto Valle Ferro	Gustavo Roger Morande	2	12½	10½	6	General	
	El Mercurio (4)	1827	MD	39,261	Empr. El Mercurio S. A.	Joaquín Lepeley	Heriberto Goetz	1⅛	21	15	16D 28S	General	240 pesos cm.
	Gaceta de la Navegación	1912	DexSun.	2,500	Imprensa Mercantil	F. C. Wittemann K.	Jose Manouvrier	1¾	14	11	4	Shipping	
	La Estrella (4)	1920	EDexSun.	15,000	Empr. El Mercurio S. A.	Joaquín Lepeley	Heriberto Goetz	1¾	14½	11½	20D 28S	General	170 pesos cm.
	La Unión (6)	1885	MD	28,000D 40,000S	Soc. Fernando Silva	Alfredo S. Carvallo	E. Escudero (mgr.)	1¾	22	14	16-24	Upper	240 pesos cm.

COLOMBIA (11,477,495)

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Barranquilla (279,267)	Diario Del Caribe	1956	D	25,000	Compania Unidas de Publicaciones	Saloman J. Bendeck	Gabriel Martinez Aparicio	2	21	16¼	16	General	4.50 pesos in.
	El Heraldo (4)	1933	MDexSun.	127,500	El Heraldo, S. A.	Dr. Juan B. Fernándes	José Vengoichea de Castro	2	20½	16½	8-16	General	
	El Nacional (13)	1945	EDexSun.	43,000	Editora Barranquilla S. en C.	Julian Devis E.	Jaime Devis Pereira	2	20	16½		Liberal	4.75 pesos in.
	La Prensa (6)	1928	MDexSun.	120,000D	Martínez Aparicio, Ltda.	Carlos Martínez Aparicio	Antonio Martínez Aparicio	2	21¼	17	12-32	General	
Bogota (648,234)	Diario de Colombia (4)	1952	MD	75,200	Diario de Colombia, S. A.	Samuel Moreno Diaz	Jose Maria Baldovi	2	21½	16	12-32	General	
	Diario Oficial	1864	MDexSun.		Gov't of Colombia							Official	
	Eco Nacional	1948	MD	8,000		Gilberto Alzate A.	Luis Morales C.	2	20½	16½		General	
	El Independiente (6) Formerly "El Espectador"	1887	MD&Sun.	63,450(occ)	El Espectador Ltda.	Guillermo Cano	Fidel Cano	2	21	16	16	Liberal	11.00 pesos in.
	Intermedio (21)	1956	MD	124,000	Editora "El Tiempo"	Enrique Santos	Abdon Espinosa	2	21	16	24	General	12 pesos in.

(Continued on Page 376)

CIRCULATION AUDITED BY PRICE WATERHOUSE

MEDELLIN COLOMBIA

This market produces its own dollars through COFFEE, in greater demand each day throughout the world.

EL COLOMBIANO DOMINATES COLOMBIA'S RICHEST MARKET

Medellin, the paradise city of Latin America, is internationally famous for its beauty. Heavy exports of coffee help maintain the high living standards of Medellin's 360,000 inhabitants. Heavily industrialized, their purchasing power is above average, and they naturally favor American branded products.

EL COLOMBIANO, with its average daily circulation of 52,378, reaches the middle and upper classes of this great Colombian city. Its coverage cannot be equalled by any combination of other Colombian newspapers.

EL COLOMBIANO's modern plant at Cal' 53, #49-100, Medellin.

Exclusive Advertising Representatives:

MELCHOR GUZMAN COMPANY, INC.

45 Rockefeller Plaza New York 20, N. Y.

Circle 7-0624

YOU CANNOT SELL MEDELLIN WITHOUT

EL COLOMBIANO

DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

COLOMBIA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Bogota—Cont'd	La Republica (13)	1954	MD	55,362D 67,106S	Ed. El Globo	Silvio Villegas	Alfonso Gomez Villegas	2	20	16	16	General Conservative	
Bucaramanga (112,252)	Diario de Oriente	1949	MD	5,000			Luís Castenelli					General	
	El Deber	1923	MD	21,000	Juan C. Martinez	Efriam Orejarena Rueda		2¼	18	11¼	8-12	General	3 pesos in.
	El Frente (13)	1942	MD	5,000	Gómez Mejía Hermanos	Gustavo Gómez Mejía	Ciro Gomez Mejía	2	20	17	8	General	
	Vanguardia Liberal (6)	1919	MD	14,500	Alejandro Galvis Galvis	A. Galvis Galvis	M. del C. Gómez Lara	2¼	21	15½	12	General	5 pesos in.
Cali (284,186)	Diario del Pacífico (6)	1925	MDexSun.	20,000	"Diario del Pacífico" S. A.	Dr. G. Borrero Olano	Margarita Olano Cruz	2	21	16	16	General	4 pesos in.
	El Crisol	1929	MD	20,000	Rafael I. Rodríguez R.	Gabriel E. Rodríguez R.		2	16	14	8	General	5 pesos in.
	El Pais (4)	1950	MD	36,236	"El Pais" Ltda.	Alvaro Lloreda	Ulpiano Lloreda	2	20	16½	16-32	Conservative	6 pesos in.
	Relator (32)	1915	EDexSun.	25,155	Empr. Ed. "Relator," Ltda	Jorge and Hernando Zawadzky	Ernesto Zawadzky	2	20	17	10	General	
Cartagena (128,877)	Diario de la Costa (4)	1916	MDexMon.	20,000	Suc. de Carlos Escallón	Rafael Escallón Villa	Pedro Flórez M.	2	20	16	8-12	General	3 pesos in.
	El Figaro	1936	EDexSun.	7,000	Empr. El Fígaro Ltda.	Eduardo Lemaitre	Rafael Castellón	2	20	16¼	10	General	
	El Pueblo (32)		MD	4,875	Laurina, Vicente, Simon Martinez	Vicente Martinez	Julio Lorduy	2	16		8	General	4 pesos in.
	El Universal (13)	1948	MD	10,000	D. López Escauriaza	D. López Escauriaza	Francisco de Bustamante	2	20	16½	8	General	
Cienaga	La Batalla		D	1,000	Guillermo Delgado Fonseca	Guillermo Delgado Fonseca	Guillermo Delgado Fonseca	2½	19	14	4-6	General	
Cucuta (77,480)	Comentarios	1922	MD	2,000	José Manuel Villalobos	José Manuel Villalobos			17¾	12¼	4	General	
	Diario de la Frontera		D	11,000	Luis Parra Bolivar	Luis Parra Bolivar	Jaime Sotomayor	2	18	12½	10	General	
	Sagitario		MDexSun.	4,500	Montegranario Sánchez	M. Sánchez		2¼	17	11		General	
Girardot (55,000)	El Diario	1951	D	10,000	Jose J. Niño Espinosa	Jose J. Niño Espinosa	Alfonso Betancourt	2	17½	12½	6	General	3 pesos in.
Ibagué (150,000)	Tribuna (4)	1949	MD	10,000	Hector Echevarry Cardenas	Hector Echevarry Cardenas	Oscar Rincon Noreña	2	21	8 col.	12	General	3.5 pesos in.
Manizales (126,201)	La Patria (4)	1921	MD	19,000D 20,000S	José Restrepo Restrepo	Dr. Daniel Hendo Hendo	Berardo Giraldo A.	2	20½	17½	12-16	Conservative	5 pesos in.
Medellin (358,189)	El Colombiano (13)	1912	MD	38,000	Julio C. Hernández	F. Gómez Martinez		2	21	16¼	16	Conservative	5.00 pesos in.
	El Correo (4)	1913	D	20,000	Ed. El Heraldo	Antonio Panesso Robledo	Jorge Delgado Giraldo	2		16		General	
	La Defensa	1919	EDexSun.	27,000	"La Defensa" Ltda.	Roberto Ocampo Alvarez	Leonardo Toro Montoya	2	20½	16½	8	General	5 pesos in.
	El Diario	1930	EDexSun.	21,914	Eduardo Uribe-Escobar	Eduardo Uribe-Escobar	Fernando Uribe Senior	2	20½	16	10	General	4.00 pesos in.

EL TELÉGRAFO

1884 — El Diario con más años al servicio de la Patria — 1956

1884 — GUAYAQUIL, ECUADOR, S. A. — 1957

***Its Motto:* TRUTH WITHOUT FEAR OR FAVOR**

The Oldest and Most Respected Newspaper in Ecuador

INDEPENDENT POLITICALLY AND FINANCIALLY

DAILY MORNING: 20 — 24 — 28 and 32 PAGES

ECUADOR'S ONLY ASSOCIATED PRESS NEWS & PHOTOS

First high speed HOE Rotary Color Presses in Ecuador, inaugurated August 1956. Entire composing and printing equipment replaced during the year with up-to-date machinery.

FULL COLOR ADVERTISING AVAILABLE

SUNDAYS: LITERARY, GRAPHIC AND COLOR SUPPLEMENTS.

National circulation distributed on date by air to every corner of the Country.

OWNERS OF "RADIO EL TELEGRAFO"

Broadcasting Station with frequent daily news bulletins

Exclusively represented by

JOSHUA B. POWERS, INC.

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EL COMERCIO

Independent Daily Morning QUITO

Established in 1906

María Moors Cabot Award, 1944

Mergenthaler Freedom of the Press Award, 1954

LEADING NEWSPAPER IN THE CAPITAL OF ECUADOR WITH WIDE CIRCULATION ALL OVER THE COUNTRY.

The natural media for Retail, National and International Advertising

EL COMERCIO

offers:

- **NATIONAL CIRCULATION**
- **EXCELLENT MAKE-UP**
- **WIDE READERSHIP**
- **PRESTIGE**

Compañía Anónima EL COMERCIO also edits

ULTIMAS NOTICIAS

Daily Evenings

and operates the Broadcasting Station RADIO QUITO (HCQR)

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International Publishers Representatives

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DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

COLOMBIA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Palmira (21,230)	Nueva Patria	1929	EDexSun.	3,000	Américo & Antonio Kuri	Américo Kuri	I. E. Arciniegas P	2½	.....	5 col.	6	Agr., Com.	.....
Pasto (90,000)	El Derecho	1928	MD	5,000	Rogerio Bolaños	E. Figueroa Coral	E. F. Mazuera	2½	16	11	8	General	.....
	El Radio	1933	MD	4,200	Carlos C. Puyana	Libardo Guerrero Munoz	Carlos Puyana	2	18	12	6	General	2.50 pesos in.
Pereira (115,342)	El Diario	1929	EDexSun.	3,000	Editorial El Diario, Ltda.	Eduardo Correa Uribe	.....	2	18	6 col.	8	General	5 pesos in.
	El Imparcial (13)	1948	ED	9,653	Talleres Imparcial	Rafael Cano Giraldo	Bolivar Segovia	2	18	6 col.	8	General	.....
Popayán (35,960)	El Liberal	1938	MDexMon.	3,000	Ed. El Liberal, S. A.	Paulo Emilio Brave	Luis Enrique Cruz	2	20	15	6	General	3.00 pesos in.
Santa Marta (60,000)	El Estado	1921	D	2,000	Empr. "El Estado"	Gabriel Echeverria	Gabriel Echeverria	2	22	16½	8	Liberal	.....
	El Libertador (13)	1954	D	4,800	Ed. Bolivar	Armando Zabaraín	Hisle Contreras	.....	.....	.....	.....	General	.....

COSTA RICA (800,875)

Colón

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
San José (109,693)	Diario de Costa Rica (7)	1919	MDexMon.	22,000	Otilio Ulate	Quitario & Mariano Sanz Soto	M. Acosta	2	21½	16	16	General	80¢ in.
	La Hora	1932	EDexSun.	13,000	Otilio Ulate	Calvo Navarro	Calvo Navarro	2	15	.....	8	General	25¢ in.
	La Nación (4)	1946	MDexMon.	25,773D 30,509S	La Nación, S. A.	R. Castro Beeche	Fernando Villalobos	2	15	10	32	General	$1.20 in.
	La Prensa Libre (4)	1888	EDexSun.	14,000D 16,000S	La Prensa Libre, Ltda.	Andrés Borrase S.	Fernando Borrasé S.	2	18	13½	12-24	General	80¢ in.
	La República (13)	1950	MDexMon.	16,323	La República, S. A.	Alberto F. Cañas	Prudencio Sayagues	2	20	16	8	General	.....

ECUADOR (3,202,757)

Sucre

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Ambato (21,690)	Crónica	1938	MD	1,500	Crónica, S. A.	Tarquino Toro Navas	Gladys Molina Gómez	1¾	16	12½	8-10	General	.....
	La Tribuna	1935	D	2,000	"La Tribuna" Co.	Aniceto Jordan	Edison Jordan	.....	.....	.....	8	.....	.....
Bahía de Caráquez (8,600)	El Globo	1911	MDexSun.	3,500S	Herederas del Sr. Carlos B. Palau	Carlos Palau Jiménez	Lucía de Centeno	2	14	10	4-6	General	.....
	Nuevo Mundo	1943	MD	5,000	Heraclides Marín Santos	Rubén Marín Barreiro	.....	2	15½	5 col.	4	General	.....
Cuenca (52,520)	El Grito	1949	D	.....	Saul E. Mora	.....	.....	.....	.....	.....	.....	.....	.....
	El Mercurio	1924	MD	5,000	Miguel Merchan	Miguel Merchan	.....	2	22	7	10-12	General	.....
Esmeraldas	El Cosmopolita	1933	MD	5,000	Jorge D. Jalil	J. D. Jalil	J. D. Jalil	.....	.....	.....	.....	Liberal	.....
Guaranda (15,600)	Juventudes	.....	D	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....

(Continued on Page 378)

EL UNIVERSO

El Mayor Diario Nacional Por su Seriedad, Prestigio y Amplio Noticierismo; Por la Calidad de Sus Escritores y Moderna Organización; Su Circulación y Maquinarias Son Las Mayores Del País

GUAYAQUIL—ECUADOR

. . . EL UNIVERSO has been the leading newspaper in Guayaquil for 36 years.

. . . Listed below are the official figures covering importations of newsprint by the newspapers of Guayaquil for year 1955.

El Universo	2,599,351 kilos
All other Guayaquil newspapers combined	728,485 kilos
Totals	3,327,836 kilos

. . . Please note that EL UNIVERSO consumed approximately 80% of the total newsprint importations. The other newspapers combined only used about 20%.

. . . EL UNIVERSO is the only newspaper in Guayaquil carrying a classified advertising section. Theatres confine their advertising exclusively to this publication—and the obituary advertisements are carried by EL UNIVERSO to the exclusion of all other media.

. . . EL UNIVERSO by itself gives the advertiser complete advertising coverage in the City of Guayaquil and the coastal area. The newspaper is read by everybody with any purchasing power whatsoever.

EL UNIVERSO is the ONLY Newspaper that furnishes advertisers certified circulation statements.

New audit will soon be made by Price Waterhouse and will be promptly made available.

Exclusive Advertising Representatives

S. S. KOPPE & CO., INC.

630 FIFTH AVENUE NEW YORK 20, N. Y.

DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

ECUADOR—Continued

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Guayaquil (380,000)	El Telégrafo (6)	1884	MD	23,000D 31,000S	Cia. An. Telégrafo	M. E. Castillo y Castillo	J. Santiago Castillo	1⅞	21	16	12 D 16-24S	General	
	El Universo (4)	1921	MD S	43,000D 46,000S	S. A. El Universo	Dr. Sucre Pérez Castro	Ismael Pérez Castro	2	21¼	16¼	18-22D 40-44S	General 	US. $1.35 in. US. $1.50 in.
	La Hora (7)	1948	EDexSun.	20,000D 23,000S	Ed. Ecuatoriana C. A., S. A. Comercial Industrial Ecuatoriana	Vicente Paz Ayora	David Huerta C.	2	14	10	16	General	
	La Nación (7)	1879	MDSun.	21,500 23,200		Vicente Paz Ayora	David Huerta C.	2½	21½	16	12D 32S	General General	
	La Prensa	1923	EDexSun.	10,000	Pompilio Ulloa Reyes	Pompilio Ulloa Reyes	Miguel Ulloa Figueroa	2	26½	15¾	8	General	
Ibarra (20,000)	El Tiempo	1948	D			Miguel Angel Rosales							
	La Verdad	1944	D	1,000	Sociedad Cardijn	Dr. Jaime Vasquez Játiva	Wilson Flores	2		11	8		
Loja	El Crisol	1945	D			Serafin Gómez							
	La Opinion del Sur	1949	D		Lic. Rafael Villavicencio								
Manta (200,000)	El Mercurio	1925	MDexMon.	2,500	Gil Delgado P.	Gil Delgado P.		2	15	12½	4	General	
Portoviejo (14,000)	El Diario Manabita	1934	MD	4,500	Pedro Zambrano Barcia	Pedro Zambrano B.	Inés Zambrano I.	2	13	12	4	General	
	La Provincia	1928	MD	1,200	Pedro Pablo Ramírez M.	Pedro Pablo Ramirez M.	P. P. Ramírez M.	2	12¾	5 col.	4	General	
Quito (215,416)	El Comercio (4)	1906	MD	32,550D 38,200S	Cía Anónima "El Comercio"	Carlos Mantilla J.	Jorge Mantilla O.	2	21¼	17	20D	General	
	El Nacional	1949	MD		Manuel Granja Cevallos		Luis Martínez Moran						
	El Sol	1950	MD-Sun.	17,000	Editora "El Sol," S. A.	Gonzalo Leon Vidal	Ghayer Waldo	2	21	16½	12	General	
	La Tierra	1945	MDexMon.	7,500 7,800 9,000S D	Socialist Party of Ecuador	Jorge W. Cevallos Salas	J. W. Ceoalloe S.	2	18	12	4	General	
	Ultimas Noticias (4)	1937	EDexSun.	11,330	Cía. Anónima "El Comercio"	Jorge Mantilla O.	Jorge Jurado	2	17	11	12	General	

EL SALVADOR (1,855,917)

Colón

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
San Salvador (161,951)	Diario Latino (7)	1890	MDexSun.	17,500	Miguel Pinto	Miguel Pinto	Jorge Pinto	2	20	16	12D 24J	General	
	Diario Oficial	1847	EDexSat., Sun.	1,700	Federal Government	Luis Rivas Cerros	Luis Felipe Martínez	6	10	9	36	Official	
	El Diario de Hoy (6)	1936	M&E	48,000M 40,000E	N. Viera Altamirano	N. V. Altamirano	R. de Clairmont Dueñas	2	14	11½	24-40	General	
	El Gran Diario-La Nación	1923	EDexSun.	12,450D 18,500Th.&Sat.	Rubén Membreño	Rubén Membreño	Rubén Membreno, Jr.	2	13¾	10¾	12-16	General	
	La Prensa Gráfica (21)	1903	MD	37,045 D 50,102 S	Dutriz Hermanos	José Dutriz, Jr.	Rodolfo Dutriz	2	14	10	32	General	
	Tribuna Libre	1933	MDexMon.	19,843	Tribuna Libre S. A.	Jorge Lavdé Larín	Miguel A. Chacón	2	21	16	8D 16S	General	
Sansonate (24,065)	Heraldo de Sonsonate		DexSun.						22½	17½	8-10	General	
Santa Ana (101,560)	Diario de Occidente	1910	MDexSun.	8,100	Diario de Occidente	Alfredo Parada		2	13	5 col.	8D 16S	General	

FRENCH GUIANA (27,863)

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Cayenne (11,704)	Le Radio-Presse		D	4,000D									

GUATEMALA (2,787,030)

Quetzal

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Guatemala (370,000)	Diario de Centro America	1880	EDexSun.	10,000	Government	M. M. Avila Ayala	Carlos R. Ortiz	2	20	16	8	Official	1.20 qu. in.
	El Espectador		EDexSun.	15,200		Bahassar Moreles de la Cruz	J. Alfredo Palmieri	2	13½	10	12-16		
	El Imparcial (4)	1922	EDexSun.	30,000S 27,500D	Marta de Cordova	David Vela	Ramón Blanco C.	2	20	16	12	General	U.S. $1.50 in.
	La Hora	1944	ED	12,000	Clemente Marroquin Rojas & Co.	C. Marroquin Rojas	Oscar Marroquin Rojas	2	16	10	12	General	1 qu. in.
	Nuestro Diario	1922	ED	10,000	Government	Jose Calderon Salazar		2	14	9¼	16	General	
	Prensa Libre	1951	ED	27,000	Pedro Julio García & Cía., Ltda.	Pedro Julio García	Isidoro Zarco Alfasa	2	13½	11¼	12-16	General	U.S.$1.00 in.

HONDURAS (1,368,605)

Lempira

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
San Pedro Sulo	Diario Nacional	1956	MDexS	5,000				2	21	16	8	General	
Tegucigalpa (99,948)	El Cronista	1912	D	12,000	Paulino Valladares		Martin Jimenez		19	13½	8-12		
	El Día (4)	1948	MDexSun.	10,000	Julian López Pineda	Julian López Pineda	Julio López Pineda	2	20	17½	8	General	
	El Pueblo (4)	1949	EDexSun.	7,500	Liberal Party	Oscar A. Flores	Alfredo Lara L.	2	22	16	6	General	U.S. $1.50 in.
	La Epoca	1933	EDexSun.	5,500	Tiburcio Carias Andino	Rafael Jerez Alvarado	Ramon Carias Douaire	2	22	18	4	General	
	Prensa Libre	1954	ED	4,000		B. Alejandro Castro	Rosalio R. Zevala	2	24	18			

DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

MEXICO (25,581,250)

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Acapulco	La Verdad	1946	D	4,500	I. de la Hoya	I. de la Hoya	I. de la Hoya	2	20	16		General	
	Tropico	1939	D	5,000	Manuel Perez Rodriguez	Arturo Parra Zuriga							
Aguascalientes (117,409)	El Sol del Centro	1945	MD	13,918	Jose Garcia Valseca	Mario Garza	Diarios Garcia Valseca Bucareli No. 22, Mexico City	1 13/16	20	16	6-10	General	
	El Heraldo		MD	7,500D 9,000S	El Heraldo Cia. Editorial	Mauricio Bereun	Salvadora H. Duque	2	20	16	16	General	
Chanea (11,000)	El Intruso	1921	EDexMon.	600	Santiago Rivas	Santiago Rivas	Carmen H. de Rivas	2½	20½	13	4	General	
Celaya (70,000)	El Sol del Bajio	1949	MD	‡5,892	Jose Garcia Valseca	Manual Orozco	Diarios Garcia Valseca Bucareli No. 22, Mexico City	1 13/16	20	16	6-10	General	
	La Palabra	1939	MD	6,000D 8,000S	Manuel Urbina Ciénega	Manuel Urbina Ciénega	Guillermo Quiroga Quintanar	2	20	16	4-6D 16-20S	General	
Chihuahua (110,779)	El Heraldo	1927	MD	‡21,000	Jose Garcia Valseca	C. Laret de Mola	Jesus M. Marin	2	20	15	12	General	
	La Tribuna (7)	1948	MD	9,000A 10,000	Cía Periodística del Norte S. A.	Lic. Noel Alrich Solama		2	19½	16½	12	General	5.00 pesos inch
	Norte		D										
Ciudad Obregon (12,500)	Diario del Yaqui	1942	MD	6,800	Editorial Heraldo del Bqui	Jesus Corral Ruiz		2	20½	18	4	General	
	Heraldo del Yaqui	1929	MDex Mon.	5,200									
Ciudad Victoria	El Heraldo de Victoria		D	10,000	R. Aceves Carmona	R. Aceves Carmona		2	21	16	4-6	General	
Cuernavaca	LaVoz	1947	DexMon.	3,000	Editores Unidos del Sur	Jose Gutierrez Sandoval						General	
Culiacan (144,550)	El Diario de Culiacán	1949	MD	5,000	Lic. Román R. Millán	José Millán							
	La Palabra (7)	1955	MD										
	La Voz de Sinalao	1944	EDexSun.	4,500	Gustavo D. Cañedo	Gustavo D. Cañedo	Carlos Mateo Sánchez	2	15½	12	6	General	
Durango (98,636)	El Sol de Durango	1947	MD	8,657	José García Valseca	Ricardo I. Ahumado	Diarios García Valseca Bucareli No. 22, Mexico City	1 13/16	20	16	6-10	General	
Ensenada	El Diario de Ensenada	1943	D	3,600		Miquel Lanz Perez	O. Ernestes Paredo	2	20	17	6-8		
Guadalajara (380,838)	El Informador	1917	MD	31,500	Union Editorial S. A.	José N. Urbieta	Jesús Alvarez del Castillo	2	20	17	18	General	
	El Occidental	1942	MD	‡40,000	José García Valseca	Ernesto Corona Ruesga	Diarios Garcia Valseca Bucareli No. 22, Mexico 1, D. F.	1 13/16	20	16	14-20	General	
	El Sol de Guadalajara	1948	MD	‡35,000	José García Valseca	Ernesto Corona Ruesga	Diarios Garcia Valseca Bucareli No. 22, Mexico 1, D. F.	1 13/16	20	16	8-12	General	
Guaymas (22,210)	El Diario	1934	EDexSun.	‡2,500	Carlos Ramírez Junior	Enrique de Alba		2½	21¾	15¾	4	General	
	La Gaceta	1915	EDexSun.	3,000	Miguel Escobar M.	Miguel Escobar M.	José María Tapia A.		23	15	4	General	
Hermosillo (23,720)	El Imparcial (7)	1937	EDexSun.	12,000	José S. Healy	Jorge Orozco y Girón	José Alberto Healy	2	20	16	8-16	General	
	El Pueblo	1924	EDexSun.	5,000	Israel C. Gonzalez	Israel C. Gonzalez		2	20	8 col.	4	General	
	El Regional (7)	1955	EDexMon.	7,000	Jose S. Healy	Jose S. Healy		2	20	16	6-10	General	
Hidalgo del Parral (40,000)	Correo de Parral	1922	EDexSun.	5,000	J. G. Rocha	Rubén Rocha	E. L.Rocha	2	15½	15	4	General	
Jalapa (44,930)	El Tema de Hoy	1930	EDexSun.	15-18,000	Manuel Lunagómez	Manuel Lunagómez	Vicente Lunagómez	2	20	15	4	General	
Juarez (131,308)	Diario del Norte	1945	MD&Sun.Ed.	12,000D 14,000S	Luis Fuentes S.	Luis Fuentes S.		2	20	16	8	General	
	El Fronterizo	1943	MD	20,000	Jose Garcia Valseca	Enrique Mesta	Diarios Garcia Valseca Bucareli No. 22, Mexico City	1 15/16	20	16	8-12	General	
	El Mexicano	1947	ED	13,000	Jose Garcia Valseca	Enrique Mesta	Diarios Garcia Valseca Bucareli No. 22, Mexico City	1 15/16	20	16	6-10	General	
La Paz (12,390)	Baja California	1910	MDex Mon.	1,000	Jorge S. Carillo	Jorge S. Carillo	J. S. Carrillo Jr.	2	17	12¾	4-6	General	
León (157,252)	El Sol de León	1946	MD	12,638	Jose Garcia Valseca	Guillermo Armanda	Diarios Garcia Valseca Bucareli No. 22, Mexico City	2½	20	16	12-14	General	
Los Mochis (21,000)	El Debate	1941	MDexSun.	9,700	Manuel Moreno Rivas	Manuel Moreno Rivas	José Luis Cárdenas	2½	14	10¾	8	General	
Matamoros (67,000)	El Bravo	1951	D	10,000	Cia. Periodistica del Bravo	Emiliano Escobedo	Jorge Calles	2	20	16	8	General	6 pesos in.
	La Voz de la Frontera		D		Cia. Editora de Matamoros	Gustavo Cerrillo		2	20	17½	6	General	
Mazatlan (76,463)	El Democrata Sinaloense	1919	MDexMon.	5,000	Suc. de Enrique López	Ramón Millán Lafargá	Ma. Rosa L. de Solano	2	20¾	7 col.	4-6	General	
	El Sinaloense	1940	NDexSun.	4,000	Blas Rojo Junior	Leonardo Ramos	Blas Rojo Junior	2½	20	14½	4	General	
	El Sol de Pacífico	1947	MD	7,263	Jose Garcia Valseca	Ernesto Centeno	Diarios Garcia Valseca Bucareli No. 22, Mexico City	1 13/16	20	15	6-10	General	
Merida (175,000)	Diario del Sureste	1931	MD	‡23,000D 29,000S	Talleres Gráficos del Sudeste S. A.	Clemente López Trujillo	Raul Gasque Gomez	2	20½	16¾	8D 24S	General	

(Continued on Page 380)

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MEXICO Continued

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Mérida—cont'd.	Diario de Yucatán	1925	MD	30,513D 35,351S	Cía. Tipográfica Yucateca S. A.	Carlos R. Menéndez et al	Rubén Menéndez R.	1¾	21	8 col.	12	General	
	Diario Oficial	1900	MDexSun.	2,000	Yucatán State Gov't	Aurelio Velázquez	Aurelio Velázquez	7	11	8½	8	Official	
Mexicali (141,189)	ABC		D	10,000	Manuel Villegas Lopez								
	Ultima Hora	1952	ED	5,000	Ernesto Ochoa & Eduardo Rubio	Eduardo Rubio	Lic. Ernesto E. Ochoa	2	16	12	12	General	
Mexico, D. F. (3,050,442)	Aqui	1950	D	30,000	Ed. Aqui	Federico Bracamontes	Manuel Saavedra	1⅞	14	14½	16	General	
	Boletín Financiero y Minero de México	1899	EDexSun.	10,800	Cía. Periodistíca de Informaciones Financieras, S. A.	J. Agustin Pérez de Lebrija		2 5/32	15¾	16	8	Financial	
	Daily Bulletin (Eng)	1935	D		Daily Bulletin Edit. S. A.	L. Poyo Skillin	J. Erard	2	11¾	8¼	18	Financial	
	El Nacional	1929	MD	50,000	Secretaría de Gobernación	Lic. Guillermo Ibarra		2	21½	16¼	12	General	
	El Popular	1938	MD	12,000		Manuel O. Padrés			21½	18½	8	General	
	El Universal (20)	1916	MD	(E)75,896D (E)68,382S	Cía. Periodistica Nacional S. A.	Lic. Miguel Lanz Duret	Jose Ignacio Varela	2	21	16	36-48	General	
	El Universal Gráfico (20)	1922	E	(E)19,561	Cía. Periodistica National S. A.	Lic. Miguel Lanz Duret	Joaquín Carranza	2	21½	16	40	General	
	Excelsior (16)	1917	MD	120,000D 145,000S	Excelsior Cia. Editorial	Rodrigo de Llano	Gilberto Figueroa	2	20	16½	40-56	General	
	La Afición	1930	MD	37,643	La Afición, Cía. Per. S. A.	Alejandro Aguilar Reyes et al.	Federico Reynaud	2	14½	10	16-20	Sports	
	La Prensa (30)	1928	MD	70,591D 65,836S	Ed. de Periódicos Soc. Ltda.	Mariano D. Urdanivia	Mario Santaella	2	14½	10	40	General	
	Monitor Comercial	1918	D		Juan D. Hernandez							Commercial	
	The News (Eng.) (6)	1950	MD	9,000	Publicaciones Herrerías, S. A.	Alejandro Quijano		2	14	10	12-16	Eng.-speaking	
	Novedades (6)	1935	MD	76,000D 104,000S	Publicaciones Herrerías, S. A.	Alejandro Quijano		2	21	16	45	Upper. Mid.	
	Ovaciones		D	35,000	Lic. Fernando Gonzalez D. L.	Lic. Fernando Gonzales D. L.	Manuel Ratner	2		16			
	Paquita de Jueves			59,000	Jose Garcia Valseca								
	Paquito			37,000	Jose Garcia Valseca								
	Pepin	1936	D	227,000	José Garcia Valseca							Children	
	Ultimas Noticias de Excelsior (16)	1936	DexS.	(E)77,193	Excelsior Cía. Ltda. S. C. L.	Rodrigo de Llano	Gilberto Figueroa	2	20	16½	8	General	
	Zocalo	1950	D	60,000	Alfredo Kawage Ramia			2				General	
Minatitián (21,080)	La Opiníon	1934	MD	7,000	Manuel Rodríguez O.	Manuel Rodríguez O.		2	21	17		General	
Monterrey (241,000)	El Norte (7)	1938	MD	50,000	R. Junco de la Vega	Abelardo N. Leal	Martín Navarro	2	21	16	20	General	13 pesos in D 15 pesos in S
	El Porvenir	1919	MD	36,000D 39,000S	Editorial El Porvenir S. A.	Lic. Edoardo Livas	Rogelio Cantú	2¼	20¼	16½	24	General	
	El Sol (7)	1922	EDexSun.	38,000	R. Junco de la Vega	Rodolfo Junco de la Vega In.	Martín Navarro	2	21	16	8	General	8.75 pesos in D
	El Tiempo	1936	ND	18,000	Editora Regiomontana S. A.	Federico Gómez & Oscar F. Castillón	Francisco Cerda	2	20¼	16½	8	General	
Morelia (106,722)	Heraldo Michoacano	1938	D	4,000	Juan Abarca Perez	Juan Abarca Perez	Juan Avarca Perez	2	20	16	8	General	
	La Voz de Michoacan	1948	DexS	6,000	Jose Tocaven	Ebigenio Aviles		2	13⅞	10½	8	General	
Navojoa (11,000)	Ahora	1935	D	2,500	Jose Moreno Aragon	Jose Moreno Aragon	Jose Moreno Aragon	2	16	16	6-8	General	
	Diario de Mayo	1945	D			Manuel Corral	Enrigue Tino Flores						5 pesos in.
Nogales (25,000)	Acción	1937	D	5,000		José Pomposo Salazar		2	20	16	6	General	
	El Noroeste	1926	ED	3,000		Carlos Siqueicos Q.		2¼	21	18	4	General	
Nuevo Laredo (75,000)	El Diario	1948	MD	9,000	Ruperto Villarreal	Ruperto Villarreal	Rogelio Lozoya Godoy	2⅛	20	16½	8	General	
	El Informador Comercial Frontizero	1930	MDexSun.	1,500		Juan Benavides y Rendon	Salvador Lugo Castillo	2¼	20¼		4-6	General	
	El Mañana (7)	1932	MD	10,000	Heriberto Deander Amador	Heriberto Deander Amador	Bernardo Armenta Flores	2	22	17½	8	General	
	Patria	1944	MD	4,500	Francisco Serrano	Roberto Escamilla	Luis Serrano	2	14	10	8	General	
	The Laredo Daily Times (Eng.)	1926	D			G. H. Shiner							
Nueva Rosita	La Region		D	3,200	Felix Galindo Farias	Felix Galindo Farias	Jose Angel Saucedo	2	20	16	4	General	
Oaxaca	El Imparcial (7)	1952	D	7,000	Hermanos Pichardo	Manuel G. Pichardo	Antonio G. Pichardo	2	20½	16	4	General	
Orizaba (54,470)	Los Sucesos	1930	MD	5,000	Cansino & Mendoza	Emilio C. Mendoza		2	13		4	General	
Pachuca (64,326)	El Sol de Hidalgo	1949	MD	4,802	José García Valseca	Rafael Cravioto	Diarios García Valseca Bucareli No. 22, Mexico City	1 15/16	20	16	4-10	General	
Parral (40,000)	El Sol de Parral	1950	MD	4,500	José García Valseca	Oscar Ching Vega	Diarios García Valseca Bucareli No. 22, Mexico City	2	20	16	4	General	
Parras de la Fuente	El Popular	1935	D			Gabriel Robledo L.							
Puebla (234,521)	Aristos	1948	D	5,000	Dr. Roseno Vasquez	Dr. Roseno Vasquez	Dr. Roseno Vasquez		23	17	8	General	1 peso in.
	Diario de Puebla	1935	D	10,000		Julian Cacho							
	El Sol de Puebla	1944	MD&S.	19,822	José García Valseca	Mario Alvírez	Braulio Díaz Triay	2	20	16	14	General	
	La Opinion	1924	MD	7,500	Jesus Veana y Guevara	Jesus Veana y Guevara	Manuel Sanchez Poutou, Jr.	2	21¾	8 col.	12	General	
	La Voz de Puebla	1953	EDexSun.	9,193	Sr. José García Valseca	Mario Alvírez P.	Braulio Díaz Triay	2	20	16	8	General	
Puerto México (11,740)	Diario del Istmo	1934	MDexMon.	3,700D 4,300S	Diario del Istmo, S. A.	Antonio Garza Ruíz		2½	17	5 col.	4	General	
Reynosa	El Mañana	1949	MD		Heriberto Deandar Amador	Salvador Martinez	Bernardo Armenta Flores	2	20½	16	8	General	

DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

MEXICO—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Saltillo (63,310)	El Diario	1941	MD	4,500	Margarita Rodriguez	Benjamín Cabrera, Jr.	Manuel A. Barrios	2	20⅞	15⅞	6-8	General	
	Heraldo del Norte	1944	MD	6,000D 6,600S	Oscar Guerra Gomez	Juan Muniz Silva		2	20¼	15⅞	4	Middle	
San Francisco del Rincón	La Noticia		D			Esteban Valle R.							
San Luis Potosí	El Heraldo	1942	MD&S.	25,000	Guadalupe L. de Bercûn	Antonio Estrada Salazar	Ramiro de la Colina	2	21	16	12D 16S	General	
	Potosí	1938	MDexMon.	5,000		Jose M. Herreros						General	
Tampico (130,000)	El Mundo	1918	EMD	40,000D 42,000S 10,000ED	Guadalupe Lopez de Bercun	Enrigue Othon Gonzales	Antonio Estrada Salazar	2	21¼	16	12	General	
	El Sol de Tampico	1950	MD	46,000	Jose Garcia Valseca	Ruben Diaz de La Garza	Diarios García Valseca Bucareli No. 22, Mexico City	2	20	16	14-16	General	
	La Tribuna	1933	MD	15,000	Ed. & Imp. La Tribuna	F. C. López		2	21	16½	8	General	
Tapachula	El Sol del Socorusco (7)	1952	MD	5,000	Alfonso M. Grajales	Alfonso M. Grajales	Alfredo Hernandez Magallon	2	21	16	4	General	
Tépic (33,000)	El Nayar	1942	EDexS	5,000	Antonio Pérez Císneros	Antonio Pérez Císneros		5 cm.	14	5 col.	12	General	3.20 pesos in.
	El Sol de Tepic	1951	DexM	6,000	Raul Romero Gallardo	Raul Romero Gallardo	Ricardo Silva Delgado	2 1/32	22	14½	6	General	
	Prensa Libre	1932	MD	6,000		Zenón Altamirano		2	14			General	
Tijuana (65,000)	Baja California	1947	D	6,500	Ricardo Gibert Salgado	Ricardo Gibert Salgado	Isaac Diaz Delgado		20	14	8	General	
	El Heraldo	1941	ED	9,000	Ruben D. Luna	Armando Luna			20	21	8	General	
	Noticias	1945	MD	3,500	Jose Garduño Bustamante				7 col.	14		General	
	Ultimas Noticias	1951	ED	2,500	Jose Garduño Bustamante				7 col.	14		General	
Toluca (115,422)	El Sol de Toluca	1947	MD	5,384	José García Valseca	Alfonso Sanchez	Diarios Garcia Valseca Bucareli No. 22, Mexico City	1 13/16	20	16	4	General	
	El Heraldo		MD										
Torreón (160,000)	El Siglo de Torreón	1922	MD	31,000D 33,220S	Cía. Editora de la Laguna S. A.	Antonio de Juambelz	J. Gonzáles J.	1⅞	21	14¾	16	General	
	La Opinión (7)	1917	MD	18,000	Ed. La Opinión S. A.	Francisco L. Rodríguez	Ildefonso Saldaña Treviño	2	20	16	12	General	8.12 pesos in.
Tuxtla Gutierrez (40,000)	Diario de Chiapas	1954	D	3,000	Editorial Mexico - Austral, S. A.	Carlos Ruisenor Esquinca	Jose Luis Cancino Guillen	2	20½	16	6	General	
Vera Cruz (130,000)	El Dictamen	1898	MD	16,500	Cía. Per. Veracruzana S. A.	Juan Malpica Silva	Félix Malpica M.	2	21¾	15⅞	12	General	
Villahermosa (33,587)	La Tarde	1944	ED	9,000	Cía. Per. Veracruzana S. A.	Juan Malpica Mimendi	Félix Cuneo, II	2	15	10	4		

(Continued on Page 382)

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DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

NICARAGUA (1,053,189)

Córdoba

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Granada	El Diario Nicaraguense	1884	MDED	9,000M 12,000E		Pedro J. Cuadra Ch.	Alejandro Maltes Matus	2½	20	8 col.	4	General	
Leon (60,000)	El Centroamericano (6)	1917	MD	4,500	Rodolfo Abaunza Salinas	R. Abaunza Salinas	Leonel Lopez Macias	2	22	8 col.	6S 4D	General	U.S.$.50 in.
	El Cronista	1918	MDexMon.	9,000D 11,000S	Rafael Corrales Rojas	Narciso Arguelloh	Guillermo Obrado Reyes	2	20	18	4	General	
Managua (107,444)	El Gran Diario		D										
	Flecha (21)	1941	MD	9,000D 11,000S	Hernán Robleto	Hernán Robleto	Hernan Robleto	2	20	16	8	General	U.S.$0.70 in.
	La Hora (4)	1940	MD	4,500	La Estrella de Nicaragua, S. A.	Ignacio Roman Pacheco	Mario G. Lacayo	2	20	18	4	General	US.$.60 in.
	La Noticia	1915	MDexMon.	9,800D 12,600S	Horacio E. Perez	Juan Ramon Aviles		2	20	16½	6	General	
	La Prensa (4)	1926	MDexMon.	18,130D 26,000S	Pedro Joaquín Chamorro	Pablo Antonio Cuadra		2	21½	16½	4-6	General	U.S. $1.00 in.
	Novedades (7)	1937	MDexSun.	20,000	A. Somoza	M. F. Zurita	Edmundo Moutiel	2	19½		16	General	

PANAMA (805,285)

Balboa

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
David (10,940)	Ecos del Valle (13)	1918	EDexSun.	1,000	Miguel Angel Brenes	Miguel Angel Brenes		2	16	10½	6	General	
	La Razón	1946	D	1,350	Publicaciones, S. A.		M. J. Garcia	2	13¼				
Panamá (127,874)	El Dia (30)	1947	D	10,500	Manuel M. Valdes, Pres. Marcel Penso, Treas.	Fabian Velarde, Jr., Secy.	Ramon Arosemena, Jr., AM			10¼	6	General	
	El Pais		ED	8,327	Samuel Lewis	Samuel Lewis	E. M. de la Guardia	2	15	9½	16	General	
	El Panama-America (6)	1925	ED	14,500	Ed. Panama-America, S.A.	Harmodio Arias	Ignacio Mallol	2	20	32	6	General	
	Estrella de Panamá (4)	1853	MD	occ12,480D occ14,690S	Star & Herald Company	Tomas Gabriel Duque G.	Félix Carlos Duque G.	1⅞	20¾	16	12-20	General	
	La Hora (13)	1946	NDexSun.	19,500	Editora Panama S. A.	C. A. de la Ossa	Jorge Ramirez	1⅞	21	14¼	16-32	General	
	La Nación—The Nation (Span.-Eng.) (7)	1944	EDexSun.	25,000	Editora La Nación, S. A.	Temistocles Días		2	14½	5	16-20	General	
	The Panama American (Eng.) (6)	1925	ED	11,500	Ed. Panama-America, S. A.	Harmodio Arias	Ignacio Mallol	2	20	16	16	General	
	Panama Tribune (Eng.) (4)	1928	Sun.	9,000	Sidney A. Young	Sidney A. Young	Claudina McIntosh	2	20¾	16	12-14	General	U.S. $2.00 in.
	Star & Herald (4)	1849	MD	occ10,230D occ10,930S	Star & Herald Co.	Tomás Gabriel Duque G.	Félix Carlos Duque G.	1⅞	16	10	16	General	

PARAGUAY (1,406,627)

Guarani

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Asunción (206,634)	El Pais	1935	EDexSun.	8,000	Ed. El Pais, S. A.	José D. Miranda	A. A. Cebriano	2	15¾	9⅞	12-16	General	
	Gaceta del Foro	1940	D										
	Informaciones	1943	MDexMon.	3,000	Blas Ortega	Ricardo Caballero	Blas Ortega	1⅞	14	10 5/10	8	General	
	La Razón	1946	MDexMon.	4,700	Ed. Unión S. A.	Epifanio Méndez Fleitas		2	20½	15¾	8	General	
	La Tribuna (6)	1925	MD	25,000D 30,000S	Ed. Graffca S. A.	Arturo Schaerer	Carlos Ruiz A.	1⅞	20	.038	8D 12S	General	
	La Unión		D										

PERU (8,405,000)

Sol

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Ancash	El Departamento		D			Ernesto Salazar						Political	
Arequipa (200,000)	El Deber	1890	EDexSun.	5,000	Ed. El Deber S. A. Ltda.	Erasmo Hinojosa H.	Juan A. Cuzzi M.	1¾	20¼	16	8	General	
	El Pueblo	1905	MDexSun.	10,000	Ed. Arequipa S. A. "El Pueblo"	Roberto Ramirez del Villar	Luis A. Weis	2¼	20½	15	8	General	
	Noticias	1927	MD		M. Alejandro Arispe	Alberto Arispe	Enrique Béjar	2¼	20½	16¾	8	General	
Apurimac	La Patria		D			Guillermo Villadegut						General	
Cajamarca (17,970)	El Día		ED	2,000						5 col.	4-6	General	
	El Ferrocarril	1932	ED	3,000							4-6	General	
	La Razon	1940	ED	550					19¼	12 3/16	4	General	
Cañete (5,000)	La Voz del Pueblo	1922	EDexSun.	750	Eugenio Venturo Estrada	E. Venturo Estrada	E. Venturo Estrada	2¼	10½	6¾	4	General	
Cerro de Pasco (22,250)	El Minero	1896	ED	3,000	Pedro Caballero y Lira	G. Patino López			17	12½	4-6	General	0.50 cm
Chiclayo (80,000)	El Pais	1918	EDexSun.	5,250	Dr. Juan Francisco Vílchez	Dr. Juan Francisco Vílchez	R. Vílchez Soto	2¼	21¾	13½	4	General	4 sol cm.
	El Tiempo	1918	MDexSun.	5,000	Julio A. Hernández and Antonio Lossio Niño	Julio A. Hernández	J. A. Hernández	2¼	21½	14	4	General	
	La Noche		ED	2,200	J. Eleodoro Landivar	J. E. Landivar	J. E. Landivar	2	15	12	4	General	

LA CRONICA

LIMA—PERU

THE NEWSPAPER WITH THE GREATEST CIRCULATION IN PERU.
IN A RICH MARKET. PROSPEROUS AND DEVELOPING AND WITH GREAT POSSIBILITIES FOR EXPANDING BUSINESS

Daily — Three Editions — Founded in 1912

The Most Popular Newspaper in Peru
173,000 Copies Daily — Circulation Certified
66,952 Morning Edition — 105,000 the two Afternoon Editions

LA CRONICA is the only paper in Peru that publishes three editions daily — on its new printing presses and in its new modern and central eight-floor building, with a radio station, Radio LA CRONICA.

Exclusive Advertising Representatives

S. S. KOPPE & CO., INC.

630 FIFTH AVENUE NEW YORK 20, N. Y.

LA ESTRELLA DE PANAMA

FUNDADO EN 1853

Star & Herald

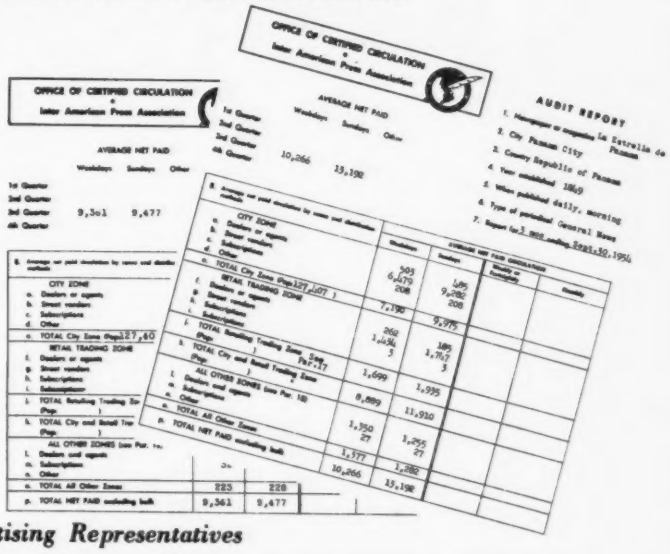
ESTABLISHED IN 1849

CIRCULATIONS AUDITED BY INTER AMERICAN PRESS ASSOCIATION

FOR some time there was question regarding the comparative values of the leading newspapers in Panama. "STAR & HERALD" and "LA ESTRELLA DE PANAMA" have opened their circulation records for an outside audit by an impartial, competent, source whose figures are accepted as absolutely authentic in all advertising circles. (Next audit will be released shortly).

The publishers of "LA ESTRELLA DE PANAMA" and "STAR & HERALD" have always occupied first position in the integrity of their news content. Many people in the trade have honored these two newspapers by referring to them as "The New York Times of Panama."

Read by the best people in Panama and the Canal Zone — with highest incomes.



Exclusive Advertising Representatives

630 Fifth Avenue **S. S. KOPPE & CO., INC.** New York 20, N. Y.

An old established axiom says: **"All Sales are Local"**

In Panama this axiom translated means:

THE PANAMA AMERICAN Is Your Best Salesman

And these are the basic reasons:

THE PANAMA AMERICAN is read by all Panamanians who want to be well informed.

THE PANAMA AMERICAN is a progressive newspaper whose editorial policies are trusted and respected by the community for its undisputed leadership.

THE PANAMA AMERICAN is read by a greater number of Panamanians in each and every strata of the community who find in the Panama American more news and the most complete advertising information in one media in Panama enabling them to compare and get the most for their money.

ADVERTISING INCHES USED IN PANAMA NEWSPAPERS DURING NOVEMBER 1956

Newspaper	Inches	Percentage
Panama American	52.582	42.94%
Newspaper "B"	34.682	28.32%
Newspaper "C"	16.230	13.26%
Newspaper "D"	9.959	8.13%
Newspaper "E"	6.000	4.90%
Newspaper "F"	3.000	2.45%

Percentage of total advertising **42.94%**

Lead over nearest competitor **51.61%**

THE PANAMA AMERICAN

P. O. BOX 134 — PANAMA R. P.

Exclusive Representatives in the U. S. A.

JOSHUA B. POWERS, INC. • 345 Madison Avenue • New York 17, N. Y.

DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

PERU—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Chimbote (50,000)	El Santa	1931	ED	2,500	N. Arias Luna	N. Arias Luna	Edwardo Arias Olivera	2½	17	12	6	General	
	El Tiempo		D		Gilberto Torres Vasquez	Gilberto Torres Vasquez		2½	15	12	8	General Tab.	
Chincha (14,760)	La Voz de Chincha	1934	ED	3,000		Luis A. Bianchi			17½	5 col.	4-8	General	
Cuzco (100,000)	El Comercio	1896	ED	7,000	Empr. Ed. Cuzco S. A.	José A. Velazco y G.	Felipe Guzmán R.	2	22	8 col.	6	General	
	El Sol	1901	MDexSun.	3,000	Celia Velasco R.	Jose Gabriel Cosio	Celia V. de Zamora	2½	20½	6 col.	4	General	
Huacho (15,740)	El Imparcial	1891	ED	3,000		J. T. García			17½	5 col.	4-6	General	
	La Verdad	1930	MD	3,650	José M. Carbajal Manrique	J. M. Carbajal Manrique	Rosa Bourget León	2½	15	9½	4	General	3 sol cm.
Huancayo (33,140)	La Voz de Huancayo	1912	MD	3,500	Empr. Ed. Huancayo, S. A.	Pedro Díaz Julián	Miguel Benigno Febres	2½	15½	10	6	General	
Huánuco (14,890)	La Defensa		ED						17½	5 col.	4-6	General	
	La Prensa	1933	ED	1,500									
	La Voz de Huánuco	1912	MD	2,000					15	14½	4-6	General	
Huaras (13,975)	El Departmento		EDexSun.	4,000	Gonzalo Salazar	Gonzalo Salazar		2½	19½	13½	4	General	
Ica (24,790)	La Opinión	1922	EDexSun.	2,000	Dr. Manuel J. Tueros	Gonzala Tueros R.		2½	20½	5 col.	4-8	General	
	La Voz de Ica	1918	ED	4,000					18	12½	4-6	General	
Iquitos (39,630)	El Eco	1924	EDexSun.	6,000	Enrique Reátegui A.	F. Reátegui	J. Reátegui	2	19½	18½	4-6	General	
	El Oriente	1905	EDexSun.	2,000	Walter Salazar y Hro.	Luis Salazar Souza	F. L. Geggren	2½					
Jauja (8,280)	El Porvenir	1908	ED	500	Francisco Carle	Ernesto F. Sanguinetti	E. F. Sanguinetti	2½	14	10	4	General	
Junin	La Voz de Huancayo		D			Pedro Diaz Julian							
La Oroya (30,000)	La Opinión Popular	1922	EDexSun.	600	Bernabé Suárez Palacios	Bernabé Suarez Palacios	Miguel Suárez Osorio		14	10	4	Commercial	
Lima (1,000,000)	El Comercio	1839	MED	125,000M 65,000E	Empressa Ed. "El Comercio" S. A.	Dr. Luis Miro Quesada			14	10	4	Commercial	
	El Peruano	1826	MDexSun.	6,000	Peruvian Government	Humberto Nieri Cardosa		2½	21½	7 col.	20-30	Upper	
	La Crónica (4)	1912	MED	80,000M 95,000E 90,000S	Empr. Ed. La Crónica y Variedades, S. A.	Dr. Manuel Cisneros S.	Augusto E. Angulo	2½	19½	15½	10	Official	
	La Nacion	1953	D	30,000		Juan Picou Pincas	Lucio Delgado M.	2½	15	10½	24	General	
	La Prensa (6)	1903	SD	occ61,082 occ64,478	Empr. Periodística S. A.	Pedro J. Beltrán	Pedro del Pina Faiardo		16	22½	16	General	
	Man Shing Po (Chin.)	1910	MD	3,000			Ernesto Ascher	1½	21	15½	18-22	General	20 sol cm.
	Ultima Hora (6)	1950	EDexSun.	occ80,757	Empresa Editora Lima, S. A.				25½	16½	4	Chinese	
Mollendo (14,610)	El Comercio		ED	4,500		Bernardo Ortiz de Zevallos	Eugenio del Solar	2	14½	10	24	General	18 sol cm.
	El Porteño	1914	ED	4,000					22½	6 col.	4-6	General	
Pacasmayo (50,000)	La Unión	1913	EDexSun.	4,500	Manuel Pastor Ríos	Carlos Alfonso Ríos	Luis Alberto Ríos	2½	17½	5 col.	4-6	General	
Palta (7,180)	La Igualdad	1904	ED	1,500				2½	20½	14½	8	General	
Pisco (16,890)	Independencia		D										
	La Reforma	1920	ED	2,500		Benjamín Sasiesta				5 col.	4-6	General	
Piura (23,220)	Ecos y Noticias	1934	MDexSun.	4,000	José del C. Rivera	José del C. Rivera	Cruz Alejandrina Solano P.	2½	17½	15¾	4	General	
	El Tiempo	1916	NDexSun.	5,000	Matilde Ch. de Artado	Victor M. Helquero Cueca		2½	21½	15¾	4	General	
	La Industria	1917	MD	5,000	Miguel Cerro	Miguel Cerro		2½	21½	7 col.	8	General	
Puno (18,490)	El Eco	1904	ED	1,500					17½	5 col.	4-6	General	
	Los Andes	1928	EDexSun.	1,000		M. I. Frisancho	Francisco Flores	2	17½	13	4	General	
Sicuani	La Verdad	1911	D	10,000	Adrian Durant Gonzelez	Adrian Durant Gonzelez	Segundo Durant Teves	2	16	12	8	General	
Tacna (13,250)	La Voz de Tacna	1936	MDexMon.	1,500	Oscar Eduardo Carvajal	Oscar Eduardo Carvajal		2½	19¾	14¾	4	General	
Tarma (7,880)	La Voz de Tarma	1911	NDexSun.	500	Adolfo J. Dextra Pajuelo	A. J. Dextra Pajuelo	A. J. Dextra Pajuelo	2 1/16	17	1 1/16	4	General	
Trujillo (45,010)	El Liberal	1951	D	6,000	El Liberal S. A.	Hildebrando Alvarado Nuñez	Teresa Zevaleta Caldeira	2	20	13	8	General	
	La Industria	1895	MD	4-5,000	Dr. Miguel F. Cerro	Rafael J. Mauricci		2½	21½	13½	4-8	General	
	La Nación	1932	MD	4,500	Rafael Larco Hoyle	José Angel Miñano	Ibero R. Rodríguez G., Carlos Ur Narváez	2	13	10½	8-12	General	

SURINAM (DUTCH GUIANA)

207,684

Guilder

Paramaribo (75,233)	De Tijd (4)	1952	MDexSun.	3,500	Ervin O. C. Marvens	F. L. de Rooy	F. L. de Rooy	2	20	8	4	General	U.S. $.65 in.
	De West	1909	EDexS	4,500		D. G. A. Findlay		2				General	U.S. $.66 in.

URUGUAY (2,353,000)

Peso

Florida (16,000)	El Heraldo	1919	EDexSun.	4,850	Ed. El Heraldo S. C.	Juan F. Guichón	Alberto Riva	2½	14½	10¾	8-10	General	
Mercedes (30,000)	Acción		D			E. M. Peñalva							
	El Radical		D			J. C. Guimaraens							
	El Tiempo		D			Enrique Santías	Vidal Viñuela				4		
Minas (32,000)	La Unión		D										
Montevideo (800,000)	Acción		D										
	El Bien Público	1878	MDexMon.	30,000	Editorial J. Zorilla de San Martín, S. A.	César Luis Aguiar	Victorio Balestra	2	22	15½	12	General	2.20 pesos cm.

The Panama Tribune

FOUNDED IN 1928 . . .

THE PANAMA TRIBUNE is the official mouthpiece of the large West Indian Colony permanently resident in Panama and the Canal Zone. . . . These people are gainfully employed the whole year round and constitute a solid and very important part of Panama's economy.

Exclusive Advertising Representatives

S. S. KOPPE & CO., INC.

630 Fifth Ave., New York 20, N. Y.

Way on top in Uruguay!

CERTIFIED NET PAID AVERAGE CIRCULATION

Mora. 37,000

Sunday 95,000

El Diario

Afternoon Daily 150,000

Saturday and Sunday . . . . . 165,000 (Approx.)

Data gladly furnished on request. Same publisher for both newspapers.

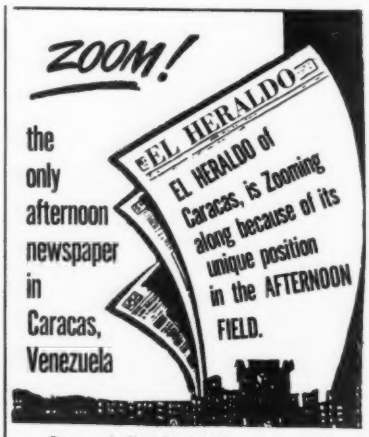
United States Office

UNIVERSAL PUBLISHERS REPRESENTATIVES inc.

500 Fifth Avenue New York 36, N. Y.

ZOOM!

the only afternoon newspaper in Caracas, Venezuela



Data gladly furnished on request.

United States Office

UNIVERSAL PUBLISHERS REPRESENTATIVES inc.

500 Fifth Avenue New York 36, N. Y.

THE LARGEST AUDITED CIRCULATION IN THE BAHAMAS.

THE NASSAU DAILY TRIBUNE

1956 Mergenthaler Award Winner

5,375 weekdays

6,510 Saturdays

For more than half a century, a strong and independent editorial policy has earned for THE TRIBUNE a wide and loyal readership among all income groups. That's why THE TRIBUNE leads Nassau in both ad linage and circulation.

Exclusive representatives:

JOSHUA B. POWERS, INC.

345 Madison Ave., New York 17, N. Y.

London Miami Buenos Aires Mexico City

To advertise in . . .

LA PRENSA

OF LIMA,

is to buy the Peruvian morning daily with the Biggest Circulation, and the **only** one with an **Audited Circulation** statement from the Office of Certfied Circulation of the Inter-American Press Association.

69,838 weekdays

71,993 Sundays

ULTIMA HORA

OF LIMA,

is to buy the newspaper with the Biggest Circulation in Peru, and the **only** evening daily with an **Audited Circulation** statement from the Office of Certified Circulation of the Inter-American Press Association.

86,952 daily

Exclusively represented in North America by:

JOSHUA B. POWERS, INC.

345 MADISON AVENUE • NEW YORK 17, N. Y.

MU. 6-5830

London **Miami** **Mexico City** **Buenos Aires**

DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

URUGUAY—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
	El Debate	1931	MDandS.	65,000D 75,000S	Casa del Partido S. A.	Tomás Castro Bethencourt	José M. Borrazas	2	20	16	14	General	
	El Día (6)	1886	MD	90,000D 152,000S	Cesar, Rafael Batlle Pacheco	D. Luis Franzini	R. Perez	2	23¼	16	22-38	General	3.40 pesos cm. D 4.08 pesos cm. S
	El Diario (32)	1917	ED&S	150,000D 165,000S	Soc. Ed. Uruguaya	Juan Andrés Herrera		1⅞	21⅞	15¾	16	Upper, Mid.	
	El Diario Español	1906	MD	15,000	Magarinos Hermanos	Manuel Magarinos	Juan Santiago Migliarini	2	21⅓	15½	10-12	General	1.50 pesos
	El País (6)	1918	MD	60,000D	El País, S. A.	Dr. Eduardo Rodriguez Larreta	Dr. Carlos Scheck	2	21	16	14-20	Mid., Upper	2.80 pesos cm.
	El Plata (4)	1914	ED	90,000	Dr. Juan A. Ramírez	Dr. Juan A. Ramírez	Hugo Cavallotti	2	22	7 col.	16	Mid., Upper	4.20 pesos cm.
	Folksblatt (Yiddish)	1931	MDexMon.	8,000	Moises Orsui	Moises Orsui	David Orzech				8	Jewish	
	Gaceta Comercial	1916	MDexMon.	8,500					19½	13½	8	Com., Ind.	
	La Justicia Uruguaya		MD		Oscar Arias Eduardo Barbe Albanell MacColl	Oscar Arias Eduardo Barbe Albanell MacColl		2½	14	10	8	Legal	
	La Mañana (32)	1916	MD&S	37,000D 95,000S	Soc. Ed. Uruguaya	Juan Andrés Herrara		1⅞	21¾	15½	8	General	
	La Tribuna Popular	1879	MD	75,000	Emor. Lapido Hermanos	Vicente Lapido	Enrique M. Lapido	1⅞	20½	13½	14	General	
	Unzer Fraint (Yiddish)		MDexMon.									Jewish	
Paysandú (50,000)	El Telegrafo	1910	MDexSun.	10,000	Fernando J. Baccaro	Fernando J. Baccaro	A. Pesce González	2	19¾	13⅞	10	General	
Rocha (28,500)	La Palabra	1920	EDexSun.	1,500	Carlos N. Rocha	Carlos N. Rocha	Raúl Correa Diaz	2	15½	13		General	
Salto (150,000)	El Combate					Wilfredo Paiva							
	La Prensa	1942	EDexSun.	5,000	Empr. Per. La Prensa	Alfonso Cardozo	María E. Martínez	2	21¾	14⅞	4	General	
	La Republica	1931	EDexSun.	2,000	Empresa Periodistica "Le Republica"	María de los Angeles Lado	María de los Angeles Lado	2¼	17¾	11⅞	4	General	
	La Verdad					Jorky Silvetti							
	Tribuna Salteña		MDexMon.	7,000	Rosa B. de Llantada	Modesto J. Llantada					8	General	1.60 pesos cm.
San Jose (30,000)	El Pueblo	1883	D		Soc. Juan M. Menéndez	Américo Menéndez			27¼	19⅝	4	General	
	Los Principios		D										
Tacuarembó (24,000)	La Voz del Pueblo		D										

VENEZUELA (4,985,716)

Bolivar

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Barquisimeto (104,691)	El Impulso	1904	MD	15,000	C. A. El Impulso	Jesús Carmona	Ricardo Defendini	2	26	17	8	General	
	Jornada					Jose Van Grieken							
	Ultima Hora		EDexSun.	15,000	Ca. Editora del Diario Ultima Hora	Blanca Olivares de Villazan							1.25 Bol. in.
Caracas (1,000,000)	Daily Journal (Eng.) (6)	1945	MD	11,000	The Daily Journal C. A.	Morris W. Rosenberg	John H. Gluski	2	15	10	28	Eng.-speaking	$2.25 U.S. in.
	Diario del Comercio	1946	MD	3,500	C. A. Publicitas Grecco, O. C.	Dr. William Rísquez & Dr. A. Arellano Moreno	R. A. Rodríguez			7 col.	4-8	Commercial	
	El Heraldo (32)	1922	ED	37,000D	Cia. An. El Heraldo	Victor Simone D'Lima		2	19¾	16½	16	General	

(Continued on Page 388)

el imparcial
diario independiente
GUATEMALA CITY

Independent Daily

Guatemala City

Guatemala's Great Daily Newspaper

COMPLETE COVERAGE OF ENTIRE MARKET ASSURED BY THIS ONE NEWSPAPER

This famous newspaper is known for its independence and fearlessness. It has long earned and held the respect of all. Most widely read newspaper in Guatemala. A rich market with no exchange restrictions. The Quetzal is worth U. S. $1.00.

Exclusive Advertising Representatives

S. S. KOPPE & CO., INC.

630 Fifth Ave., New York 20, New York

EL DIA

MONTEVIDEO, URUGUAY

"Upholding the tradition of a free press"

• • •

MONTEVIDEO'S LEADING MORNING DAILY, BOTH IN CIRCULATION AND PRESTIGE.

MODERN, INFLUENTIAL, EXPERTLY EDITED.

PRESENTS YOUR MESSAGE TO THE PEOPLE WHO CAN BUY.

• • •

For complete data on Rates, Circulation and Market Coverage, address:

Exclusive representatives in the United States

JOSHUA B. POWERS, Inc.

345 Madison Avenue, New York 17, N. Y.

LONDON BUENOS AIRES MIAMI MEXICO CITY

PANORAMA

MARACAIBO, VENEZUELA

(ESTABLISHED 1914)

Maracaibo is the capital of the State of Zulia, richest market area in Venezuela and the center of the oil producing region.

CIRCULATION audited and certified by Dun & Bradstreet — Panorama is the only newspaper in Maracaibo that uses the reliable, independent Dun & Bradstreet checking service.

AUDITED CIRCULATION 41,053

(last audit 37,434)

Panorama is THE newspaper in Maracaibo — has a number of times the circulation of the second daily — and more circulation than all other newspapers in Maracaibo combined.

Panorama is the best printed newspaper in Maracaibo — contains latest international, national and local news, many special features. May we send you sample copy — free of charge, of course.

Exclusive Advertising Representatives

630 Fifth Avenue **S. S. KOPPE & CO., INC.** **New York 20, N. Y.**

In the hands of all the Venezuelan people!

Ultimas Noticias
El diario del pueblo

"The People's Paper" . . . with a Price Waterhouse certified circulation of 83,450 covering those having highest incomes in the middle and upper-lower classes.

La Esfera
EL DIARIO NACIONAL

"The National Paper" . . . now under new management has regained its position of preference among well-to-do circles of Venezuela. Leading firms use daily the pages of this morning newspaper already called "the best in Venezuela".

ELITE
LA REVISTA VENEZOLANA

"The Venezuelan Magazine" . . . the only general interest magazine in Venezuela. Has already exceeded its recent Price Waterhouse certified circulation of 50,616. Included in all advertising campaigns because of its specially selected material appealing to all levels of public interest.

Venezuela Gráfica
El semanario nacional

"The National Weekly" . . . with a circulation of 32,314 certified by Price Waterhouse, it is the magazine most preferred by men of all economic classes.

Paginas

"The Woman's Magazine" . . . the only national woman's magazine in Venezuela. Included in advertising schedules for all products appealing to women.

5 PUBLICATIONS 5 DISTINCT READERSHIPS!

DIRECTORY OF LATIN AMERICAN NEWSPAPERS—Continued

VENEZUELA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Caracas—Cont'd.	El Nacional (13)	1943	MD	68,590	C. A. Editora El Nacional	J. F. Reyes Baena	Alfredo Coude John	2	20½	16½	16	General	
	El Universal (6)	1909	Sun. MD	83,902 64,310D 70,000S	Cía. Ed. Ambos Mundos	Dr. Luis Teófilo Núñez	Guillermo Silva	1¾	21	16	48-56	General	U.S. $3.00
	Il Corriere de Caracas (4)	1949	Wed.	10,000	C. A. Il Corriere di Caracas	Franco Patarino	Luisa Patarino	2	20½	15½	8-10	Ital. speaking	
	La Calle	1953	MD	25,000	C. A. Editorial "La Calle"	Luis Garcia	Jose Sifontes	2	14½	10	24-32	General Tab.	
	La Esfera (7)	1927	MD	36,000D 47,000S	Edit. "La Esfera" C. A.	Miguel Angel Capriles	Renato Capriles	2	20½	17½	24	General	
	La Religión	1890	MD	16,000	C. A. Editorial Venezuela	Mons. Dr. Jesús María Pellín	Teadora del Ollo	2	20	16½	16-24	Catholics	4 bol. cm.
	Ultimas Noticias (4)	1941	MD-Sun.	64,709P-W	Miguel Angel Capriles	Miguel Angel Capriles	Renato Capriles	2	15	10½	40-48	General	U.S. $3.00 in.
Carora	El Diario (4)		D		Antonio Herrera Oropeza		Lila de Herrera Oropeza				6	General	
Ciudad Bolivar (42,000)	El Luchador	1905	EDexSun.	6,800	J. Suegart & Cía	Jorge Suegart	J. A. Brito	2	22	18	8	General	
Coro	La Mañana		D		Cia. La Mañana	Rene Quevedo Pachano	Diego N. Chirinos		12		8	General	
Maracaibo (250,000)	Diario de Occidente (6)	1949	MD	16,400	C. A. Editorial Tipográfica	Rodolfo A. Auvert	Jesús Salas R.	2	21¾	16	16-20	General	3 bol. cm.
	Informaciones	1950	MD	21,000	C. A. Informaciones	Rafael J. Meléndez		2	21	16½	16	General	
	La Columna (6)	1924	D	10,500	C. A. Tipografía La Columna	Pbro. Mariano J. Parra Leon		2½	20	16½	8	(Continued on page 366)	U.S. $1.00 in.
	Maracaibo Herald (6)	1928	Friday	5,000	Empresa Deits, C. A.	A. Cecil Deits	F. del Rio	2	15¾	10½	20	Eng.-speaking	5 bol. in.
	Panorama (4)	1914	MD D&B	43,574	C. A. Empresa Panorama	Dr. Carlos Ramirez	M. Mario Romero	2	21	16	16	Mid., Upper	U.S. $3.00 in.
Mérida (17,400)	El Vigilante	1923	MDexMon.	2,600	Empr. El Vigilante	Antonio I. Cargo	R. Rodríguez A.	2¼	17	11	4	General	
San Cristóbal (42,210)	Diario Católico	1924	MD	4,000	Diocese	Rafael Angel González	Enrique Delgado	2	14½	10	12	Catholic	
	El Centinela	1938	MD	1,500	Marco A. Morales	Marco A. Morales		2	16	5 col.	10	General	
Valencia (59,250)	El Carabobeño (4)	1933	MD	14,000D 16,000S	"París en América" S. A.	E. Alemán Sucre	Juan Planasa	2	21½	16½	8	General	U.S. $2.25 in.

DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS

ANTIGUA, B. W. I. (35,000)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
St. John (10,000)	Antigua Magnet	1923	ED	300					16	10½	4	General	
	The Antigua Star	1936	MDexMon.	650	The Antigua Printery, Ltd.	David Joseph Nelson	Alexandra A. Davis	2	17	13	4	General	48¢ in.

BAHAMAS, B. W. I. (84,841)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Nassau (18,000)	The Nassau Daily Tribune (6)	1903	EDexSun.	5,375 6,510Sat.	Etienne Dupuch	Etienne Dupuch	Bernard Dupuch	2	21	16	6-8D 20Sat.	General	6/0 in. D. 6/6 in. Sat.
	The Nassau Guardian (4)	1844	MDexSat.	5,496 6,581	The Nassau Guardian Ltd.	Frank B. Hutchinson		2	16	10	16D 48S	General	US. $1.12 in D US. $1.28 in. S

BARBADOS, B. W. I. (198,000)

B. W. I. Dollars

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Bridgetown (14,000)	Barbados Advocate (6)	1895	MDexMon.	‡9,846D ‡14,665S	Advocate Company, Ltd.	Hon. V. C. Gale Ian Gale, Editor	Trevor Gale	2	22½	16	8-16	General	1.30 BWI D-inch 2.00 BWI S-inch

BERMUDA (38,530)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Hamilton	The Mid-Ocean News (21)	1911	EDexSun.	6,130D 8,069Sat.	S. Seward Toddings	T. A. Burton	F. E. Wheatley		15	10	32	General	
	The Royal Gazette (4)	1828	MD	7,252D 6,870S	The Bermuda Press Ltd.	E. T. Sayer	R. E. Osborn	2	20½	18½	12-16	General	U.S. $1.26 in.

CUBA (5,348,000)

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Banes (16,000)	El Pueblo	1915	ED	1,200	Fernando Rodríguez Rojas	Fernando Rodríguez Rojas	Delfín A. Rodríguez S.	2¼	20½	14	4	General	
Calbarién (26,770)	El Imparcial		D										
Camaguey (164,330)	El Camagueyano (6)	1900	MDexMon.	10,000	El Camagüeyano Cía. Com., S. A.	Walfredo J. Rodríguez	Luis Dulzaides	2	20¾	17	12-16	General	
	El Noticiero de Camagüey	1932	ED	4,000	Justo Venegas Socarras	Justo Venegas Socarras	Joviano Miguel Venegas S.	2	20	17½	8	General	1.00 in.

(Continued on Page 390)

IN VENEZUELA

THE DAILY JOURNAL

is the ONLY English-language daily newspaper.

☆ Sunday Edition ☆ 70% Subscribers

☆ Nationwide Circulation ☆ 125,000 Readers

Covering the most sought-after and important market in Venezuela

Exclusively represented by:

Joshua B. Powers, Inc., 345 Madison Avenue, New York 17, N. Y. - London - Mexico City - Buenos Aires - Miami

EL NACIONAL

VENEZUELA'S GREATEST NEWSPAPER

1946—THE ***FIRST*** TO AUDIT ITS CIRCULATION

1950—THE ***FIRST*** TO AUDIT ON A ***YEAR-ROUND*** BASIS
(INSTEAD OF ONLY ONE MONTH A YEAR)

Specially contracted transport planes speed this great metropolitan daily to readers throughout Venezuela by 7:00 A.M. each day. The 1956 audit of its circulation, conducted by Dun & Bradstreet, Inc., of New York, covers the 12-month period ending December, 1956.

EL NACIONAL of Caracas leads the way in providing advertisers with an accurate yardstick with which to measure its advertising value.

Newly installed production facilities, and a new transportation and delivery system maintains the METROPOLITAN character of EL NACIONAL, now housed in its own new seven-story building expressly constructed for the purpose.

In its fourteenth year, EL NACIONAL of Caracas still claims, on the basis of its certified audits by Dun & Bradstreet, Inc., the largest circulation of any Venezuelan newspaper.

EL NACIONAL of Caracas, has attained such a position of eminence that especially adequate transportation and house-delivery facilities in all parts of ***Venezuela*** had to be devised, established and maintained. These facilities are functioning smoothly and they are the day-to-day guaranty that your advertising has the environment in which it is productive and profitable. The news-gathering activities of EL NACIONAL are served by the AP and INS and a competent corps of correspondents located in all parts of Venezuela. Its 1956 circulation audit by Dun & Bradstreet, Inc., of New York, along with copies of the newspaper, are available upon request.

Exclusive Representatives:

MELCHOR GUZMAN CO., Inc.
45 Rockefeller Plaza
New York 20, N. Y.
Circle 7-0624

Copies of this audit on request

MARKETING SERVICES COMPANY
division of
DUN & BRADSTREET, INC

N

OFFICES IN THE PRINCIPAL MARKETS OF THE WORLD

BOX 803, CHURCH STREET ANNEX
NEW YORK 8, N. Y.
Digby 9-3300

May 3, 1955

NEWSPAPER CIRCULATION AUDIT REPORT

1. Name of newspaper: El Nacional
2. Location: Caracas, Venezuela
3. Year established: 1943
4. When published: Morning, daily
5. Description: General newspaper
6. Language: Spanish
7. Report for the year 1954
8. Net press run for March 12, 1955, a 44 page edition, plus a 4 page racetrack supplement, showed a printing of 68,590 copies on the rotary press counter and was distributed as follows:

	Number of Copies
To newsboys:	
For cash	25,895
Exchanged for returns	[illegible]
To truckers:	
For land transport to interior	[illegible]
For Maiquetía airport	[illegible]
To foreign countries (Curacao)	[illegible]
Delivered or mailed to subscribers	[illegible]
Free copies:	
Employees and office copies	[illegible]
Other	[illegible]
Total c[illegible]	[illegible]
Unsold copies and diffe[illegible]	[illegible]
Bad copies	[illegible]
Press spoil[illegible]	[illegible]
Total copies printed	[illegible]

AVERAGE NET PAID 1956 CIRCULATION MORE THAN 68,590 Daily 83,902 Sunday

[illegible]ET SURVEYS • ATTITUDE SURVEYS • STORE AUDITS • DEALER PANELS
STATISTICAL TABULATING AND REPORTING SERVICES

CARACAS
VENEZUELA

DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS—Continued

CUBA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Camaguey—Cont'd	La Voz	1953	D	5,000	Augustin Gonzales Porro	A. G. Porro	A. G. Porro	2	22	16½		General	U.S. $.40 in.
Cárdenas (48,890)	El Comercio		EDexSun.		Francisco G. Bacallao	Francisco G. Bacallao						General	
	La Entorcha	1931	NDexSun.	525	José Andres Comas Bas	J. E. Fernández Llebrez	J. E. Fernández	2¼	15¾	11	4	General	
	La Union	1889	EDexSun.	1,000	Juan C. Toscano	J. C. Toscano	Godelia Garcia	2⅜	14½	9½	4	General	
	Prensa Libre	1934	EDexSun.	1,500	Rafael Palmer Rodríguez	R. Palmer Rodríguez	R. Palmer Rodríguez	2	16	10	4	General	
Ciego de Avila (99,254)	El Censor	1933	EDexSun.		Pedro Coterón R	Pedro Coterón R.		2	16	10	5	General	
	El Pueblo	1905	EDexSun.	800	Tomas Arredondo Zayas	Armando Arredondo Lopez	Tomas Arredondo	2	22	18	4	General	
	La Región	1919	EDexSun.	500	Enrique García P.	Enrique García P.		2¼	18	12	8	General	
Cienfuegos (105,000)	El Comercio	1902	MDexSun.	8,300	Cía. El Comercio, S. A.	Alberto Aragonés y Machado	Roberto Torres García	2⅛	20½	17¾	8	General	
	La Correspondencia		EDexSun.	5,500	La Correspondencia, S. A.	Nicolas Machado Rodriguez	Manuel Rodriguez Pali	2	20	15¾	8	Home	
Guantánamo (93,440)	El Nacionalista	1931	NDexSun.	500	Narciso Balbuena	Samuel Balbuena	N. Balbuena	1½	16	11	4	General	
	La Voz del Pueblo	1889	DexSun.			J. Vásquez			24	18	6	General	
Habana (842,596)	Alerta	1935	EDexSun.	10,000D 50,000Mon.	Ramón Vasconcelos	Ramon Vasconcelos		2	21¼	16	2[illegible]	General	
	Ataja		D	32,000	Editorial "Ataja"	A. Salas Amero	F. Lopez	2	21	12		General	
	Avance (4)	1933	EDexSun.	26,880D 32,000M	Cía. Cubana de Publicaciones S. A.	Mario Massens	Alfredo Arias	2	21	18	14	Upper, Gen.	
	Diario de la Marina (6)	1832	MDexMon.	40,000D 65,000S	Diario de la Marina, S. A.	José I. Rivero	Oscar Rivero	2	21½	15¼	36-112	General	U.S. $3.60 in. $2.90S in.
	El Crisol	1934	MNDexSun.	84,699Mon. 47,185D	Alfredo Izaguirre Hornedo	Rigoberto G. Ramirez		2	21	16	12-24	General	
	El Mundo (4)	1901	MDexMon.	30,000D 50,000S	Cía. Editorial El Mundo S. A.	Dr. Raoul Alfonso Gonsé	Larry O. de la Vega	2	21½	16	30	General	
	El País	1921	EDexSun.	65,790D 116,000S	Emp. Ed. El País, S. A.	Dr. Guillermo Martinez Marquez	Juan Pineyro	2	21	16	34	General	U.S. $2.00 in. U.S. $2.20 in.
	Excelsior	1921	MDexMon.	52,000D 75,795Sun.	Emp. Ed. El País, S. A.	Victor Bilbao	Luis Sándrez Maspons	2	21	16	34	General	
	Finanzas	1933	MDexMon.	15,000	Compania Editora Finanzas S. A.	Manuel Camio y Rodriguez		2¼	21	8 col.	8	Com., Ind.	
	Industria y Comercio	1936	EDexSun.	910	Cámara de Comercio de la República de Cuba (Cuban Chamber of Commerce)	Rafael A. Dávalos y Rodríguez Torica		7	10	9	10	Com., Ind.	
	Información (20)	1933	MDexMon.	45,000D 64,600S	Cía. Ed. de Información, S. A.	Dr. Santiago Claret	Dr. Jose A. Villaverde	2	20	17	42D 92S	Mid., Upper	
	La Campaña Cubana	1940	D										
	La Discusión	1889	MEDexSun.	10,000	La Discusión, S. A.	Emma Larraz Sorondo	Paulino F. Puente	2	20¼	18	8	General	
	Mañana	1938	MDexMon.	55,000	Edit. Mañana, S. A.	José López Vilaboy	Antonio Perdices Yubero	2	21	16	14-16	General	

In HAVANA, CUBA MORE People With MORE time to read And MORE money with which to buy

SK-1-56

Read the leading evening newspaper

More is what every advertiser wants. . . **more** for his money, and this is what AVANCE offers to international advertisers interested in the Cuban market. AVANCE is an evening newspaper. People have **more** time to read in the evening. AVANCE circulates primarily among people with high purchasing power. . . they have **more** money to buy an advertiser's products. AVANCE sells **more** at a very low cost per thousand circulation.

Exclusive Representatives in the U. S.

S. S. KOPPE & Co., Inc.

630 Fifth Avenue New York, 20, N. Y. Circle 6-1320

NUEVA ENTREVISTA DE TORRIENTE Y CARDENAS
Dispuso Correos la Suspensión de Franquicia Postal a Numerosas Entidades
Pide la FNTA Participar en la Política Azucarera
Terminarán las Clases en Todas las Escuelas del País, el 23
5 CTS EL AVANCE 2

The Cuban Market in your hands

Tele MUNDO

CHANNEL 2

CMA-TV SERVING THE ENTIRE ISLAND WITH ITS NEW NETWORK IN 1956.

YOUR BEST BUY IN CUBAN TELEVISION

CBS

N. Y. REPRESENTATIVE
JOHN CHIESA
1775 BROADWAY
PHONE: Circle 6-9449

EL MUNDO

LA HABANA, CUBA

AUDITED PAID CIRCULATION ABC

FIRST AND ONLY MORNING
DAILY WITH CONTINUED
AUDITED NET PAID CIRCULATION
FIRST AND ONLY NEWSPAPER
DOING R.O.P. COLOR

N. Y. REPRESENTATIVE
S. S. KOPPE & Co.
630 Fifth Avenue.
PHONE: Circle 6-1320

DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS—Continued

CUBA—Continued

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Habana—cont'd.	Man Sen Yat Po (Chin.)	1921	NEDexSun.	2,500	Kuo Min Tang Nationalist Party	Ramón Chiong	Ramón Chikon		23	34	10-12	Chin. Nat.	
	Prensa Libre (7)	1941	MEDexMon.	95,000	Ed. Prensa Libre S. A.	Sergio Carbó	José Sobrino	2	21	16	16	General	
	Pueblo	1937	MEDexSun.	28,000	S. A. Editorial Mediodía	F. Valdes Gomez	G. Le Batard	2	21	16	12	General	
	The Havana Post (4) (Eng.)	1898	MDexMon.	11,607	The Havana Post Co., Inc.	Clara Park Pessino		2½	20¾	18	8	Eng.-speaking	
	Tiempo En Cuba	1950	D										
	Wah Mon Sion Po (Chin.)		EDexSun.		Wong Chong Wu	E. Wong		4	20	15½	12	Chinese	
Holguín (184,300)	Diario de Holguín	1922	NDexSun.	2,500	Felipe Pérez Jiménez	Felipe Pérez Jiménez		1¼	17½	11⅞	4	General	
	Heraldo Holguinero	1930	MDexMon.	7,500	Luis Payret Llopis	Sergio Rojas Garcés	W. Rojas Garcés	2¼	21½	6 col.	8	General	
Manzanillo (83,140)	Orientación	1934	EDexSun.	2,500	Hipólito Portal	Hipólito Portal	Hipólito Portal	2¼	20½	18¼	4-6	General	
Matanzas (77,910)	El Imparcial	1886	EDexSun.	6,000	Cía. Impresora S. A.	Guillermo Gómez	César M. Casas	2¼	21½	15	6	General	
	El Republicano	1900	EDexSun.	3,200	Orlando L. Solés	O. L. Solés	J. M. R. Haded	2	22	16½	4	General	
Sagua la Grande (38,070)	El Popular		D										
Sancti Spíritus (112,350)	El Fénix	1894	EDexSun.	8,000	Cía. Ed. El Fénix, S. A.	José D. Taboada G.	José D. Taboada G.	2¼	19	15	4	General	
Santa Clara (120,000)	Diario de las Villas	1953	MD	20,000	Diario de las Villas, S. A.	Julio César Fernández	Daniel Gómez Nieto	2	21	17½	8-12	General	
	El Villareno		ED	20,000	Armando Machado y Pérez de Prado			2	21	8 col.	8	General	
Santiago (162,000)	Diario de Cuba	1917	MDexMon.	15,000	Eduardo Abril Amores	Eduardo Abril Amores	Eduardo Abril Dumois	2	21	16	12-16	General	
	Oriente (4)	1935	MDexSun.	16-17,000	Carlos Dellunde M.	Carlos Dellunde M.	L. Martínez	2¼	21	15½	8	General	$1.25 in. D
	Prensa-Universal (6)	1951	MDexSun.	11,176	Edit. Universal, S. A.	Roberto Lopez L.	R. Lopez Lacau	2	20½	16	8-16	General	$1.60 Monday
Trinidad (15,450)	El Tiempo	1924	EDexSun.	7,050	José Zayas Rodriguez	José Zayas Rodriguez	E. Zayas	2¼	15	10	10	General	

CURACAO, N. W. I. (148,530)

Guilder

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Willemstad (60,000)	Amigoe di Curacao	1883	MDexSun.	4,500	Paulus-Drukkerij, N. V.			2 5/16	20½	15 5/16	6	General	
	Arubaanse Courant (Dutch-Papiamento)		MDexSun.	2,000	N. V. Arubaanse Drukkerij	G. F. Staartjes		2 5/16	15 5/16	20½	4	General	
	Beurs-en-Nieuwsberichten N.	1935	MDexSun.	6,500	N. V. Curaçaosche-Drukkirij	A. de Wit	L. W. de Wit	2 5/16	20½	15 5/16	8	General	
	La Prensa (Span.), Papiamento (native lang.)	1928	MDexSun.	4,971	Ediciones Populares, S. A.	Efrain Jonckheer	Joseph DaCosta Gómez	2¼	21	17½	4	General	
	Today—De Morgenster (Dutch-Papiamento)	1949	MDexSun.	2,400	N. V. Curacaose Drukkirij	L. W. A. Bogers		2 5/16	20½	15 5/16	4	General	

UNITED STATES AND CANADIAN NEWSPAPERS ISSUED IN TABLOID

Anacortes (Wash.) Bulletin
Belle Fourche (S. D.) Post
Boston (Mass.) Record-American
Brooklyn (N. Y.) Daily
Burlington (Kan.) Republican
Carson City (Nev.) Appeal
Casey (Ill.) Reporter
Casper (Wyo.) Star
Cedar Falls (Iowa) Record
Cheyenne (Wyo.) Eagle (except Friday)
Chicago (Ill.) Racing Form
Chicago (Ill.) Sun-Times
Columbus (Ohio) Star
Denver (Colo.) Rocky Mt. News
Dillon (Mont.) Tribune
Fredonia (Kan.) Herald
Fort Worth (Tex.) Press
Glendive (Mont.) Ranger
Hamilton (Mont.) Ravelli-Republican
Jamestown (N. Y.) Sun
Jasper (Ind.) Herald
Laramie (Wyo.) Bulletin (except Friday)
Long Island (N. Y.) (Nassau County) Newsday
Los Angeles (Calif.) Racing Form
Miami (Fla.) Racing Form
Miami Beach (Fla.) Florida Sun
Middletown (N. Y.) Record
Nanticoke (Pa.) Press
New York Mirror
New York News
New York Post
Opelousas (La.) World
Passaic (N. J.) Sunday Eagle
Paterson (N. J.) Sunday Eagle
Philadelphia (Pa.) News
Philadelphia (Pa.) Sunday Dispatch
Pittston (Pa.) Sunday Dispatch
Rawlins (Wyo.) Times
Sand Mountain (Ala.) Reporter
St. Louis (Mo.) Record
Silver City (N. M.) Press & Independent
Sonora (Calif.) Daily
Teaneck (N. J.) Sun
Trenton (N. J.) Trentonian
Tryon (N. C.) Bulletin
Walsenburg (Colo.) World-Independent
Washington (D. C.) News
Watseka (Ill.) Iroquois County Times
Williamsport (Pa.) Grit
Worland (Wyo.) Northern Wyoming News
Yonkers (N. Y.) Record
Yonkers (N. Y.) Times
York (Pa.) Gazette & Daily

CANADA

St. Johns (Newfoundland) Sunday Herald
Toronto (Ont.) Racing Form
Montreal (Que.) Herald
Montreal (Que.) La Patrie
Montreal (Que.) Montreal-Matin
Montreal (Que.) Le Petit Journal

MEXICO

Mexico City Racing Form

PHILIPPINE ISLANDS

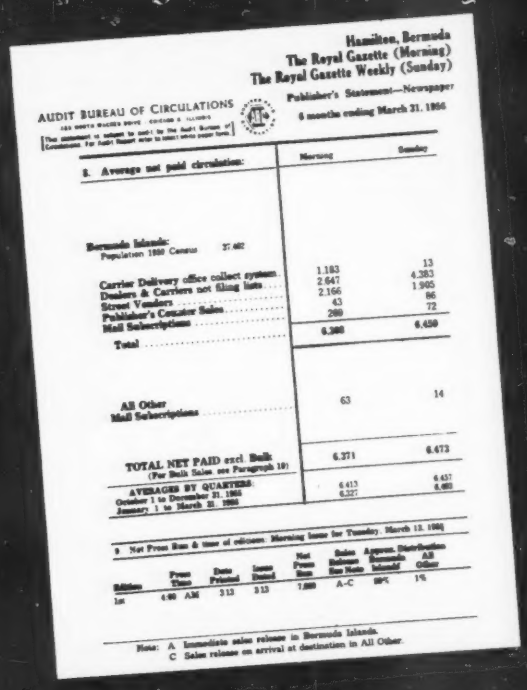
Manila Bulletin

Established in 1828

The Royal Gazette

(Bermuda's leading newspaper)

The Royal Gazette Weekly


Hamilton, Bermuda
The Royal Gazette (Morning)
The Royal Gazette Weekly (Sunday)
Publisher's Statement—Newspaper
6 months ending March 31, 1956
AUDIT BUREAU OF CIRCULATIONS
8. Average net paid circulation:
Morning
Sunday
Bermuda Islands:
Population 1950 Census 37,402
Carrier Delivery office collect system 1,183 13
Dealers & Carriers not filing lists 2,647 4,383
Street Vendors 2,166 1,905
Publisher's Counter Sales 43 86
Mail Subscriptions 289 72
Total 6,368 6,450
All Other Mail Subscriptions 63 14
TOTAL NET PAID excl. Bulk (Per Bulk Sales see Paragraph 10) 6,371 6,473
AVERAGES BY QUARTERS
October 1 to December 31, 1955 6,413 6,457
January 1 to March 31, 1956 6,327 6,480
9. Net Press Run & time of editions: Morning issue for Tuesday, March 13, 1956
Editions Press Time Date Printed Issue Dated Net Press Run Sales Balance Run Made Approx. Distribution Bermuda Islands All Other
1st 4:00 AM 3/13 3/13 7,000 A-C 99% 1%
Note: A Immediate sales release in Bermuda Islands.
C Sales release on arrival at destination in All Other.

•Bermuda's Only ABC Newspaper

Advertising Representatives:

S. S. KOPPE & CO., INC., 630 Fifth Ave., New York 20, N. Y.

LA PRENSA

CURACAO, N.W.I.

- The oldest Newspaper in the Netherlands Antilles
- Afternoon edition in Spanish and Papiamento
- Certified circulation on the Islands of Curacao, Aruba and Bonaire — 5300 copies daily.

Exclusive Advertising Representatives

S. S. KOPPE & CO., INC. 630 FIFTH AVE., NEW YORK 20, N. Y.

DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS—Continued

DOMINICAN REPUBLIC (2,121,083)

Peso

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Ciudad Trujillo (181,533)	El Caribe (21)	1948	MD	26,000	Editora del Caribe	German E. Ornes C.	Federico Mella U.	2	22	16	14D 24S	General	
	La Nacion (6)	1946	MD&S.	17,500D 20,000S	Ed. La Nacion C. por A.	Manuel Valldeperes	Luis Lambertus Romano	2	22	14	12-20	General	
La Romana (17,064)	El Heraldo	1925	D	1,500	A. Sánchez Pérez	A. Sánchez Pérez	E. Sánchez Cabanillas	2	14½	14	4	General	
San Pedro de Macorís (24,922)	Diario de Macorís	1922	D	1,000	Néstor Febles	Néstor Febles		2	20		4	General	
Santiago de los Caballeros (64,439)	La Información (6)	1915	EDexSun.	5,000	La Información C. por A.	Luis A. Franco		2	20½	16	8	General	

GRENADA, B. W. I. (90,000)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
St. Georges (7,000) (134,117)	The West Indian	1915	MDexFri.,Mon.	2,000	The Grenada Printing Co. Ltd.	J. B. Renwick	Rupert L. Heyte	2¼	21	15½	6	General	

HAITI (3,112,000)

Gourde

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Port-au-Prince	Haiti Journal	1930	EDexSun.	4,500	Stenio Vincent	Marcel Salnave	Marcel Salnave		24	18	4-6	General	
	Le Jour (20)	1950	E6timesweekly	6,000	Hubert Carré	Hubert Carré	Hubert Carré	2¼	22	18	6	General	
	Le National	1935		3,000	S.P.E.R.N.A.	Sejour Laurent	Guichard	1¾	14½	20½	8	General	
	La Matin	1907	M5timesweekly	10,000	Franck Magloire	Frank Magloire	G. A. Dobady	2	20½	23	8-10	General	
	Le Nouvelliste (30)	1896	EDexSun.	6,00	Ernest G. Chauvet	Ernest G. Chauvet	Max Chauvet	1⅞	20	8 col.	8	General	
	La Phalange	1939	MD	5,000	Mons. Joseph LeGouaze	Franck E. Saint Victor	Father Jean Le Pennec	2¼	22	16½	4	General	
	L'Information		DexSat. Sun	3,000	Victor E. Surena	V. E. Surena	V. E. Surena						

The Daily Gleaner (A.M.) The Sunday Gleaner (A.M.)

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(Only daily newspapers in Jamaica)

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Yes . . . "The Gleaner" goes further ahead and afield day by day.

AUDITED CIRCULATION, GLEANER

Net Average
Monday to Friday and Sunday 47,356
Saturdays 58,650

The Gleaner Co., Ltd.
Also publisher of "The Children's Own" and The Weekly Overseas Gleaner.

EXCLUSIVE ADVERTISING REPRESENTATIVES
S. S. KOPPE & CO., INC.
630 FIFTH AVENUE
NEW YORK 20
N. Y.

Trinidad Guardian

Sunday Guardian

EVENING NEWS
Port of Spain, TRINIDAD,
British West Indies

. . . . Trinidad Guardian—mornings except Sunday and Monday ....Circulation 41,731
Sunday Guardian ....Circulation 59,807
Evening News—evenings except Sunday ....Circulation 20,000

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. . . . You can reach the entire market, without exception, by using newspapers of Trinidad Publishing Co., Ltd. at lowest cost per inch per thousand.

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DIRECTORY OF BERMUDA AND WEST INDIES NEWSPAPERS—Continued

JAMAICA, B. W. I. (1,389,000)

Sterling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Kingston (224,115)	Daily Gleaner (4)	1834	MD&Sun. Sat.	47,093 55,285	The Gleaner Co., Ltd.	S. G. Fletcher		2⅛	21	18	14-16	General	US $2.24 US $2.80
	The Star (4)	1951	EDexSun.	24.000	The Gleaner Co., Ltd.	S. G. Fletcher		2⅛	16½	11½	8-12	General	U.S. $1.40

MARTINIQUE, F. W. I.

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Fort de France (52,051)	L'Information			5,000									

PUERTO RICO (2,210,703)

U. S. Dollar

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Arecibo (76,680)	El Rigionalista	1903	EDexSun.	930	José R. Adorno	José R. Adorno	José R. Adorno	2¼	13½	12		General	
Ponce (126,542)	El Día (4)	1909	EDexSun.	8,000	Editorial El Día, Inc.		Alberto Tore	2	20	20	8	General	75¢ in.
San Juan (368,756)	El Imparcial (30)	1933	MD	63,175	Editorial El Imparcial, Inc.	Antonio Ayuso Valdivieso	Antonio Siferay	2	14½	10½	44	General	$3.00 in. D
	El Mundo (16)	1919	MexMon.&Sat. Mon. Sat.	(E)57,304D (E)74,166M (E)73,168S	El Mundo, Inc.	Pablo Vargas Badillo	Hector Oliveras	2	21	16	24	General	$3.00 in. D $3.00 in. Mon. $3.20 in. Sat.

ST. KITTS, B. W. I. (84,812)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Basseterre (12,000)	The St. Kitts News Daily Bulletin	1914	EDexSun.	550	A. Moure Losada	Stanley Procope	Stanley Procope	2⅛	16	11½	4	General	
	Union Messenger	1921	NDexSun.	200	The Progressive Printery Ltd.	Joseph N. France	Joseph N. France	2	12	8	4	Socialist	

ST. LUCIA, B. W. I. (82,958)

Shilling

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Castries (24,300)	The Voice of St. Lucia (6)	1885	Sun.	2,250	The Voice Publishing Co., (1953) Ltd.	Edward L. Cozier	A. E. Alleyne	2	18½	14	12	General	BWI $.96 in.

ST. VINCENT, B. W. I.

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Kingstown (4,833)	Times	1898	ED	1,500					20	15	6	Liberal	

TRINIDAD, B. W. I. (618,600)

B. W. I. Dollar=59¢ U.S.

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Port-of-Spain (100,000)	Evening News (4)	1936	EDexSun.	20,000	Trinidad Pub. Co. Ltd.	C. E. Hitchins and L. G. Permuy	M. A. Conyers	2	15	9¾	16	General	$1.80 in. (B.W.I. cy.)
	Trinidad Chronicle (6)	1825	MDexMon.	15,000D 20,000S	The Port-of-Spain Gazette	George de Nobriga	Roy Savill	1⅞	20½	16	10D 20S	Upper, Mid.	$2.00 (D) $2.50 (S) B.W.I.
	Trinidad & Sunday Guardian (4)	1917	MDexMon.	41,731D 59,804S	Trinidad Pub. Co. Ltd.	C. E. Hitchins and L. G. Permuy	M. A. Conyers	15	21½	16	14D 28S	General	$2.70 in. D $4.20 in. S (B. W. I.)

VIRGIN ISLANDS (U. S.) (26,655)

U. S. Dollar

City and Population	Name, Language and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
Charlotte Amalie (15,000) (St. Thomas)	The Daily News (4)	1930	EDexSun.	1,400	Ariel Melchior	Ariel Melchior	Ariel Melchior	2	15	5 col.	6-8	General	50¢ in.
Frederiksted (2,000) (St. Croix)	West End News	1912	EDexSun.	300	Paul E. Joseph	Paul E. Joseph	Paul E. Joseph	2	10¼	4 col.	4	General	50¢ in.
Christiansted (St. Croix)	St. Croix Avis	1840	DexSun.	750	Brodhurst & Sons				12	4 col.			50¢ in.

DAILY NEWSPAPERS OF EUROPE

ALBANIA

(All press and publications are controlled by the Albanian Workers (Communist) Party AWP).

City	Publication	Established	Circulation	Issued	Language	Publisher	Editor-in-Chief	Director
Tirana	Zeri i Poppulit (People's Voice)	1942	43,000	DexM	Albanian	Workers Party	Fadil Pacrami	
	Bashkimi (Unity)	1943	30,000	DexM	Albanian	Democratic Front	Sotir Papuli	
	Puna (Labor)	1945		Tu&Fri	Albanian	Trade Union	Skender Tupia	
	Zeri i Rinis (Youth's Voice), formerly Rinia	1945		W&Sat	Albanian	Central Committee of Working Youth	Qamil Buxheli	
	Hosteni (The Goad)	1945		Weekly	Albanian	Writer's Union	Dhimitri Tona	
	Rruga e Partise (Party Path)	1954		Monthly	Albanian	Workers Party		

AUSTRIA

City	Publication	Political Affiliation	Established	Circulation	Issued	Editor	Responsible Editor	Manager
Vienna	Arbeiter Zeitung	Socialist Party Organ	1889	137,000; Sun 195,000	MDexMon	Dr. Oscar Pollak	Josef Sterk	Franz Förg
	Das Kleine Volksblatt	People's Party Organ	1929	115,000; Sun 177,000	MDexMon	Dr. Franz Grössl	Dr. Erich Ernegger	Karl Flödl
	Die Presse (6)	Independent, Business	1948	41,000; Sun 61,000	MDexMon	Milan Dubrovic	Ludwig Derka	Fritz P. Molden
	Neues Oesterreich	Independent	1945	76,000; Sun 176,000	MDexMon	Dr. Rudolf Kalmar	Dr. Heribert Husinsky	Emil Fuchs
	Oesterreichische Neue Tageszeitung	People's Party, Business	1950		MDexMon	Dr. Helmut Schuster	Dr. Walter Neuwirth	Dr. Helmut Schuster
	Oesterreichische Volksstimme	Communist Party Organ	1945	74,000; Sun 115,000	MDexMon	Erwin Zucker-Schilling	Hans Wolker	Johann F. Schmid
	Wiener Zeitung	Organ of the Government	1703		MDexMon	Dr. Franz Stamprech	Dr. Franz Stamprech	Dr. Franz Sobek
	Bild-Telegraf	Independent	1953	72,000; Sat 101,000	NoonDexSun	Gerd Bacher	Karl Heinz Ritschel	Hans Behrmann
	Neuer Kurier	Independent	1954	78,000; Sat 135,000	NoonDexSun	Hans Dichand	Harald Egger	Dr. Ludwig Polsterer
	Weltpresse	Independent, Socialist	1945	41,000; Sat 66,000	NoonDexSun	Alfred Magaziner	Bruno Prohaska	Franz Forg
Graz	Kleine Zeitung	Independent, Popular	1903	74,000; Sun 94,000	MDexMon	Dr. Otto Schonherr	Dr. Heribert Ircher	Dr. Karl Maria Stepan
	Neue Zeit	Socialist Party	1946	52,000; Sun 65,000	MDexMon	Dr. Heinz Paller	Dr. Gunther Nenning	Dr. Oswald Ellebergr
	Süd-Ost Tagespost	People's Party	1856	43,000; Sun 55,000	MDexMon	Dr. Wilhelm Antropp	Franz Karl Wagner	Franz Wegart
	Wahrheit	Communist Party	1946	12.000; Sun 24,000	MDexMon	Rudolf Spitzer	Karl Schiffer	Karl Hanny
Klagenfurt	Die Neue Zeit	Socialist Party	1946		MDexMon	Dr. Heinz Brantl	Hermann Allmayer	Ferdinand Wedenig
	Kleine Zeitung (Branch Edition of Kleine Zeitung, Graz)		1903		MDexMon	Franz Genser	Franz Genser	Dr. Karl Maria Stepan
	Volkswille (Branch edition of Wahrheit, Graz)		1946		MDexMon	Rudolf Spitzer	Josef Nischelwitzer	Karl Hanny
	Volkszeitung	People's Party	1946		MDexMon	Dr. Josef Maier	Rolf Lach	Hermann Daniel
Linz	Linzer Volksblatt	People's Party	1869		MDexSun	Alfred Lahner	Wolfgang Sperner	Karl Mainer
	Neue Zeit	Communist Party	1945	9,000; Sat 15,000	MDexSun	Richard Schueller	Franz Kain	Ernst Sonnenschein
	Oberosterreichische Nachrichten mit Tagespost	Independent	1945	48,000; Sat 62,000	MDexSun	Walter Pollak	Erich R. Pfeiffer	Heinrich Oberlik
	Tagblatt	Socialist Party	1897	24,000; Sat 25,000	MDexSun	Nikolaus Negrelli	Nikolaus Negrelli	Walter Strache

Puerto Rico U.S.A.

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FOR COMPLETE INSULAR COVERAGE

SAN JUAN

EL MUNDO

DIARIO DE LA MAÑANA

THE LEADING SPANISH DAILY IN PUERTO RICO

Consistently FIRST in newsstand and prepaid home delivered circulation. EL MUNDO has been the favorite family newspaper for over 35 years.

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PUERTO RICO World Journal

THE ONLY ENGLISH LANGUAGE DAILY IN P. R.

Read daily by the Continentals and the Bi-Lingual Puerto Ricans. This top income group represents the highest purchasing power in the Island.

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100,000 WATTS CHANNEL 2

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TELEMUNDO is the most modern TV station in Latin America. Telecasting the 32 highest rating programs in Puerto Rico. More live shows than any other single TV station in the U.S.A.

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WKAQ RADIO EL MUNDO

580 KILOCYCLES 5,000 WATTS

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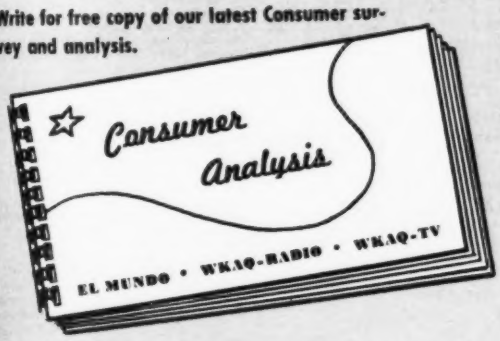

NEW YORK OFFICE ● INTER-AMERICAN PUBLICATIONS, INC.

41 EAST 42nd STREET, NEW YORK 17, N. Y.

DAILY NEWSPAPERS OF EUROPE—Continued

AUSTRIA—Continued

City	Publication	Political Affiliation	Established	Circulation	Issued	Editor	Responsible Editor	Manager
Salzburg	Demokratisches Volksblatt (Branch Edition of Tagblatt, Linz)		1945..	7,000; Sat 8,000	MDexSun	Josef Kaut	Dr. Herbert Moritz	Walter Strache
	Salzburger Nachrichten	Independent	1945..	42,000; Sat 71,000	MDexSun	Gustav A. Canaval	Helmut Oberhofer	Max Dasch
	Salzburger Tagblatt (Branch Edition of Neue Zeit, Linz		1945..		MDexSun	Wille Brandecker	Peter Aschner	Ernst Sonnenschein
	Salzburger Volksblatt	Independent, Popular	1870..	13,000; Sat 18,000	MDexSun	Dr. Hans Menzel	Karl Lanik	Hans Glaser
	Salzburger Volkszeitung	People's Party	1945..		MDexSun	Dr. Fritz Sommer	Dr. Fritz Sommer	
Innsbruck	Tiroler Nachrichten	People's Party	1945..		MDexSun	Ludwig Strickner	Leo Krismer	Dr. Hans Knesa
	Tiroler Tageszeitung	Independent	1945..	41,000; Sat 45,000	MDexSun	Dr. Anton Klotz	Dr. Anton Klotz	Josef Moser
	Volkszeitung	Socialist Party	1902..		MDexSun	Reinhold Zimmer	Theo Braunegger	Walter Gerstenbräun
Bregenz	Neue Tageszeitung	Communist Party	1950..	5,000	MDexSun	Ernst Fuchs	Ernst Fuchs	
	Vorarlberger Nachrichten	Independent	1945..	23,500; Sat 23,000	MDexSun	Eugen Russ	Dr. Anton Russ	Eugen Russ
	Vorarlberger Volksblatt	People's Party	1871..		MDexSun	Dr. Eugen Breier	Walter Scheiner	B. Auer
	Vorarlberger Volkswille (Branch Edition of Volkszeitung, Innsbruck)		1945..		MDexSun	Reinhold Zimmer	Theo Braunegger	Walter Gerstenbräun
				MONDAY PAPERS				
Vienna	Welt am Montag	Independent, Socialist	1946..	165,000	Monday	Richard Nimmerrichter	Hans Herzog	Franz Förg
	Wiener Montag	Independent	1947..	143,000	Monday	Josef Pav	Dr. Hans Lang	Wilhelm Kozak
Graz	Grazer Montag (Branch Edition of Wiener Montag, Vienna)		1947..	45,000	Monday	Josef Pav	Dr. Hans Lang	Wilhelm Kozak
	Grazer Welt am Montag (Branch Edition of Welt am Montag, Vienna)		1946.		Monday	Richard Nimmerrichter	Hans Herzog	Franz Forg
Klagenfurt	Welt und Sport am Montag Morgen	People's Party	1948..	5,000.	Monday	Dr. Josef Maier	Eduard Pust	Hermann Daniel

NOTE ON MONDAY PAPERS: Monday papers have all characteristics of dailies, which are not published on Mondays in Vienna, Graz and Klagenfurt.
NOTE ON PROPRIETOR: The political affiliation reveals the proprietor. Papers of the political parties are owned by the local party organizations or party-sponsored publishing companies, independent papers by private companies, and "Wiener Zeitung" by the Republic of Austria.
NOTE ON RESPONSIBLE EDITOR: According to the Austrian press law, every paper has to name a person responsible of its contents.

BELGIUM

City	Publication	Circulation	Adv. Rate Per Line	Editor	Manager
Brussels	La Derniere Heure	190,000	.....	A. Volant	Marcel Brebart
	Le Drapeau Rouge	8,000	20-75	Rene Beelan	J. Terive
	La Lanterne	40,000	.....	Dol Fenat	
	Het Laatste Nieuws	300,000	.....	M. Stijns	J. Hoste
	Het Nieuws van den Dag	89,000	.....	J. Jourdain	J. Duplat
	La Libre Belgique	180,000	.....	V. Zeegers	P. Jourdain
	La Nation Belge	35,000	.....	P. Neuray	M. Neuray
	Le Peuple	90,000	15-40	V. Larock	A. Houstaux
	Le Soir (14)	306,000	.....	C. Breisdorff	Mlle. M. T. Rossel
	De Nieuwe Gids	150,000	.....	J. Delafortrie	
	De Standard	15,000	.....	De Smaele	De Smaele
	La Cite	35,000	.....	M. Bastin	W. Ugeax
Antwerp	Echo de la Bourse	25,000	.....	M. Henriquet	
	Gazet van Antwerpen	120,000	20-50	A. Somville	L. Meerts
	Het Handelsiad	50,000	25-30	J. Merck	H. de Kimpe
	La Matin	20,000	20	G. Desguin	Mme. P. de Cauwer
	De Nieuwe Gazet	25,000	.....	J. Burton	
	Volksgazet	125,000	30	Ad. Molter	
Arlon	L'Avenir du Luxembourg	30,000	.....	C. Decker	C. Decker
Charleroi	La Nouvelle Gazette	85,000	.....	M. Evrard	M. Evrard
	Le Rappel	70,000	18	J. Valschaerts	J. Valschaerts
Eupen	Journal de Charleroi	50,000	.....	Marius B. des Essarts	
Ghent	La Flandre Liberale	10,000	.....	A. Behets	H. Liebaert
	Het Volk	150,000	.....	R. Reyntjes	
	De Gentenaar	85,000	5	C. Kinoyskens	G. Vanhoucke
	Vooruit	55,000	30	G. Crommen	A. De Block
Hasselt	Het Belang van Limburg	43,000	25	H. Leynen	F. Theesen
Liege	La Wallonie	40,000	20	I. Delvigne	I. Delvigne
	La Gazette de Liege	40,000	.....	J. Demartean	J. Demartean
	La Meuse	200,000	.....	H. Moers	F. E. Petit
	Le Monde au Travail	30,000	.....		C. Rahier
Namur	Vers l'Avenir	30,000	18	M. Delforge	Baron de Thysebaert
Tournai	L'Avenir du Tournaisis	20,000	15-32	T. Rimbaut	T. Rimbaut
	Le Courrier de l'Escauit	20,000	.....	L. Mallie	L. Mallie
Verviers	Le Courrier du Soir	7,000	.....	W. Henrichs	W. Henrichs
	Le Jour	20,000	.....	S. Dechene	S. Dechene

BULGARIA

(All press and publications are controlled by the Bulgarian Communist Party—BCP)

City	Newspaper (English Equivalent)	Established	Issued Circulation	Publisher	Language	Editor-in-Chief	Director
Sofia	Otechestven Front (Fatherland Front)	1943	(m ex. Mon.) 180,000	People's Assembly and Fatherland Front	Bulgarian	Stefan Stanchev	
	Rabotnichesko Delo (Workers' Cause)	1927	(m) 500,000	Central Committee, Communist Party	Bulgarian	G. Bokov	G. Naydenov
	Zemedelsko Zname (Agricultural Banner)	1921	(m ex. Mon.) 40,000	Agrarian Union	Bulgarian	H. Traikov	
	Trud (Labor)	1945	(m ex. Mon.) 900,000	Trade Unions	Bulgarian	Bertha Karaola	N. Aleksiev
	Narodna Mladezh (People's Youth)	1948	(m ex. Mon.) 140,000	Youth Asso.	Bulgarian	Stefan Petrov	
	Vecherni Novini (Evening News)	1951	(e ex. Sun.) 100,000	Party, City People's and District Front Committees	Bulgarian	A. Todorov	
	Naroden Sport (People's Sport)	1944	(Mon. & Fri.) 50,000	Committee of Physical Culture	Bulgarian	Marin Vuzharov	
Ruse	Dunavska Pravda (Danubian Truth)	1950	(m ex. Mon.) 9,000	Party, Provincial People's and Front Committees	Bulgarian	T. Tsvetkov	
Burgas	Naroden Far (People's Lighthouse)	1944	(m ex. Mon.) 8,000	Party, Provincial People's and Front Committees	Bulgarian	Lazar Pavlov	V. Kozarev
Varna	Stalinsko Zname (Stalin's Banner)	1950	(m ex. Mon.) 18,000	Party, Provincial People's and Front Committees	Bulgarian	S. Alexjew	
Plovdiv	Otechestven Glas (Fatherland's Voice)	1944	(m ex. Mon.) 20,000	Party, Provincial People's and Front Committees	Bulgarian	M. Mihailov	

CZECHOSLOVAKIA

(All press and publications are controlled by the Czechoslovak Communist Party—CCP).

City	Newspaper	Circulation	Established	Issued	Language	Editor-in-chief	Publisher
Prague	Lidova demokracie (People's Democracy)	100,000	1944	MDexMon	Czech	Rotislav Petera	Czechoslovak People's Party
	Mlada fronta (Youth Front)	120,000	1945	MDexMon	Czech	Vaclav Hajek	Union of the Czechoslovak Youth
	Obrana lidu (People's Defense)	90,000	1947	MDexMon	Czech	Adolf Hradecky	Ministry of National Defense
	Prace (Labor)	480,000	1945	MDexMon	Czech	Antonin Zazvorka	Revolutionary Trade Union Movement
	Rude pravo (Red Justice)		1920	MD	Czech	Vladimir Koucky	Central Organ of the Communist Party
	Svobodne slovo (Free Word)	120,000	1945	MDexMon	Czech		Socialist Party
	Zemedelske noviny (Agricultural News)	130,000	1945	MDexMon	Czech	Jaroslav Smid	Ministry of Agriculture
	Vecerni praha (Evening Prague)	90,000	1954	EDexSun	Czech		Prague Regional-Trade Council
Brno	Rovnost (Equality)		1885	Twice a week	Czech	Svatopluk Turek	Regional Branch of the Communist Party
Ostrava	Nova svoboda (New Freedom)	100,000	1945	MDexMon	Czech	Lad. Technik	Regional Branch of the Communist Party
Bratislava	L'ud (The People)		1949	MDexMon	Slovak	Jozef Gajdosik	Slovak Rebirth Party
	Obrana l'udu (People's Defense)	30,000	1948	MDexMon	Slovak	Vladimir Kaspar	Slovak Ministry of National Defense
	Praca (Labor)	110,000	1947	MDexMon	Slovak	Lad. Zajac	Slovak Trade Union Council
	Pravda (Truth)	130,000	1920	MDexMon	Slovak	Milos Marko	Communist Party of Slovakia
	Uj Szo (New World)		1949	MDexMon	Hungarian	F. Denes	Revolutionary Trade Union Movement

DENMARK

(Compiled by Danish Audit Bureau of Circulations)

City	Name of Paper	Circulation	Pol.	Publisher, Editor, Man. director, Adv. manager
Aabenraa	Hejmdal (e)	2,944	Liberal	Pb: A/S Hejmdal Ed: Bjørn Hanssen
Aalborg	Aalborg Amtstidende (m)	22,490	Liberal	Pb: V. & M. Lassens efterk.
	(s)	23,831	Liberal	Ed: Tyge Lassen (ansv.) Md: Axel Petersen Am: Elmer Larsen
	Aalborg Stiftstidende (m)	36,274	Independent	Pb: A/S Aalborg Stiftstidende
	(s)	65,507		Ed: Alf Schiøttz-Christensen Md: Alf Schiøttz-Christensen og K. E. Jensen
	Ny Tid (m)	11,905	Social Democrat	Pb: Social Demokratik Foreninger
	(s)	14,367		Ed: Carl Th. Jørgensen Md: Ole Sørensen
Aarhus	Aarhus Amtstidende (m)	10,839	Liberal	Pb: A/S Aarhus Amtstidende Ed: Jakob Martin Md: Alfred M. Larsen
	Aarhuus Stiftstidende (e)	46,619	Conservative	Pb: Aarhuus Stiftstidende Akts.
	(s)	77,944		Ed: Erik Schmidt Md: Arne Møller Nielsen Am: Willy Horn Hansen
	Demokraten (e)	17,605	Social Democrat	Pb: Social Demokratik Foreninger
	(s)	20,589		Ed: Frede Højmark Md: E. Seidelin
	Jyllands-Posten (m)	69,327	Conservative	Pb: Jyllands-Posten A/S.
	(s)	144,355		Ed: H. Hansen Am: Jørgen Glasius
Copenhagen	Aftenbladet (e)	23,622	Independent	Ed: Poul Baerentzen Md: G. E. Riisager
	Berlingske Aftenavis (e) (6)	25,671	Conservative	Pb: I/S Berlingske Tidende Ed: Terkel M. Terkelsen, Svend Aage Lund, Otto Fog-Petersen Md: P. Andersen Am: Jens Enner
	Berlingske Tidende (m) (6)	158,935	Conservative	Pb: I/S Berlingske Tidende
	(s)	291,356		Ed: Terkel M. Terkelsen, Sv. Aa. Lund, Axel Moos (ansv.), Henry Hellssen Md: P. Andersen Am: Jens Enner
	B. T. (6) (e)	114,136	Conservative	Pb: I/S Berlingske Tidende Ed: Carl Th. Jensen Md: P. Andersen Am: Jens Enner
	Dagens Nyheder (m)	31,673	Conservative	Pb: Nationaltidende A/S
	(s)	64,340		Ed: Jens Søltoft-Jensen (ansv.); Poul Moller; Eigil Steinmetz Md: E. Weilskov

City	Name of Paper	ABC-circ.	Pol.	Publisher, Editor, Man. director, Adv. manager.
Copenhagen	Jyllands-Posten (m)	69,327	Conservative	Pb: Jyllands-Posten A/S.
	(s)	144,355		Ed: H. Hansen Am: Jørgen Glasius
	Aftenbladet (e)	23,622	Independent	Ed: Poul Baerentzen Md: G. E. Riisager
	Berlingske Aftenavis (e) (6)	25,671	Conservative	Pb: I/S Berlingske Tidende Ed: Terkel M. Terkelsen, Svend Aage Lund, Otto Fog-Petersen Md: P. Andersen Am: Jens Enner
	Berlingske Tidende (m) (6)	158,935	Conservative	Pb: I/S Berlingske Tidende
	(s)	291,356		Ed: Terkel M. Terkelsen, Sv. Aa. Lund, Axel Moos (ansv.), Henry Hellssen Md; P. Andersen Am: Jens Enner
	B. T. (6) (e)	114,136	Conservative	Pb: I/S Berlingske Tidende Ed: Carl Th. Jensen Md: P. Andersen Am: Jens Enner
	Dagens Nyheder (m)	31,673	Conservative	Pb: Nationaltidende A/S
	(s)	64,340		Ed: Jens Søltoft-Jensen (ansv.); Poul Moller; Eigil Steinmetz Md: E. Weilskov

DAILY NEWSPAPERS OF EUROPE—Continued

DENMARK—Continued

City	Name of Paper		ABC-circ.	Pol.	Publisher, Editor, Man. director, Adv. manager.
Copenhagen—Cont'd.	Ekstrabladet (20)	(e)	78,015	Liberal	Pb: A/S Dagbl. Politiken Ed: Ole Caviling (ansv.), Leif B. Hendil, Kai Schou Md: Orla Rode Am: Mogens Kaarøe
	Information	(e)	27,038	Independent	Pb: Selvejende institution Ed: Børge Outze (ansv.), Erik Seidenfaden Md: Rob. Holmberg
	Kristeligt Dagblad	(m)	27,038	Independent	Pb: A/S Kristeligt Dagblad Ed: Edv. Petersen Md: Harry Olsen Am: Lilly Rasmussen
	Land og Folk	(m) (s)	17,707 30,860	Communist	Pb: Foreningen Folkepressen Ed: Børge Houmann Md: H. Kieruiff Am: F. August
	Politiken (20)	(m) (s)	142,008 274,270	Liberal	Pb: A/S Dagbl. Politiken Ed: Niels Hasager (ansv.), Poul Graae, Hakon Stephensen Md: Orla Rode Am: Mogens Kaarøe
	Social-Demokraten	(m) (s)	47,733 76,408	Social Democrat.	Pb: Social Demokratik Foreninger Ed: Peder Tabor (ansv.), Preben Wilmann, Erling Welblund Md: A. Christoffersen Am: Martin Jarvad
Esberg	Vestjyden	(m)	5,491	Social Democrat.	Pb: D Social Demokratik Foreninger Ed: L. Kümmel Md: Sigurd Borch
Fredericia	Frit Folk	(e)	2,318	Social Democrat.	Pb: Social Demockratik Foreninger Ed: Hans Jensen Md: H. P. Marcussen
	Vestkysten	(e)	36,179	Liberal	Pb: A/S Den sydvestjydske Venstrepresse Ed: Knud Ree Md: G. Ulrik
Haderslev	Dannevirke-Hejmdal	(e)	11,816	Liberal	Pb: A/S Modersmaalet Ed: A. Søchting, B. Svensson Md: N. Th. Thomsen
Herning	Herning Folkeblad	(e)	11,062	Liberal	Pb: A. R. & H. Bendixsen Ed: A. R. Bendixsen (ansv.), og H. Bendixsen
Hillerod	Frederiksborg (e ex. mon.) Amts Avis	(e) (s)	22,665 23,700	Liberal	Pb: I/S De Bergske Blade Ed: H. Brix (ansv.), H. Lübecker Am: Helga Petersen
	Nordsjaellands Social-Demokrat	(e)	3,837	Social Democrat.	Pb: Social Demokratik Foreninger Ed: Frede Ledet Md: Aage Koch Pedersen
Hjorring	Vendsyssel Tidende	(e)	25,269	Liberal	Pb: A/S Vendsyssel Tidende
		(s)	27,537		Ed: J. Jepsen Petersen Md: J. G. Henriksen
Holbaek	Holbaek Amts Venstreblad	(e)	9,674	Radical Liberal	Ed: H. Monrad Hansen (ansv.), og Viggo Knudsen Md: C. B. Schlaegelberger
	Holbaek Amtstidende	(e)	6,899	Liberal	Pb: A/S Holbaek Amtstidende Ed: J. Antonsen (ansv.) Md: A. Mohr
Holstebro	Holstebro Dagblad	(e)	9,413	Liberal	Pb: I/S De Bergske Blade Ed: C. Eliassen Md-Am: K. V. Andersen
	Amts-Bladet	(m)	5,506	Social Democrat.	Pb: De som ejere og udgivere af dagbl. Social-Demokraten kontraherende foreninger Ed: J. Sehested Grove Md: Poul Laursen
Horsens	Horsens Folkeblad	(e)	15,224	Liberal	Pb: A/S Horsens Folkeblad Ed: N. Chr. Christensen Md-Am: E. Nielsen
	Horsens Social-Demokrat	(e)	4,379	Social Democrat.	Pb: Social Demokratik Foreninger Ed: Sophus Rasmussen Md: H. I. Hansen
Kalundborg	Kalundborg Folkeblad	(m)	9,506	Liberal	Pb: A/S Kalundborg Folkeblad Ed: S. Rasmussen Am: M. B. Holm
Koge	Ostsjaellands Folkeblad	(e)	10,104	Independent	Pb: K. & E. Svarre Ed: K. & E. Svarre Md: Ejner Svarre Am: Harald Jensen
Kolding	Kolding Folkeblad	(e)	16,501	Liberal	Pb: I/S De Bergske Blade Ed: V. Behrens Am: B. Hasselager
	Jydske Tidende	(m) (s)	2,084 4,567	Conservative	Pb: A/S Jydske Tidende Ed: Andreas Sorensen Md: Johs. Ejler
	Tidens Tegn	(e)	2,432	Social Democrat.	Pb: Social Demokratik Foreninger Ed: Soren M. Jensen Md: Alex Hansen
Middlefart	Middlefart Venstreblad	(-)	5,480	Radical Liberal	Pb: Aktieselskabet Middlefart Venstreblad Ed-Md: Johs. Nygård Am: B. K. Bjørn
Naestved	Naestved Tidende	(m)	18,472	Liberal	Pb: A/S Naestved Tidende Ed: Asger Olsen Md: Vilh. Larsen Am: Kay Larsen
	Sydsjaellands Social-Demokrat	(e)	8,983	Social Democrat.	Pb: Social Demokratik Foreninger Ed: J. Ragne Md: H. K. Michaelsen
Nakskov	Lollands Tidende	(e)	8,752	Liberal	Pb: A/S Lollands Tidende Ed: Einar Jacobsen Md: A. Thordrup
	Ny Dag	(e)	3,676	Social Democrat.	Pb: Social Demokratik Foreninger Ed: Carl Emil Hansen Md: Villy Christiansen Am: Casper Eliasen
Nykøbing F.	Lolland-Falsters Folketidende	(e)	9,862	Liberal	Ed: Gunhild Bork Md: Ole Bork
	Lolland-Falsters Stiff Tidende	(e)	3,339	Conservative	Pb-ed: Olaf Rasmussen
	Lolland-Falsters Venstreblade	(m)	4,418	Radical Liberal	Pb: De lolland-falsterske Venstreblade Ed: N. P. Nielsen Am: Preben Johansen
	Ny Dag Samlet for Lolland Samlet for Falster	(e)	 7,089 3,221	Social Democrat.	Pb: Social Demokratik Foreninger Ed: (for Nykøbing F.) Jørgen Røjle
Nykøbing M.	Morsø Folkeblad	(m)	6,874	Liberal	Pb: Morsø Folkeblad, A.m.b.a. Ed: Mads Hansen Md: Poul Madsen
Odense	Fyens Stiftstidende	(e) (s)	29,006 35,139	Conservative	Pb: Lily Dreyer Ed: Knud Secher Md: Erik Andersen Am: B. Ranning
	Fyns Social-Demokrat	(e) (s)	14,403 12,035	Social Democrat.	Pb: Social Demokratik Foreninger Ed: Hans Nielsen Md: Georg Brumvig
	Fyns Tidende	(m) (s)	35,186 65,899	Liberal	Pb: A/S Fyns Tidende Ed: S. P. Qvist (ansv.), Knud Madsen
Randers	Randers Amtsavis	(e)	16,282	Conservative	Pb: Fa. J. M. Elmenhoff & Søn Ed: P. Elmenhoff Winge (ansv.), Anders L. Thomassen Md: Jens Randrup
	Randers Dagblad	(e)	11,145	Liberal	Ed: Axel Rye Md: Otto Rye
	Social-Demokraten for Randers og Omegn	(e)	6,838	Social Democrat.	Pb: Social Demokratik Foreninger Ed: Herluf Christiansen Md: Carl Emil Bentsen
Ringkjøbing	Ringjøbing Amts Dagblad	(e)	12,486	Liberal	Pb: I/S De Bergske Blade Ed: Vilh. Nielsen
Ringsted (Sorø, Haslev)	Folketidende	(-)	8,764	Liberal	Pb: A/S Folketidendes Bogtrykkeri Ed: Aljr. Winther Md-am: H. Christensen
Ronne	Bornholmeren	(e)	6,006	Social Democrat.	Pb: Social Demokratik Foreninger Ed: H. Larsen-Bjerre Md: Kaj Olsen
	Bornholms Tidende	(e)	6,582	Liberal	Ed: Holger Stenbaek Md: Vald. Pedersen
Roskilde	Roskilde Tidende	(e)	11,001	Radical Liberal	Pb: A. & J. Odense Ed: Chr. Thomsen Md: A. & J. Odense
Silkeborg	Aften-Posten	(e)	4,588	Social Democrat.	Pb: Social Demokratik Foreninger Ed: Hans Rishøj Md: J. Chr. Pedersen
	Silkeborg (& Kjellerup) Avis	(e)	14,034	Liberal	Pb: S. & K. Sørensen Ed: Sv. Sørensen Md: Kaj Sørensen Am: K. Korsgaard
Skive	Skive Folkeblad	(e)	10,371	Radical Liberal	Ed: Elin Hansen Md: P. Schou
Slagelse	Sjaellandsposten	(e)	7,251	Social Democrat.	Pb: Social Demokratik Foreninger Ed: J. U. Christiansen Md: E. Brask
	Sorø Amtstidende	(e)	20,229	Liberal	Pb: A/S Sorø Amtstidende Ed: Erhardt Larsen Md: E. Elboth Am: E. Preman
Sonderborg	Sonderjyden	(e)	7,619	Social Democrat.	Pb: De som ejere og udg. af Social-Demokraten kontraherende foreninger Ed-md: H. Kjelstrup
Svendborg	Svendborg Avis	(m)	11,763	Liberal	Pb: Svendborg Avid A/S Ed: P. C. Jacobsen Md: Jens Madsen Am: Jens Madsen
	Sydfyn	(e)	2,794	Social Democrat.	Pb: Social Demokratik Foreninger Ed: Villy Andersen Md: Egon Christiansen
Thisted	Thisted Amts Tidende	(e)	9,365	Liberal	Pb: I/S De Bergske Blade Ed: J. J. Lustrup Md: Chr. Jensen
Vejle	Frit Folk	(e)	3,955	Social Democrat.	Pb: Social Demokratik Foreninger Ed: Oluf Pedersen Md: C. G. Møller
	Vejle Amts Folkeblad	(e)	22,057	Liberal	Pb: Vejle Amts Folkebl. A/S Ed: G. Skytte Nielson Md: Poul Jenson
Viborg	Viborg Stifts Folkeblad	(e)	11,793	Liberal	Pb: I/S De Bergske Blade Pb: I/S De Bergske Blade Ed: Th. Wellejus Md: H. Sjodt

FINLAND

Place of Publication	Name of Newspaper	Political Affiliation	Editor in Chief
Tampere	Aamulehti	C	V. J. Tuomikoski
Lappeenranta	Etelä-Saimaa	A	Johannes Harjula
Lahti	Etelä-Suomen Sanomat	I	Fr. Keränen
Helsinki	Helsingin Sanomat	IL	Yrjö Niiniluoto
Hämeenlinna	Hämeen Kansa	SD	M. A. Pelkonen
Hämeenlinna	Hämeen Sanomat	I	Leo Halla
Kotka	Etelä-Suomi	C	Oskari Suomela
Vaasa	Ilkka	A	Artturi Leinonen
Helsinki	Ilta-Sanomat	IL	.....
Kajaani	Kainuun Sanomat	A	Otso Kukkonen
Oulu	Kaleva	IL	Valde Näsi
Tampere	Kansan Lehti	SD	A. Tuominen
Oulu	Kansan Tahto	PDL	Niilo Nikkilä
Lappeenranta	Kansan Työ	SD	Reino Kaatonen
Lahti	Karjala	I	Erkki Paavolainen
Kouvola	Kouvolan Sanomat	I	Irma Seppänen (acting)
Joensuu	Karjalainen	C	Veikko Pekkarinen
Joensuu	Karjalan Maa	A	V. Pirilä
Helsinki	Kauppalehti	I	Ale-Einari Riipinen
Kokkola	Keskipohjanmaa	A	J. Routsala
Jyväskylä	Keskisuomalainen	A	M. E. Juusela
Kokkola	Kokkola	I	.....
Lahti	Lahti	C	A. V. Mattila
Kokemäki	Lalli	A	Ilvari Kajanto
Rovaniemi	Lapin Kansa	A	Martti Suontila
Pietarsaari	Laatokka	I	Mikko Tshokkinen
Oulu	Liitto	A	J. Poutanen
Mikkeli	Länsi-Savo	I	A. A. Tienheimo
Raumo	Länsi-Suomi	C	Kauko Vohe
Helsinki	Maakansa	A	Pentti Sorvali
Helsinki	Maaseudun Tulevaisuus	I	Onni Koskikallio
Kemi	Pohjois-Suami	C	Amtti Laakso
Kemi	Pohjolan Sanomat	A	Veli Siikala
Oulu	Pohjolan Tyo	SD	Taisto Honkanen
Turku	Turun Päivälehti	SD	Rafael Paasio
Rovaniemi	Rovaniemi	C	V. Iokinen
Pori	Satakunnan Kansa	C	J. V. Ilkka
Kuopio	Savo	C	Paavo Eerikäinen
Lappeenranta	Savo-Karjala	I	Lauri Arlo
Kuopuio	Savon Sanomat	A	Eero Lappalainen
Jyväskylä	Jyväskylän Sanomat	C	K. Sorjonen
Helsinki	Suomen Sosialidemokraatti	SD	Atte Pohjanmaa
Turku	Uusi Päivä	PDL	Lauri Orell
Turku	Turun Sanomat	P	Weikko Puro
Helsinki	Työkansan Sanomat	PDL	Jarno Pennanen
Jyväskylä	Työn Voima	SD	Onni Haini
Pori	Uusi Aika	SD	Vilho Rantanen
Turku	Uusi Aura	C	S. Talvitie
Helsinki	Uusi Suomi (6)	C	E. Petäjäniemi
Vaasa	Vaasa	C	Ilmari Laukkonen
Mikkeli	Vapaus	SD	E. A. Kantanen (acting)
Swedish language papers:			
Gamlekarleby	Österbottningen	SW	Joel Granvik
Helsingfors	Hufvudstadsbladet	Sw	Egidius Ginström
Jakobstad	Jakobstads Tidning	Sw	A. I. Hulden
Helsingfors	Nya Pressen	Sw	Axel Grönvik
Vasa	Vasabladet	Sw	Edvin Sundqvist
Ekenäs	Västra Nyland	Sw	Frank Jernström
Åbo	Åbo Underrättelser	Sw	Sigurd Portin
Helsingfors	Ny Tid	PDL	Mikael Romberg
Helsingfors	Svenska Demokraten	SD	Gunnar Henriksson

Parties: P—Progressive Party. I—Independent. PDL—People's Democratic League. A—Agrarian Union Party. Sw—Swedish Party. C—Conservative Party. SD—Social Democrat Party. IL—Independent Liberal

DAILY NEWSPAPERS OF EUROPE—Continued

FRANCE

Newspaper	Circulation	Editor	Managing Director
PARIS MORNING PAPERS			
L'Aurore	460,000	H. Forissier, D. Pado, Leon Treich	R. Lazurick
Combat	63,000	J. Fabiani	H. Smadja
Le Figaro	510,000	L. Gabriel-Robinet	P. Brisson
Franc-Tireur	106,000	G. Altman	E. Péju
L'Humanité	180,000	M. Stil	M. Cachin
Libération	130,000	M. Fourrier, A. Sauger	E. d'Astier de la Vigerie and G. E. Vallois
Le Parisien Libéré	900,000	J. Forgue	Cl. Bellanger
Le Populaire	18,000	M. Parpais	P. Herbaut and A. Naegelen
Les Echos	42,000	J. Rozner	R. and E. Servan-Schreiber
PARIS EVENING PAPERS			
La Croix	150,000	Rev. P. E. Gabel	J. Matheron
France-Soir	1,350,000	C. Gombault, S. Cohen	P. Lazareff
Le Monde	180,000	A. Chenebenoit	H. Beuve-Méry
Paris-Presse L'Intransigeant	180,000	M. Corre, R. Maine, J. P. Castle	H. Massot
L'Information	60,000	M. Fleury, J. Clouzet, M. Duthil	A. Bollack
ENGLISH LANGUAGE (MORNING)			
New York Herald Tribune	60,000	E. Hawkins	W. Weeks, Jr.
ALLIER (DEPT.)			
MONTLUÇON			
Le Centre Républicain	26,000	R. Rivière	R. Rivière
AISNE (DEPT.)			
LAON			
Le Dépêche de l'Aisne (formerly L'Aisne Matin)	32,000	R. Bruneteau	J. Bruneteau
ALPES-MARITIMES (DEPT.)			
NICE			
L'Espoir de Nice	30,000	C. Bouqueret	M. Bavastro
Nice-Matin	110,000	C. Bouqueret	M. Bavastro
Le Patriote de Nice	29,000	G. Tabaraud	G. Magnaldi
CANNES			
Cannes-Midi	2,000	P. Reboux	P. Maestroni
ARDENNES (DEPT.)			
CHARLEVILLE			
L'Ardennais	32,000	F. Vallaud	P. Tainturier
AUBE (DEPT.)			
TROYES			
Est-Eclair	21,000	J. Bruley	J. Bruley
Independent de l'Aube	5,000	L. Gerold	A. Valton
Libération-Champagne	30,000	Y. Lavoquer	Y. Lavoquer
AVEYRON (DEPT.)			
RODEZ			
Le Rouergue Républicain	16,000	R. Nadal	G. Rucheton
BOUCHES-DU-RHÔNE (DEPT.)			
MARSEILLE			
La Marseillaise	94,000	M. Carasso	M. Guizard
BOUCHES-DU-RHONE (DEPT.)—Cont'd.			
Le Méridional	103,000	P. M. Train	M. Berguery A. Robert
Le Provençal	190,000	L. Bancal	H. Manicacci
Le Soir	3,000	L. Bancal	H. Manicacci
CALVADOS (DEPT.)			
CAEN			
La Liberté de Normandie	8,000	P. Moisy	P. Moisy
CANTAL (DEPT.)			
AURILLAC			
Le Cantal Indépendant	3,500	R. Armand	R. Armand
CHARENTE (DEPT.)			
ANGOULÊME			
La Charente Libre	29,000	M. Hamart	P. Bodet
CHER (DEPT.)			
BOURGES			
Le Berry Républicain	36,000	M. Caron	M. Caron, G. Morel-Fourrier
COTE D'OR (DEPT.)			
DIJON			
Le Bien Public	36,000	R. Prêtet	Baron L. Thenard, F. Bacot
La Bourgogne Républicaine	39,000	J. Bouhey	P. Brantus
DORDOGNE (DEPT.)			
PÉRIGUEUX			
La Dordogne Libre	6,000	J. Babayon	V. Bousquet
DOUBS (DEPT.)			
BESANÇON			
Le Comtois	30,000	A. Houtin	A. Houtin
La République de Besançon	32,000	L. Keyser	H. de Moustier
EURE-ET-LOIRE (DEPT.)			
CHARTRES			
L'Echo Républicain	29,000	R. Rouille	P. July
FINISTERE (DEPT.)			
MORLAIX			
Le Télégramme de Brest	105,000	G. Collinet	M. Coudurier
GIRONDE (DEPT.)			
BORDEAUX			
Sud-Ouest	300,000	J. Lemoine	J. Lemoine
La Nouvelle République	107,000	J. Belaubre	A. Beyler
HAUTE GARONNE (DEPT.)			
TOULOUSE			
La Dépêche du Midi	258,000	M. Marc	J. Baylet and L. Caujolle
HAUTE-LOIRE (DEPT.)			
LE PUY			
L'Eveil	5,500	L. Rabaste	A. Alalain
Le Quotidien	2,500	M. Tingaud	L. Sagnol
HERAULT (DEPT.)			
MONTPELLIER			
Le Midi Libre	160,000	J. Chautemps	M. Bujon
ILLE-ET-VILAINE (DEPT.)			
RENNES			
Ouest-France	520,000	Y. Le Dantec	P. Hutin-Desgrées
Les Nouvelles de Bretagne et du Maine	14,000	J. Querat	J. Querat
INDRE-ET-LOIRE (DEPT.)			
TOURS			
La Nouvelle République du Centre Ouest	231,000	R. Kistler	P. Archambault
ISERE (DEPT.)			
GRENOBLE			
Les Allobroges	70,000	J. Chignol	J. Coin
Le Dauphiné Libéré	280,000		L. Richerot
LOIRE (DEPT.)			
ST. ETIENNE			
La Dépêche	65,000	E. Charcornac	H. Bonche
L'Espoir	50,000	H. Missire	H. Bonche
Le Patriote	46,000	J. Chignol	J. Coin
La Tribune Républicaine	60,000	M. Soulié	P. Soulié
LOIRE INFÉRIEURE (DEPT.)			
NANTES			
Le Populaire de l'Ouest	28,000	H. Bouyer	A. Morice
La Resistance de l'Ouest	84,000	A. Davaine	P. Noton
LOIRET (DEPT.)			
ORLEANS			
La République du Centre	60,000	R. Secretain	R. Secretain P. Carré
LOT-ET-GARONNE (DEPT.)			
AGEN			
Le Petit Bleu de l'Agenais	12,000	A. Drozin	A. Drozin
MAINE-ET-LOIRE (DEPT.)			
ANGERS			
Le Courrier de l'Ouest	94,000	R. Guillier	P. Fleury
MANCHE (DEPT.)			
CHERBOURG			
La Presse de la Manche	20,000	M. J. Guistiniani	M. Guistiniani
MARNE (DEPT.)			
REIMS			
L'Union de Reims	146,000	C. Guggiari	C. Guggiari
CHALONS			
L'Union Républicaine	6,500	G. Titon	A. Barré
HAUTE-MARNE (DEPT.)			
CHAUMONT			
Le Haut-Marnais Républicain	11,000	A. Bugnicourt	R. Dubreuil
La Haute-Marne Libérée	24,000	G. Bletner	G. Bletner
MEURTHE-ET-MOSELLE (DEPT.)			
NANCY			
L'Est Républicain	230,000		L. Chadé
MORBIHAN (DEPT.)			
VANNES			
La Liberté du Morbihan	25,000	P. C. Chenailler	P. C. Chenailler
MOSELLE (DEPT.)			
METZ			
Le Courrier de Metz	21,500	R. Jager	J. Regler and C.
Le Républicain Lorrain	162,000	V. Demange	V. Demange
NIEVRE (DEPT.)			
NEVERS			
Le Journal du Centre	43,000	J. Lhospied	J. Lhospied
NORD (DEPT.)			
LILLE			
La Croix du Nord	33,000	R. Florio	R. Florio
La Liberté	62,000	J. M. Fossier	A. Ramette
Nord-Eclair	72,000	E. Caudron	J. Demey

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DAILY NEWSPAPERS OF EUROPE—Continued

FRANCE—Continued

Newspaper	Circulation	Editor	Managing Director
NORD (DEPT.)—Continued			
Nord-Matin	170,000	J. Lechantre	A. Laurent
La Voix du Nord	328,000	R. Décout	R. Vandenbroeck, R. Décout
DUNKERQUE			
Le Nouveau Nord	29,000	J. Gossin	R. Taccoen
OISE (DEPT.)			
BEAUVAIS			
Oise-Matin	34,000	M. Rouzier	R. Hersant
PAS-DE-CALAIS (DEPT.)			
ARRAS			
Libre Artois	5,000	G. Robert	G. Robert
BOULOGNE-SUR-MER			
Le Journal du Pas-de-Calais	14,000		G. de Sars Le Comte
CALAIS			
Le Nord Littoral	20,000	A. Mensy	E. Boutté
PUY-DE-DÔME (DEPT.)			
CLERMONT-FERRAND			
La Montagne	150,000	J. A. Pourtier	F. Fabre
La Liberté du Massif Central	68,000	J. Saigne	C. Sabot
BASSES-PYRÉNÉES (DEPT.)			
PAU			
Eclair des Pyrénées	21,000	Y. Butel	G. Lanusse-Cazale
La Quatrième République des Pyrénées	20,000	A. Bordelongue	A. Bordelongue
HAUTES-PYRÉNÉES (DEPT.)			
TARBES			
La Nouvelle République	20,000	J. Gaits	J. Gaits
PYRÉNÉES ORIENTALES (DEPT.)			
PERPIGNAN			
L'Indépendant	50,000	P. Chichet	P. Chichet and G. Brousse
BAS-RHIN (DEPT.)			
STRASBOURG			
Dernières Nouvelles d'Alsace	132,000	J. Knittel	R. Royer
L'Humanité d'Alsace et de Lorraine	14,000	G. Heumann	A. Roeslin
Le Nouvel Alsacien	38,000	A. Irjud	E. Zimmermann
La Presse Libre	5,000	A. Brandt	Imbe
HAUT-RHIN (DEPT.)			
COLMAR			
Le Nouveau Rhin Français	30,000	M. Jacob	M. Jacob
Dernières Nouvelles du Haut-Rhin	22,000	M. Felsenstein	M. Felsenstein
MULHOUSE			
L'Alsace	90,000	H. Hausherr	R. Hillmeyer
RHONE (DEPT.)			
LYONS			
Echo-Liberté	60,000	H. Amoretti	H. Arnaud
RHONE (DEPT.)—Continued			
Le Progrès de Lyon	370,000	M. G. Rivière	E. Bremond
La République de Lyon	30,000	J. Chignol	J. Coin
Le Journal du Soir	24,000	H. Arnaud	H. Arnaud
SAONE-ET-LOIRE (DEPT.)			
CHALON-SUR-SAONE			
Le Courrier de Saône-et-Loire	21,000	R. Pretet	R. Pretet
SARTHE (DEPT.)			
LE MANS			
Le Maine Libre	50,000	P. M. Train	G. de Véricourt
SEINE-MARITIME (DEPT.)			
HAVRE			
Havre Libre	36,000	A. Fatras	R. Mayer
Le Havre	19,000	H. Bruhier	F. Tourres and A. Neufinck
ROUEN			
Paris-Normandie	150,000	J. Chopart	P. R. Wolf
Le Progrès de Fécamp	3,000	R. Saunier	J. Auger
SOMME (DEPT.)			
AMIENS			
Le Courrier Picard	75,000	G. L. Collet	M. Catelas
TARN (DEPT.)			
MAZAMET			
La Montagne Noire	2,500	F. Cousseneux	MME. Vue Gatinel
VAR (DEPT.)			
TOULON			
Le Petit Varois-La Marseillaise	25,000	F. Menghi	P. Argiolas
La République de Toulon et du Var	20,000	J. Benett	L. Leenhardt and J. Defferre
VIENNE (DEPT.)			
POITIERS			
Le Libre Poitou	16,000	H. Viaux	H. Viaux
HAUTE-VIENNE (DEPT.)			
LIMOGES			
Le Courrier du Centre et Centre-Ouest	32,000		J. Pecot
L'Echo du Centre	36,000		J. Moreau
Le Populaire du Centre	52,000	R. Margerit	J. Clavaud
VOSGES (DEPT.)			
EPINAL			
La Liberté de l'Est	40,000	G. Chatelain	G. Chatelain
YONNE (DEPT.)			
AUXERRE			
L'Yonne Républicaine	39,000	G. Carré	G. Lalandre

GERMANY

(German Federated Republic)
(Bundesrepublik Deutschland—West Germany and West Berlin)

City	Name of Paper	Circulation	Days Published	Politics	Editor or Publisher
Aachen (Rh.-Pf.)	Aachener Nachrichten	40,400	6	Ind.	Nachrichten Druckerei u Verlags GmbH.
	Aachener Volkszeitung	77,000	6	CDU	Verlag Schmitz, Maas, Hofmann u. Co. GmbH.
Aalen-Ellwangen, (Bad.)	Aalener Volkszeitung u. Jagstzeitung	15,000	6	Ind.	Schwabenverlag, A. G.
	Schwabische Post	14,700	6	Ind.	Süddeutscher Zeitungsdienst Druck u. Verlag GmbH.
Achim (Hann.)	Achimer Kreisblatt	5,100	6	Ind.	Joh. Oltmanns Buchdruckerei u. Verlag.
Ahlen (Rh.-Pf.)	Ahlener Volkszeitung	4,800	6	CDU	Verlag E. Sommer.
Alfeld (Hann.)	Alfelder Zeitung	6,700	6	Ind.	Verlag Buchdruckerei P. Dobler.
Alsfeld (Hesse)	Oberhessische Zeitung	5,400	6	Ind.	Druck u. Verlag F. Ehrenklau.
Altena (Rh.-Pf.)	Altenaer Kreisblatt	4,600	6	Ind.	Buchdruckerei P. A. Santz
Aschaffenburg (Bav.)	Fränkische Landesztg.	40,800	6	Ind.	Verlag Fränkische Landeszeitung GmbH.
	Main-Echo	54,500	6	Ind.	Verlag Main-Echo, Kirsch & Co. GmbH.
Augsburg	Schwabische Landeszeitung	168,300	6	Ind.	Presse Druck u. Verlags GmbH.
Aurich (Hann.)	Ostfriesische Nachrichten	6,500	6	Ind.	Verlag A. H. F. Dunkman
Backnang	Backnanger Kreiszeitung	9,500	6	Ind.	Friedr. Stroh, Buchdruckerei u. Verlag
Baden-Baden (Bad.)	Badisches Tagblatt	30,800	6	Ind.	Verlag Badisches Tagblatt.
Balingen	Balinger Volksfreund	18,300	6	Ind.	Verlag Hermann Daniel
Bassum (Hann.)	Bassumer Anzeiger	1,200	6	Ind.	Buchdruckerei u. Verlag Herm. Gallmeier.
Bayreuth (Bav.)	Bayreuther Tagblatt	11,900	6	Ind.	Buchdruckerei u. Verlag Lorenz Ellwanger Inh. Albert Ellwanger.
	Fränkische Presse	36,300	6	Ind.	Julius Steeger & Co. GmbH.
Bendorf (Rh.-Pf.)	Bendorfer Zeitung	1,400	6	Ind.	Verlag Joh. Schwenkmesger.
Bensheim (Hesse)	Bergsträsser Anzeigeblatt	5,400	6	Ind.	Verlag Wilhelm Hezu. Co., GmbH.
Berlin	Der Abend	99,200	6	Ind.	Verlag Der Abend GmbH.
	Berliner Morgenpost	239,300	6	Ind.	Verlag Ullstein A. G.
	BZ	223,600	6	Ind.	Verlag Ullstein A. G.
	Der Kurier	35,400	6	Ind.	Neue Verlagsgesellschaft "Der Kurier" GmbH.
	nacht-depesche	48,900	6	Ind.	Telegraf Verlag GmbH.
	Der Tag	27,400	5	Ind.	Deutschland Verlag GmbH.
	Der Tagesspiegel	102,400	6	Ind.	Verlag "Der Tagesspiegel" GmbH.
	Telegraf	111,500	5	Ind.	Telegraf Verlag GmbH.
Berlin-Spandau	Spandauer Volksblatt	26,700	6	Ind.	Erich Lezinsky Verlag u. Buchdruckerei GmbH.
Bielefeld (Westf.)	Freie Presse	95,900	6	SD	Verlag Phönix GmbH.
	Westfälische Zeitung	33,300	3	Ind.	Verlag J. D. Küster Nacht.
	Westfalen-Zeitung	83,400	6	Ind.	Verlag Vereinigte Westfalen-Zeitungen GmbH.
Bietigheim (Bad.)	Enz.-u.-Metter-Bote	6,300	6	Ind.	Verlag Gläser u. Kümmerle
Billerbeck	Billerbecker Anzeiger	.....	6	CDU	Verlag M. Knüppel.
Bocholt (Rh.-Pf.)	Bocholter-Borkener Volksblatt	10,500	6	CDU	Verlag J. und A. Temming
Böblingen (Bad.)	Böblinger Bote	7,700	6	Ind.	Verlag Wilhelm Schlecht-'sche Buchdruckerei.
Bonn	Bonner Rundschau	24,000	6	CDU	Kölnische Rundschau Verlag Deutsche Glocke, GmbH.
	Generalanzeiger	39,000	6	Ind.	H. Neusser Bonner Zeitungs-druckerei u. Verlagsanstalt, K. G.
Borken (Rh.-Pf.)	Borkener Zeitung	6,100	6	CDU	Verlag J. Mergelsberg.
Bramstedt Bad	Bramstedter Nachrichten	.....	6	Ind.	Verlag Kuno Paustian
Braunschweig (Hann.)	Anzeigenring Süd-Niedersachsen	56,400	6	Ind.	.....
	Braunschweiger Nachrichten	11,700	6	Ind.	Braunschweiger Nachrichten.
	Braunschweiger Zeitung	122,200	6	Ind.	Verlag Eckensberger u. Co.
Bremen	Bremer Nachrichten	44,600	6	Ind.	Carl Schünemann.
	Weser-Kurier	93,400	6	Ind.	Verlag Weser-Kurier GmbH.
Bremen-Vegesack	Norddeutsche Volkszeitung	12,800	6	Ind.	Verlag Friedrich Pörtner K. G.
	Zeitungsring rund um Bremen	38,500	6	Ind.	Verlag Friedrich Pörtner K. G.
Bremerhaven	Nordsee-Zeitung	137,100	6	Ind.	Norddeutscher Verlag Ditzer u. Co.
Bremervörde	Bremervörder Zeitung	5,500	6	Ind.	Verlag Bernhard Borghardt.
Brinkum über Bremen (Hann.)	Allgemeiner Kreisanzeiger	3,800	6	Ind.	Allgemeiner Kreisanzeiger W. Krieghoff.
Brunsbüttelkoog	Brunsbüttelkooger Zeitung	1,300	6	Ind.	Detlev-Hinz Buchdruckerei.
Bückeburg (Hann.)	Schaumburg-Lipp. Landeszeitung	3,100	6	Ind.	Verlag Grimmesche Hofbuchdruckerei.
Bühl (Bad.)	Acher-und-Bühler Bote	12,300	6	Ind.	Mittelbadischer Zeitungsverlag GmbH.
Burg (Rh.-Pf.)	Fehmarnsches Tageblatt	.....	6	Ind.	Verlag Gallus Huber.
Bürstadt	Bürstädter Zeitung	1,900	6	Ind.	Druckerei u. Verlag Franz Träger.
Burgdorf-Lehrte (Hann.)	Burgdorfer Kreisblatt	9,600	6	Ind.	Verlag W. Rumpeltin.
Burscheid (Rh.-Pf.)	Bergische Volksbote	2,800	6	Ind.	Verlag Bergischer Volksbote.
Butzbach (Hesse)	Butzbacher Zeitung	4,800	6	Ind.	Butzbacher Zeitung Druckerei u. Verlag W. Gratzfeld.
Buxtehude (Hann.)	Buxtehude Tageblatt	3,600	6	Ind.	Verlag A. Pockwitz Nach. Karl Krause.
Calw (Bad.)	Calwer Tagblatt	8,200	6	Ind.	Paul Adolff-A. Oelschlager-'sche Buchdruckerei.
Celle (Hann.)	Cellesche Zeitung	19,000	6	Ind.	Schweiger und Pick.
Clausthal-Zellerfeld (Hann.)	Öffentliche Anzeigen für den Harz	3,500	6	Ind.	Verlagsanstalt Gustav Sauerbrey.
Coburg (Hann.)	Coburger Tageblatt	20,200	6	Ind.	Coburger Tageblatt P. Colbatsky.
Cloppenburg	Munsterl. Tageszeitung	10,300	6	Ind.	Hermann Imsieche Druckerei Verlag.
Coesfeld (Westf.)	Allgemeine Zeitung	6,500	6	CDU	Verlag J. Fleibig.
Cuxhaven (Hann.)	Cuxhavener Zeitung	5,700	6	Ind.	Verlag Alexander Gruter Nachf. K.A.
Darmstadt (Hesse)	Darmstädter Echo	50,700	6	Ind.	Verlag u. Druckerei GmbH.
	Darmstädter Tagblatt	18,800	6	Ind.	Verlag Darmstädter Tagblatt GmbH.
Delmenhorst (Westf.)	Kreisblatt	12,300	6	Ind.	Verlag Siegfried Rieck.
Detmold (Westf.)	Lippische Landeszeitung	21,900	6	Ind.	Lippische Zeitungsverlag GmbH.
Diepholz (Hann.)	Kreisblatt	12,900	6	Ind.	Verlag Schroeder u. Plenge.
Dietenheim	Illertal Bote	1,200	6	Ind.	Verlag Gebr. Ranz.
Dillenburg (Hesse)	Dill-Zeitung	10,900	6	Ind.	Verlag Bucndruckerei E. Weidenbach.
Dortmund (Westf.)	Ruhr-Nachrichten	185,400	6	Ind.	Verlag Ruhr-Nachrichten GmbH.
	Westdeutsches Tageblatt	28,800	6	Ind.	Westdeutscher Verlag GmbH.
	Westfälische Rundschau	250,800	6	Ind.	Westfälische Verlags GmbH.
Duderstadt (Hann.)	Südhannoversche Volkszeitung	3,200	6	Ind.	Südhannoversche Volkszeitung Georg Hövener.
Dülmen	Dülmener Zeitung	3,300	6	CDU	Verlag J. Horstmann.
Düren (Westf.)	Dürener Lokal-Anzeiger	5,200	6	Ind.	Verlag Jakob Schiffer.

(Continued on Page 400)

DAILY NEWSPAPERS OF EUROPE—Continued

GERMANY—Continued

City	Name of Paper	Circulation	Days Published	Politics	Editor or Publisher
Düsseldorf (Westf.)	Düsseldorfer Nachrichten	48,300	6	Ind.	Westdeutscher Zeitungsverlag GmbH.
	Der Mittag	49,500	6	Ind.	Droste Verlag u. Druckerei
	Spätausgabe Der Mittag	51,800	7	Ind.	Droste Verlag u. Druckerei
	Neue Rhein Zeitung	219,200	6	Ind.	Rhein-Westfälische Verlagsgesellschaft mbH.
	Rheinische Post	255,300	6	CDU	Rheinisch-Bergische Druckerei u. Verlags GmbH.
	Rhein-Wupper-Ruhr Anzeigenring	251,300	6	Ind.	.....
Düsseldorf-Benrath (Westf.)	Benrather Tageblatt	5,000	6	Ind.	Verlag Tischler u. Schäffer.
Duisburg	Duisburger General-Anzeiger	27,500	6	Ind.	Carl Lange Verlag.
Eberbach (Bad.)	Stadt-u.-Landbote	2,700	6	Ind.	Buchdruckerei u. Verlag Wilhelm Krauth.
Eckernförde	Eckernförder Zeitung	.....	6	Ind.	Verlag J. C. Schwensen.
Einbeck	Morgenpost	4,900	6	Ind.	Verlag Heinrich Ruttgerodt
Emden (Hann.)	Rhein-Ems Zeitung	5,900	6	Ind.	Gerhard-Verlag.
Emsdetten	Emsdettener Volkszeitung	2,800	6	CDU	Verlag H. u. J. Lechte.
Eppingen	Eppinger Zeitung	2,600	6	Ind.	Buchdruckerei u. Verlag Heinrich Luz.
Erlangen	Erlanger Tagblatt	8,300	6	Ind.	Verlag Junge u. Sohn.
Eschwege (Hesse)	Werra-Rundschau	8,600	6	Ind.	Werra Verlag GmbH.
Essen	Neue Ruhr Zeitung	223,900	6	Ind.	Rheinisch-Westfälische Verlags GmbH.
	Ruhr-Nachrichten				
	Westdeutsche Allgemeine	384,400	6	Ind.	Westdeutsche Allgemeine Verlags GmbH.
Esslingen (Bad.)	Esslinger Zeitung	27,000	6	Ind.	Verlag Esslinger Zeitung GmbH.
Ettlingen (Bad.)	Ettlinger Zeitung	2,400	6	Ind.	Druckerei Alfred Graf.
Fellbach (Bad.)	Fellbacher Zeitung	4,300	6	Ind.	Verlagsdruckerei Conradi u. Co.
Flensburg	Flensborg Avis	11,000	6	Ind.	Flensborg Avis A.G.
	Flensburger Tageblatt	53,300	6	Ind.	Flensburger Zeitungsverlag GmbH.
	Südschleswigsche Heimatzeitung	10,000	6	.....	Südschleswigscher Verlag GmbH.
Frankenberg	Frankenberger Zeitung	2,900	6	Ind.	Buchdruckerei Franz Kahm.
Frankfurt	Abendpost	165,400	6	Ind.	Bintz-Verlag GmbH. u. Dohany Druckerei.
	Frankfurter Allgemeine	177,200	6	Ind.	Verlag Frankfurter Allgemeine GmbH.
	Frankfurter Nachtausgabe	114,200	7	Ind.	Verlag Neue Presse GmbH.
	Frankfurter Neue Presse	111,300	6	Ind.	Verlag Neue Presse GmbH.
	Frankfurter Rundschau	119,000	6	Ind.	Druck u. Verlagshaus Frankfurt a.M. GmbH.
Frankfurt (Main)-West	Bockenheimer Lokalanzeiger	5,000	7	.....	.....
Freiburg (Bad.)	Badische Zeitung	83,800	6	Ind.	Badischer Verlag GmbH.
	Süd-West Rundschau	8,400	6	SD	Ring Druck u. Verlag GmbH.
Freising (Bav.)	Freisinger Tagblatt	8,700	6	Ind.	Dr. Franz Paul Datterer.
Freudenstadt (Bad.)	Schwarzwald Zeitung, Der Grenzer	4,400	6	Ind.	Verlag Buchdruckerei Oskar Kaupert.
Friedburg-Bad (Hesse) Nauheim	Wetterauer-Zeitung	9,300	6	Ind.	Mittelhessische Druck u. Verlags GmbH.
Füssen (Bav.)	Füssener Blatt	2,800	6	Ind.	B. Holdenried Buchdruckerei Gebr. Keller.
Fulda (Hesse)	Fuldaer Volkszeitung	21,400	6	Ind.	Fuldaer Verlagsanstalt GmbH.
	Fuldaer Zeitung	22,600	6	Ind.	Verlag Parzeller u. Co. vorm. Fuldaer Aktiendruckerei.
Gaildorf (Bad.)	Der Kocherbote	3,300	6	Ind.	Buchdruckerei Hermann Schwend.
Gandersheim, Bad. (Hann.)	Kreisblatt	2,600	6	Ind.	Verlag C. F. Hertel.
Geislingen (Bad.)	Geislinger Zeitung	6,800	6	Ind.	Verlag Carl Maurersche Buchdruckerei.
Gelnhausen	Gelnhauser Tageblatt	2,400	6	Ind.	Verlag F. W. Kalbfleisch.
Gelsenkirchen-Buer (Westf.)	Buersche Zeitung	130,000	6	Ind.	Verlag Buersche Druckerei GmbH.
Gerabronn-Hohenloher (Bad.)	Tagblatt	10,500	6	Ind.	Hohenlicher Druckerei u. Verlagshaus.
Gevelsberg (Westf.)	Gevelsberger Zeitung	7,200	6	Ind.	Verlag Phil. Baltin.
Giessen	Giessener Freie Presse	27,300	6	Ind.	Mittelhessische Druck-u. Verlagsgesellschaft mbH.
Giessen-Bad Homburg (Hesse)	Giessener Anzeiger	28,500	6	Ind.	Brühlsche Universitätsdruckerei.
Gifhorn (Hann.)	Aller-Zeitung	15,800	6	Ind.	Verlag Adolf Enke oHG. Buchdruckerei u. Zeitungsverlag.
Glückstadt (Rh.-Pf.)	Glückstädter Fortuna	.....	6	Ind.	J. J. Augustin Verlag.
Göppingen (Bad.)	Neue Württembergische Zeitung	53,800	6	Ind.	Zeitungsverlag u. Druckhaus GmbH.
Göttingen (Hann.)	Göttinger Tageblatt	34,200	6	Ind.	Verlag Gebr. Wurm.
Goslar (Hann.)	Goslarsche Zeitung	15,500	6	Ind.	Verlag Karl Krause.
Graben (Bad.)	Badische Hardt	2,400	6	Ind.	Verlag Badische Hardt J. Notheis
Gross Gerau (Hesse)	Heimatzeitung des Kreises Gross Gerau	5,900	6	Ind.	Druck u. Verlagshaus Phil L. Fink K. G.
Gummersbach (Westf.)	Oberbergische Volkszeitung	16,000	6	Ind.	Verlag Deutsche Glocke GmbH.
Hagen (Westf.)	Westfalenpost	119,400	6	Ind.	Verlag Westfalenpost GmbH.
Halle (Westf.)	Haller Kreisblatt	7,400	6	Ind.	Verlag Meyer u. Beckmann.
Hamburg	Bild-Zeitung	2,791,200	6	Ind.	Axel Springer u. Sohn.
	Hamburger Abendblatt	339,700	5	Ind.	Axel Springer u. Sohn.
	Hamburger Anzeiger	48,200	6	Ind.	Girardet u. Co.
	Hamburger Echo	57,800	6	Ind.	Hamburger Buchdruckerei u. Verlagsanstalt "Auerdruck" GmbH.
	Hamburger Morgenpost	250,800	6	Ind.	Allgemeine Druckerei u. Presseverlags GmbH.
	Die Welt	193,500	6	Ind.	Die Welt Verlags GmbH.
Hamburg-Bergedorf	Bergedorfer Zeitung	11,500	6	Ind.	Verlag Bergedorfer Buchdruckerei von Ed. Wagner.
	Norddeutscher Nachrichten	10,700	6	Ind.	Kröger's Buch u. Verlagsdruckerei
Hamburg-Harburg	Harburger Anzeigen u. Nachrichten	19,200	6	Ind.	Verlag G. Lühmann C. Hergeröder's Nachf.
Hameln (Hann.)	Deister und Weserzeitung	19,800	6	Ind.	Verlag C. W. Niemeyer.
Hamm (Westf.)	Westfälische Anzeiger u. Kurier	32,200	6	Ind.	West. Heimatverlag GmbH.
Hanau (Hesse)	Hanauer Anzeiger	13,000	6	Ind.	Verlag Hanauer Anzeiger.
Hannover (Hann.)	Allgemeine Zeitung	118,500	6	Ind.	A. Madsack u. Co. Verlags GmbH.
	Hannoversche Presse	157,600	6	Ind.	Hannoversche Druck u. Verlags GmbH.
	Norddeutsche Zeitung	44,200	6	Ind.	Norddeutsche Verlags GmbH.
Hannover-Münden	Mündensche Nachrichten	2,900	6	Ind.	W. Klugkist, Inh. Bretz u. Guttzeit.
Harzburg, Bad.	Harzburger Zeitung	3,800	6	Ind.	Verlag H. O. Rosdorff, K.A.
Hattingen (Westf.)	Die Heimat am Mittag	6,000	6	Ind.	Verlag C. Hundt Sel. Wwe.
Hechingen (Bad.)	Hohenzollerische Zeitung	18,400	6	Ind.	Verlag Aug. Pretzl.
Heide (Rh.-Pf.)	Ditmarscher Landeszeitung	15,500	6	Ind.	West-Holsteinische Verlagsanstalt u. Verlagsdruckerei Boyns u. Co.
Heidelberg (Bad.)	Heidelberger Tageblatt	20,700	6	Ind.	Verlag Heidelberger Tageblatt GmbH.
	Rhein-Neckar Zeitung	65,500	6	Ind.	Verlag Rhein-Neckar Zeitung GmbH.
Heidenheim (Bad.)	Neueste Nachrichten	5,300	6	Ind.	Heidenheimer Neueste Nachrichten.
	Heidenheimer Zeitung	15,800	6	Ind.	Verlagsanstalt u. Buchdruckerei C. F. Rees, GmbH.
Heilbronn (Bad.)	Heilbronner Stimme	56,200	6	Ind.	Verlag Heilbronner Stimme GmbH.
Herne (Westf.)	Herner Zeitung	7,100	6	Ind.	Verlag C. Th. Kartenberg.
Hersbruck	Hersbrucker Zeitung	5,200	6	Ind.	Karl Pfeiffers Druckerei u. Verlag.
Herzberg (Hann.)	Kreis-Zeitung	2,500	6	Ind.	G. F. Preiss und Erwin Jungier.
Hilden (Westf.)	Hildener Zeitung	3,500	6	Ind.	Verlag Fr. Peters.
Hildesheim (Hann.)	Allgemeine Zeitung	24,900	6	Ind.	Verlag Gebr. Gerstenberg K.G.
Hofgeismar (Saale)	Hofgeismarer Zeitung	1,000	6	Ind.	Verlag Paul Schulz Inh. Wilhelm Schulz.
Hohenlimburg (Westf.)	Neue Hohenlimburger Zeitung	1,800	6	Ind.	Verlag Wilhelm Schulte.
Holzminden (Hann.)	Tägliche Anzeiger	8,300	6	Ind.	Weserland Verlag.
Homberg (Kassel)	Kreisblatt für Fritzlar-Homberg	3,100	6	Ind.	Kreisblatt Verlag, Wiegand & Co., K. G.
Homburg v.d.H., Bad.	Der Taunusbote	4,700	6	Ind.	Dr. Alexander Krebs.
Horb	Neckar Chronik	4,300	6	Ind.	Verlag Paul Christian.
Husum	Nordfriesische Nachrichten	15,400	6	Ind.	Verlag Friedrich Petersen.
Ibbenbüren (Westf.)	Volkszeitung	7,300	6	Ind.	Ibbenbürener Vereinsdruckerei GmbH.
	Tecklenburger Kreisblatt	3,900	6	Ind.	Verlag Bernhard Scholten.
Idar-Oberstein (Rh.-Pf.)	Nachrichten	14,100	6	Ind.	Ferd. Harrach, K. G.
Immenstadt (Bav.)	Allgäuer Anzeigeblatt	12,200	6	Ind.	J. Eberl K.A.
Ingelheim (Rh.-Pf.)	Zeitung	3,900	6	Ind.	Druckerei u. Verlag Karl Wolf, Inh. Ludwig Winternheimer.
Ingolstadt (Bav.)	Donau-Kurier	48,500	6	Ind.	Verlag Donau Kurier GmbH.
Iserlohn (Westf.)	Kreisanzeiger u. Zeitung	12,000	6	Ind.	Buchdruckerei u. Verlagsanstalt Rudolph Wichelhoven, K. G.
Itzehoe	Norddeutsche Rundschau	20,500	6	Ind.	Rundschau Druckerei u. Verlagsanstalt GmbH.
Jever (Hann.)	Jeversches Wochenblatt	5,900	6	Ind.	Verlag C. L. Mettcker u. Söhne.
Jork (Hann.)	Altländer Zeitung	1,600	6	Ind.	Verlag A. Pockwitz, Nachf. Karl Krause.
Kaiserslautern (Rh.-Pf.)	Pfälzische Volkszeitung	9,800	6	Ind.	Verlag Pfälzische Volkszeitung GmbH.
Kappeln (Sch.-H.)	Schleibote	2,800	6	Ind.	Schleswig-Holsteinische Tagespost GmbH.
Karlsruhe (Bad.)	Badische Neueste Nachrichten	124,700	6	Ind.	Verlag Badendruck GmbH.
	Badische Volkszeitung	22,900	6	.....	Badenia, Verlag u. Druckerei A.G.
	Der Block	115,800	6	Ind.	Anzeigenverwaltung Annoncenexpedition Krais GmbH.
Karlsruhe-Durlach	Durlacher Tageblatt	2,200	6	Ind.	Buchdruckerei Adolf Dups K. G.
Kassel (Hesse)	Hessische Nachrichten	77,800	6	Ind.	Hessische Druck u. Verlagsanstalt GmbH.
	Kasseler Post	34,100	6	Ind.	Verlag Schneider u. Weber, K. G.
	Kasseler Zeitung	41,100	6	Ind.	Kasseler Druck u. Verlagshaus, GmbH.
Kehl	Kehler Zeitung	7,200	6	Ind.	Verlag A. Morstadt
Kellinghusen	Stör Bote	.....	6	Ind.	.....
Kempten (Bav.)	Der Allgäuer	70,000	6	Ind.	Allgäuer Heimatverlag.
Kettwig (Westf.)	Kettwiger Zeitung	2,500	6	Ind.	Verlag Paul Flothmann.
Kiel	Kieler Nachrichten	96,400	6	Ind.	Verlag Kieler Nachrichten GmbH.
	Schleswig-Holsteinische Volkszeitung	46,700	6	Ind.	Verlag Haase Druck GmbH.
Kirchheim u. Teck (Bad.)	Der Teckbote	10,000	6	Ind.	A. Gottlieb u. J. Osswald Buchdruckereien.
Kirn (Rh.-Pf.)	Kirner Zeitung	1,500	6	Ind.	Verlag Fritz Föhlinger.
Koblenz (Rh.-Pf.)	Rhein-Zeitung	168,900	6	Ind.	Mittelrhein Verlag GmbH.
Köln (Westf.)	Kölner Stadt-Anzeiger	180,200	6	Ind.	Verlag M. Du Mont Schauberg.
	Kölnische Rundschau	153,800	6	Ind.	Verlag Deutsche Glocke GmbH.
	Neue Rhein Zeitung	223,900	6	Ind.	Rhein-Westfälische Verlags GmbH.
Konstanz (Bad.)	Südkurier	83,900	6	Ind.	Verlag Südkurier GmbH.
Korbach (Hesse)	Waldeckische Landeszeitung	13,800	6	Ind.	Verlag Wilhelm Bing, oHG.
Krefeld (Westf.)	Westdeutsche Zeitung	29,500	6	Ind.	Westdeutsche Zeitungsverlag GmbH.
Kulmbach (Bav.)	Bayerische Rundschau	10,300	6	.....	E. C. Baumann, K. G.
Kusel (Rh.-Pf.)	Kuseler Tageblatt	1,400	6	.....	Verlag Kuseler Tageblatt, oHG.
Lahr (Bad.)	Lahrer Anzeiger	5,100	6	Ind.	Lahrer Anzeiger GmbH., Druckerei u. Verlag.
	Lahrer Zeitung	10,200	6	Ind.	Verlag Moritz Schauenburg
Lambrecht (Rh.-Pf.)	Talpost	1,200	6	.....	Edeldruck, Buchdruckerei A. Edel.
Lampertheim (Hesse)	Zeitung	3,400	6	Ind.	Verlag Karl Möck.
Landau (Rh.-Pf.)	Pfälzer Tageblatt	23,600	6	Ind.	Pfälzer Tageblatt Verlag GmbH.
Landsberg (Bav.)	Landsberger Zeitung	3,000	6	Chr.	Verlag Martin Neumeyer.
Landstuhl (Rh.-Pf.)	Landstuhler Zeitung	5,000	6	Ind.	Verlagsdruckerei Ed Bau.
Lauenburg (Hann.)	Lauenburgische Landeszeitung	3,100	6	Ind.	Verlag Gebr. Borchers.
Lauterbach (Hesse)	Lauterbacher Anzeiger	3,600	6	Ind.	Verlag Friedrich Ehrenklau
Lauterberg (Bad.)	Bad Lauterberger Tageblatt	1,800	6	Ind.	Buchdruckerei C. Kohlmann.
Leer (Hann.)	Ostfriesen-Zeitung	24,900	6	Ind.	Verlag Ostfriesen-Zeitung GmbH.
Leonberg (Bad.)	Kreiszeitung	9,500	6	Ind.	Verlag Lindenbergersche Buchdruckerei Willy Reichert.
Leutkirch (Bad.)	Schwäbische Zeitung	114,900	6	Ind.	Schwäbischer Verlag, K. G.
Lilienthal (Hann.)	Wümme-Zeitung	3,300	6	Ind.	Buchdruckerei J. C. Meister.
Limburg (Hesse)	Nassauer Bote	9,500	6	Ind.	Verlag Limburger Vereinsdruckerei GmbH.
Lingen (Hann.)	Volksbote	3,100	6	Ind.	Verlag R. van Acken.
Lohr	Lohrer Zeitung	2,000	6	.....	Verlag C. Keller.
Ludwigsburg (Bad.)	Kreiszeitung	23,500	6	Ind.	Verlag Ungeheuer u. Ulmer, K. G.
Ludwigshafen (Rh.-Pf.)	General Anzeiger	.....	6	Ind.	Rheinpfalz Verlag u. Druckerei GmbH.
	Die Rheinpfalz	164,300	6	Ind.	Rheinpfalz Verlag u. Druckerei GmbH.
Ludwigshafen-Oppau (Rh.-Pf.)	Oppau-Edigheimer Lokalanzeiger	1,000	6	Ind.	Druckerei Walter Eitz.
Lübeck (Rh.-Pf.)	Freie Presse	13,800	6	SD.	Lübecker Freie Presse GmbH.
	Nachrichten	82,400	6	Ind.	Lübecker Nachrichten GmbH.

DAILY NEWSPAPERS OF EUROPE—Continued

GERMANY—Continued

City	Name of Paper	Circulation	Days Published	Politics	Editor or Publisher
Lichow (Hann.)	Elbe-Jeetzel Zeitung	10,700	6	Ind.	Elbe-Jeetzel Verlag GmbH.
Ludenscheid (Westf.)	Nachrichten	11,400	6	Ind.	Lüdenscheider Verlagsgesellschaft W. Berg, K. G.
Lüdinghausen (Westf.)	Zeitung	6,300	6	CDU	Verlag A. Schnieder.
Lüneburg (Hann.)	Landeszeitung für die Lüneburger Heide	18,800	6	Ind.	Verlagsgesellschaft Lüneburger Heide GmbH.
	Niedersächsischer Zeitung u. Verlag	100,200	6	Ind.	Niedersächsische Zeitungsverlag GmbH.
Mainz (Rh.-Pf.)	Allgemeine Zeitung	98,900	6	Ind.	Mainzer Zeitungsverlags GmbH.
Mannheim (Bad.)	Allgemeine Zeitung für Nordbaden u. die Pfalz	30,000	6	SD	Druckerei u. Verlags GmbH.
	Mannheimer Morgan	121,100	6	.....	Mannheimer Verlagsanstalt u. Druckerei Will u. Rothe, K. G.
Marbach (Bad.)	Zeitung	3,400	6	.....	Verlag Adolf Remppis.
Marburg (Hesse)	Oberhessische Presse	23,200	6	.....	Verlag Oberhessische Presse GmbH.
Marne (Sch.-H.)	Zeitung	2,800	6	Ind.	Verlag G. Probst, vorm. L. Altmüller.
Meinerzhagen (Westf.)	Zeitung	2,800	6	Ind.	Verlag Walther Kämper.
Meisenheim (Rh.-Pf.)	Allgemeine Anzeiger	3,100	6	Ind.	Verlag J. Feickert.
Melle (Hann.)	Meller Kreisblatt	4,100	6	Ind.	Verlag Bernhard Scholten, oHG.
Melsungen (Hesse)	Tageblatt	1,600	6	Ind.	Verlag A. Bernecker.
Memmingen	Zeitung	13,500	6	Ind.	Verlagsdruckerei GmbH.
Menden (Westf.)	Zeitung	1,900	6	Ind.	Verlag W. Riedel, K. G.
Mergentheim (Bad.)	Tauber-Zeitung	5,900	6	Ind.	Verlag J. Thommsche Buchdruckerei
Mettmann	Die Niederbergische Mettermanner Zeitung	.....	6	Ind.	Verlag Otto Kolp.
Metzingen	Metzinger-Uracher Volksblatt	6,400	6	Ind.	Georg Hauser.
Minden (Westf.)	Tageblatt	14,500	6	Ind.	J.C.C. Bruns.
Meschede-Gladbach (Westf.)	Westdeutsche Zeitung	16,500	6	Ind.	Westdeutscher Zeitungsverlag GmbH.
Mühlacker (Bad.)	Tagblatt	4,300	6	Ind.	Verlag Karl Elser.
München	Abendzeitung	90,000	6	Ind.	Verlag Abendzeitung GmbH.
	Münchner Merkur	164,800	6	Ind.	Münchner Zeitungsverlag, K. G.
	Süddeutsche Zeitung	206,000	6	Ind.	Süddeutscher Verlag GmbH.
Münsingen (Bad.)	Alb-Bote	5,100	6	Ind.	Verlag C. L. Baader.
Münster (Westf.)	Zeitung	52,800	6	Ind.	Verlagsgesellschaft Fahle, oHG.
	Westfälische Nachrichten	92,600	6	CDU	Verlag Westfälische Nachrichten GmbH.
Neckarsulm (Bad.)	Unterlander Volkszeitung	3,000	6	Chr.	Druck und Verlag Otto Welker
Neuenbürg	Der Enztaler	5,000	6	Ind.	Verlag Fr. Biesinger
Neumünster (Sch.-H.)	Holsteinischer Courier	13,300	6	Ind.	Karl Wachholtz Verlag.
Neustadt (Coburg)	Tageblatt	2,500	6	Ind.	Gemeinschaftsverlag.
Neustadt (Sch.-H.)	Neustadter Tageblatt	1,500	6	Ind.	Verlag H. Ehlers.
Neuwied	Zeitung	8,200	6	Ind.	Neuwieder Zeitungsverlags Dr. R. Strüder.
Nienburg (Hann.)	Die Harke	13,700	6	Ind.	Verlag J. Hoffmann u. Co.
Norden (Hann.)	Ostfriesischer Kurier	8,700	6	Ind.	Verlag Heinrich Soltau.
Nordenham (Hann.)	Kreiszeitung Weservarsch	6,500	6	Ind.	Wilhelm Böning Buchdruckerei u. Verlag.
Norderney (Hann.)	Badezeitung	1,300	6	.....	Soltausche Buchdruckerei.
Nordhorn (Hann.)	Grafschafter Nachrichten	10,200	6	Ind.	Verlag Grafschafter Nachrichten.
Northeim (Hann.)	Neueste Nachrichten	5,700	6	Ind.	Buchdruckerei Paul Hahnwald.
Nürnberg (Bav.)	8-Uhr-Blatt	65,700	6	Ind.	Noris Verlag GmbH.
	Fränkische Tagespost	25,000	6	SD	Verlag Fränkische, Verlagsanstelt u. Buchdruckerei, GmbH.
	Nachrichten	163,200	6	Ind.	Nürnberger Presse; Drexel, Merkel u. Co.
	Zeitung	45,700	6	Ind.	Nordbayerische Verlags GmbH.
Nürtingen (Bad.)	Zeitung	11,200	6	Ind.	Verlag Senner-Druck, Gustav Senner.
Oberhausen (Westf.)	Ruhrwacht	18,300	6	Chr.	Vereinigte Verlagsanstalten GmbH.
Oberkirch (Bad.)	Renchtal-Zeitung	4,400	6	Ind.	Buchdruckerei Aug. Sturn, oHG.
Oberlahnstein (Rh.-Pf.)	Rhein-Post	12,100	6	Ind.	Verlag Fritz Nohr u. Söhne, K. G.
Oberndorf (Bad.)	Schwarzwalder Bote	78,100	6	Ind.	Verlag Schwarzwalder Bote, K. G.
Ochsenfurt	Ochsenfurter Zeitung	2,000	6	Ind.	Buchdruckerei Anton Weltz.
Ochtrup	Tageblatt fur den Kreis Steinfurt	2,100	6	CDU	Verlag K. Kirch.
Oelde (Westf.)	Die Glocke	35,700	6	CDU	Verlag E. Holterdorf.
Oeynhausen (Bad.)	Anzeiger u. Tageblatt	4,200	6	Ind.	Scherer u. Co.
Offenbach (Hesse)	Offenbach-Post	36,200	6	Ind.	Bintz-Verlag GmbH und Dohany Druck, oHG.
Offenburg (Bad.)	Tageblatt	31,500	6	Ind.	Verlag E. Reiff u. Cie.
Oldenburg (Sch.-H.)	Ostholsteinische Kreis-Rundschau	3,200	6	Ind.	Holsteinische Druck u. Verlag, A. G.
Oldenburg (Hann.)	Nordwest Zeitung	92,700	6	Ind.	.....
Oldesloe, Bad, (Rh.-Pf.)	Stormarner Tageblatt	5,300	6	Ind.	Verlag J. Schütbe.
Olpe (Westf.)	Sauerländisches Volksblatt	4,500	6	Ind.	Verlagsanstalt F. X. Ruegenberg.
Oppenheim (Hesse)	Rheinhessische Landeszeitung	6,500	6	Ind.	Verlag Wilhelm Traumuller
Osnabrück	Neue Tagespost	66,500	6	Ind.	Verlag Neue Tagespost, GmbH.
	Tageblatt	30,000	6	Ind.	Verlag Meinders und Elstermann (J. G. Kisling).
Osterholz-Scharmbeck (Hann.)	Kreisblatt	4,100	6	Ind.	Druckerei u. Verlag H. Saade.
Osterod	Kreis-Anzeiger	3,800	6	Ind.	Giebel u. Oehlschlägel, K. G.
Otterdorf (Hann.)	Niederelbe Zeitung	10,200	6	.....	Zeitungsverlag Hottendorff, K. G.
Paderborn (Westf.)	Westfälisches Volksblatt	17,400	6	Ind.	Verlag Westfälisches Volksblatt GmbH.
Pforzheim (Bad.)	Zeitung	28,400	6	Ind.	Pforzheimer Verlagsanstalt GmbH.
Pfullingen	Zeitung	1,500	6	Ind.	Verlag Pfullinger Zeitung
Pinneberg (Sch.-H.)	Holsteiner Nachrichten	17,200	6	Ind.	Verlag Koch, Beig, Heydorn und Prange.
Pirmasens (Rh.-Pf.)	Zeitung	14,300	6	Ind.	Verlag Adolf Deil, K. G.
Plettenberg (Westf.)	Süderländer Tageblatt	4,500	6	Ind.	Verlag O. Hundt, oHG.
Plön (Rh.-Pf.)	Ost-Holsteinisches Tageblatt	2,500	6	Ind.	Hermann Sönksens Druckerei u. Verlag.
Preetz (Sch.-H.)	Zeitung	.....	6	.....	J. M. Hansen Druckerei u. Verlag.
Quakenbrück (Hann.)	Bersenbrücker Tageszeitung	.....	6	Ind.	Handelsdruckerei C. Trute.
Ratzeburg	Lauenburgische Zeitung	1,400	6	Ind.	Hans Balt, K. G.
Recklinghausen (Westf.)	Neueste Zeitung	15,000	6	CDU	Verlag Neueste Zeitung GmbH.
	Recklinghauser Zeitung	35,200	6	Ind.	Verlagsdruckerei J. Bauer, K. G.
Regensburg	Mittelbayerische Zeitung	72,000	6	Ind.	Mittelbayerische Druckerei u Verlags GmbH.
Remscheid (Westf.)	General Anzeiger	19,900	6	Ind.	J. F. Ziegler, K. G.
Rendsburg	Tagespost	22,500	6	Ind.	Schleswig-Holsteinische Tagespost, GmbH.
Reutlingen (Bad.)	General Anzeiger	25,200	6	Ind.	Verlag Oertel u. Spörer, K. G.
	Nachrichten	3,700	6	Ind.	Verlag Reutlinger Nachrichten.
Rheine (Westf.)	Münsterländische Volkszeitung	7,200	6	CDU	Verlag H. U. J. Altmeyrson.
Rinteln (Hann.)	Schaumburger Zeitung	7,300	6	Ind.	C. Bösendahl Druckerei u. Verlag.
Rosenheim (Bav.)	Oberbayerisches Volksblatt	40,800	6	Ind.	Buchdr. u. Verlag Oberbayerisches Volksblatt GmbH.
Rotenburg	Kreiszeitung	7,200	6	Ind.	Verlag Karl Sasse.
Rothenburg	Fränkische Anzeiger	4,700	6	Ind.	Schneidersche Buchdruckerei Gebr. Schneider.
Rottenburg	Rottenburger Post	4,600	6	Ind.	.....
Saarbrücken	Saarbrücker Zeitung	150,000	6	Ind.	Presse-Verlag.
	Saarländische Volkszeitung	65,000	6	Chr.	.....
Schifferstadt (Rh.-Pf.)	Tagblatt	2,300	6	.....	Hanns Geier Buchdruckerei u. Zeitungsverlag.
Schwabmünchen	Schwabmünchner Zeitung	7,200	5	Ind.	Presse-Druck-u. Verlags GmbH.
Schwäbisch-Gmund (Bad.)	Rems Zeitung	16,400	6	Ind.	Sigg Härtl u. Co., K. G.
Schwäbisch Hall (Bad.)	Haller Tagblatt	10,800	6	Ind.	E. Schwend, K. G.
Schweinfurt	Der Volkswille	14,000	6	Ind.	Schweinfurter Druckerei u. Verlagsanstalt GmbH.
Schwenningen (Bad.)	Die Neckarquette	8,300	6	Ind.	
Schwelm (Westf.)	Schwelmer Zeitung	2,900	6	Ind.	Scherz u. Co., GmbH.
Schwenningen (Bad.)	Die Neckarquelle	8,300	6	Ind.	Hermann Kuhn, K. G.
Schwetzingen (Bad.)	Zeitung	8,300	6	Ind.	.....
Seesen (Hann.)	Tageszeitung-Beobachter	4,200	6	Ind.	Verlag H. Hofmann, K. G.
Segeberg, Bad, (Rh.-Pf.)	Zeitung	9,200	6	Ind.	Verlag C. H. Wäsers Druckerei.
Siegen (Westf.)	Zeitung	29,900	6	Ind.	Buchdruckerei u. Verlag Vorländer.
Sindelfingen (Bad.)	Zeitung	4,000	6	Ind.	Verlag Adolf Röhm.
Sobernheim (Rh.-Pf.)	Anzeiger	1,100	6	Ind.	Buchdruckerei Georg Höhnen.
Solingen (Westf.)	Tageblatt	20,200	6	Ind.	Verlag B. Boll.
Soltau (Hann.)	Böhme-Zeitung	8,200	6	Ind.	Verlag L. Mundschenks.
Speyer (Rh.-Pf.)	Tagespost	4,900	6	Ind.	W. W. Klambt, K. G.
Stade (Hann.)	Tageblatt	13,900	6	Ind.	Verlag A. Pockwitz, K. Krause.
Stuttgart (Bad.)	Allgemeine Zeitung für Wurttemberg	13,000	6	SD	Schwäbische Tagwacht GmbH.
	Deutsches Volksblatt	10,100	6	Ind.	Schwabenverlag, A. G.
	Stuttgarter Nachrichten	83,100	6	Ind.	Stuttgarter Nachrichten Verlags, GmbH.
	Stuttgarter Zeitung	136,800	6	Ind.	Dr. Eberle & Co.
Stuttgart-Bad Cannstadt (Bad.)	Canstatter Zeitung	8,900	6	Ind.	Rotenberg Verlag GmbH.
Stuttgart-Untertürkheim (Bad.)	Untertürkheimer Zeitung	5,700	6	Ind.	Rotenberg Verlag GmbH.
Stuttgart-Vaihingen (Bad.)	Filder-Zeitung	8,200	6	Ind.	Karl Scharr, Verlag.
Stuttgart-Zuffenhausen (Bad.)	Heimat Rundschau	6,300	6	Ind.	Buchdruckerei Eugen Heinz.
Syke (Westf.)	Kreiszeitung für die Grafingen Hoyer	14,900	6	Ind.	Knauer Buchdruckerei (A. Petzold).
Tauberbischofsheim (Bad.)	Fränkische Nachrichten	37,700	6	Ind.	.....
Treysa	Schwalm-Bote	3,100	6	Ind.	Schwalmkreisverlag Romer u. Ordemann.
Trier Rh.-Pf.)	Trierische Landeszeitung	23,400	6	Ind.	Paulinusdruckerei GmbH.
	Volksfreund	65,300	6	Ind.	Trierische Volksfreund, GmbH.
Trossingen	Zeitung	1,600	6	Ind.	Buchdruckerei Matth. Birk.
Tübingen	Schwäbisches Tagblatt	22,300	6	Ind.	Schwäbisches Tagblatt, GmbH.
Tuttlingen (Bad.)	Gränz-Bote	9,600	6	Ind.	Verlagsdruckerei I. F. Bofinger.
Uelzen (Hann.)	Allgemeine Zeitung der Lüneburger Heide	18,000	6	Ind.	C. Beckes Buchdruckerei.
Ulm	Schwäbische Donau-Zeitung	42,600	6	Ind.	.....
	Ulmer Nachrichten	4,800	6	Ind.	Ulmer Zeitungsverlag.
Uslar (Hann.)	Sollinger Nachrichten	1,700	6	Ind.	Buchdruckerei H. Klapproth, Inh. Joachim Schaefer.
Vechta (Hann.)	Oldenburgische Volkszeitung	11,400	6	Ind.	Vechtaer Druckerei u. Verlag Gmbh.
Velbert	Zeitung	11,600	6	Ind.	Verlag Karl Flothmann, K.G.
Verden	Aller-Zeitung	8,700	6	Ind.	Verdener Verlags, K. G.
Viernheim (Hesse)	Neue Volkszeitung	1,200	6	Chr.	Verlag Friedrich u. H. F. Martin.
	Tageblatt	3,100	6	Ind.	J. Martin Söhne.
Waibingen	Waibinger Kreiszeitung	8,100	6	Ind.	Verlag Remstal-Bote GmbH.
Waldshut	Alb-Bote	8,000	6	Ind.	Verlag H. Zimmermann, K. G.
Walsrode (Hann.)	Zeitung	7,700	6	Ind.	J. Gronemann K. G. Buchdruckerei u. Verlag Hans-Hubert Schumacher.
Wanne-Eickel	Zeitung	5,300	6	Ind.	Verlag Herchenbach u. Holtmann, K. G.
Warendorf	Neuer Emsbote	2,300	6	CDU	Verlag Karl Leopold.
Weener (Hann.)	Rheiderland	4,000	6	Ind.	Verlag H. Risius.
Weiler (Bav.)	Der Westallgäuer	6,600	6	Ind.	Verlag G. Holzer.
Weinheim (Bad.)	Nachrichten	12,500	6	Ind.	Verlag Gebr. Diesbach.
Werdohl (Westf.)	Süderländer Volksfreund	2,400	6	Ind.	Verlag Ludwig Flug, K. G.
Wesel (Westf.)	General Anzeiger	4,000	6	Ind.	Verlag H. Peitsch.
Westerland (Rh.-Pf.)	Sylter Rundschau	2,400	6	Ind.	Verlagsanstalt Erich Buchsteiner.
Westerstede (Hann.)	Der Ammerländer	4,100	6	Ind.	Verlag Eberhard Ries.
Westrhauderfehn (Hann.)	General Anzeiger	5,100	6	Ind.	Siebe Ostendorp Druckerei u. Verlag.
Wetzlar (Hesse)	Neue Zeitung	31,300	6	Ind.	Wetzlarer Verlagsdruckerei GmbH.
Wiesbaden (Hesse)	Kurier	58,800	6	Ind.	Druckhaus u. Verlags GmbH.
	Tagblatt	28,700	6	Ind.	Wiesbadener Tagblatt Verlag, GmbH.
Wildeshausen	Zeitung	.....	5	.....	Verlag Ludwig Loschen.
Wilhelmshaven (Hann.)	Nordwestdeutsche Rundschau	10,600	6	.....	Druckerei Paul Hug u. Co.
	Wilhelmshavener Zeitung	15,900	6	Ind.	Brune Verlags GmbH.
Wilster (Rh.-Pf.)	Zeitung	2,500	6	Ind.	Buchdruckerei Hildebrandt.
Winsen (Hann.)	Anzeiger	6,600	6	Ind.	Verlag Ravens u. Maack.
Wittingen (Hann.)	Isenhagener Kreisblatt	4,900	6	Ind.	Buchdruckerei Karl Neef.
Wittmund (Hann.)	Anzeiger für Harlingerland	8,100	6	Ind.	Verlag C. L. Mettcker u. Söhne.
Witzenhausen (Hesse)	Niederhessische Zeitung	1,300	6	Ind.	Verlag Trautvetter u. Fischer.
Wolfenbüttel (Hann.)	Zeitung	5,700	6	Ind.	Heckners Verlag
Wolfhagen (Hesse)	Kreisblatt	1,000	6	Ind.	Wilhelm Borner Buchdruckerei.
Würzburg	Fränkisches Volksblatt	38,900	6	Cath.	Echter Verlag GmbH.
	Main-Post	74,400	6	Ind.	Meisner u. Richter.
Wunstorf	Wunstorfer Zeitung	1,900	6	Ind.	Verlag Theo. Oppermann.
Wuppertal (Westf.)	General Anzeiger	76,100	6	Ind.	Verlag W. Girardet.
	Westdeutsche Rundschau	16,600	6	Lib.	Verlag Westdeutsche Presse GmbH.
Zeven (Hann)	Zeitung	5,200	6	Ind.	Verlag J. F. Zeller, K. G.
Zweibrücken (Rh.-Pf.)	Pfalzischer Merkur	13,700	6	Ind.	Zweibrücker Druckerei u. Verlags GmbH.

(Continued on Page 402)

DAILY NEWSPAPERS OF EUROPE—Continued

GERMANY—Continued

City	Name of Paper	Circulation	Days Published	Politics	Editor or Publisher
	EAST GERMANY (Deutsche Demokratische Republik)				
East Berlin (Soviet Sector)	Bauern-Echo		6	DBD	Deutscher Bauvernverlag
	Berliner Montag				
	Berliner Zeitung		6	SED	Berliner Verlag GmbH.
	BZ am Abend			SED	Berliner Verlag GmbH.
	Freie Presse				Planet-Verlag GmbH.
	Junge Welt			FDJ	Verlag Neues Leben GmbH.
	Der Morgen		6	LDP	Morgen, Druckerei- u. Verlags GmbH.
	National-Zeitung				
	Neues Deutschland		7	SED	
	Neue Zeit		6	CDU	Union-Verlag VOB
	Tribune		6	FDGB	Die Freie Gewerkschaft Verlag GmbH.
Chemnitz	Volksstimme		6	SED	Sachsenverlag
Cottbus	Lausitzer Rundschau				
Dresden	Sächsische Neueste Nachrichten				
	Sachsisches Tageblatt				
	Sächsische Zeitung				
	Die Union		6	CDU	Union-Verlag und Druckerei Dresden
Erfurt	Das Volk				Thuringer Volksverlag GmbH.
Frankfurt (Oder)	Neuer Tag				
Gera	Volkswacht				
Halle (Saale)	Freiheit		6	SED	
	Mitteldeutsche Neueste Nachrichten				
	Der Neue Weg		6	CDU	
Leipzig	Leipziger Volkszeitung		6	SED	Sachsenverlag
Magdeburg	Volksstimme				
Neustrelitz	Freie Erde				
Potsdam	Brandenburgische Neueste Nachrichten		6	NDP	
	Märkische Union		6		Markische Druck- und Verlags GmbH.
	Märkische Volksstimme		6	SED	
Rostock	Ostsee-Zeitung				
Schwerin	Der Demokrat		6	CDU	
	Schweriner Volkszeitung			SED	
Suhl	Das Freie Wort				
Weimar	Thüringer Neueste Nachrichten		6	NDP	
	Thüringer Tageblatt		5	CDU	CDU-Verlag GmbH.
	Thüringische Landeszeitung		5	LDP	
Zwickau	Freie Presse		6	SED	Sachsenverlag

Key to Political Parties in Soviet Zone

D.B.D.—Democratic Farmers' Party; F.D.J.—German Youth; L.D.P.—Liberal Democratic; F.D.G.B.—Labor; N.D.P.—National Democratic; C.D.U.—Christian Democratic; S.E.D.—Unified Socialistic (the party of the Communistic government of East Germany).

Key to Abbreviations of German State Names

Bad.—Baden-Wüttemburg
Bav.—Bavaria (Bayern)
Hann.—Hannover
Hesse—Hesse (Hessen)
Rh.-Pf.—Rhineland Palatinate (Rheinland-Pfalz)
Saar—Saar
Westf.—North Rhine-Westphalia

Key to Political Party Abbreviations in West Germany

Cath.—Roman Catholic
Chr.—Christian
CDU—Christian-Democratic Union
Com.—Communistic
Cons.—Conservative
Ind.—Independent
Lib.—Liberal
SD—Social-Democratic or Labor Party

GIBRALTAR

City Population	Publication	Language	Circulation	Rate per col. inch	Publisher	Editor
Gibraltar 25,000	Gibraltar Chronicle	English	6,500	7	E. F. E. Ryan	E. F. E. Ryan
	El Cahpense	Spanish	3,000		A. Parrall	A. Parrall

GREECE

City	Name of Publication	Issued	Publisher-Proprietor	Editor	Circulation Daily	Circulation Sun. or Mon.	Advertising Rates Per Col. Cm.	Advertising Rates in Drachmas
Athens	Akropolis	(m) d ex m	N. & D. Botsis	S. Gregoriades	52,000	81,000	30.00	40.00
	Apoghevmatini	(e) d ex S	N. & D. Botsis	S. Constantopoulos	29,500	40,000	23.00	.....
	Athens News (Eng.)	(m) d ex m	J. Horn	V. Walker	2,500	2,800	20.00	20.00
	Athinaiki	(e) d ex S	J. Papageorgiou	G. Varvaretos	32,700	61,000	30.00	.....
	Athlitiki Echo (Sports)	(m) d ex m	A. Sembos	P. Macrides	4,000	5,000	15.00	15.00
	Avghi	(m) d ex m	V. Efremides	A. Hainoglou	11,500	17,500	23.00	23.00
	Eleftheria	(m) d ex m	P. Kokkas	G. Androulidakis	14,000	26,600	23.00	30.00
	Embros	(w) Sat.	A. Kalapothakis	A. Kalapothakis	88,000	.....	35.00	.....
	Estia	(e) d ex S	K. Kyrou	K. Kyrou	8,300	8,500	23.00	.....
	Ethnikos Kyrix	(m) d ex m	A. Paraschos	A. Paraschos	8,100	12,500	23.00	23.00
	Ethnos	(e) d ex S	D. Kyriazi - K. & M. Nikolopoulou	C. Economides	17,300	23,000	25.50	.....
	Imeressia (Bus. & Fin.)	(m) d ex m	E. Hadjiathanasiades	K. Amorgianos	7,000	7,000	15.00	15.00
	Kathimerini	(m) d ex m	H. Vlachou	E. Hourmouzios	38,100	53,000	30.00	40.00
	Messager d'Athènes (Fr. Lang.)	(m) d ex m	J. Stefanopoulos	G. Skouras	800	1,000	23.00	23.00
	Naftemboriki (Bus. & Fin.)	(m) d ex m	P. Athanasiades	G. Athanasiades	25,000	25,000	15.00	15.00
	Ta Nea	(e) d ex S	D. Lambrakis	C. Nitsos	39,000	50,000	25.00	.....
	Tachydromos	(w) Sat.	D. Lambrakis	C. Lambrakis	78,000	.....	30.00	.....
	To Vima	(m) d ex m	D. Lambrakis	G. Syriotis	17,000	22,000	23.00	23.00
	Vradyni	(e) d ex S	N. Aravantinou	L. Bortolis	17,700	24,200	23.00	.....
Patras	Neologos	(m) d ex m	P. Papandropoulos	P. Papandropoulos	5,000	.....	.....	.....
	Peloponnesos	(m) d ex m	H. Frangopoulos	H. Frangopoulos	2,500	.....	.....	.....
Salonika	Ellinikos Vorras	(m) d ex m	P. Levantis	S. Christodoulou	13,000	.....	12.00	12.00
	Nea Alitheia	(e) d ex S	N. Kouskouras	A. Theodorides	1,000	.....	5.00	.....
	To Fos	(m) d ex m	J. Spatharis	J. Spatharis	3,000	.....	12.00	12.00
	Makedonia	(m) d ex m	J. Velidis	J. Joannides	23,000	.....	18.00	18.00
Volos	Tachydromos	(m) d ex m	A. Meros	A. Meros	4,000	.....	.....	.....
	Thessalia	(m) d ex m	Cooperative	A. Orphanides	2,000	.....	.....	.....

Circulation figures are based on average for first six months of 1956.

NB. The Monday circulations of Athens evening newspapers are included in the "Sunday Circulation" column as no morning newspapers appear on Mondays and evening newspapers have increased circulations on this day which is the equivalent to Sunday for the morning newspapers.

HUNGARY

(All press and publications are controlled by the Hungarian Worker's (Communist) Party—HWP)

City	Publication	Established	Circulation	Issued	Language	Publisher	Editor-in-Chief	Director
Budapest	Magyar Nemzet (Hungarian Nation)	1942	.....	mexMon	Hungarian	Patriotic People's Front	G. Parragi	B. Soproni
	Nepszava (People's Voice)	1872	.....	mexMon	Hungarian	Trade Union Council	Zoltan Horvath	.....
	Szabad Ifjusag (Free Youth)	1949	.....	mexMon	Hungarian	Federation of Working Youth	Imre Csater	M. Kulcsar
	Nepszabadsag (People's Freedom)	1956	700,000	m	Hungarian	Worker's Party	Denes Polgar	.....
	Esti Budapest (Budapest Evening)	1951	.....	eexSun.	Hungarian	City Council and Worker's Party for Budapest	Laszlo Biro	.....
	Uj Vilag (New World)	1948	200,000	weekly	Hungarian	Hungarian-Soviet Society	Sandor Sarlo	.....
Baja	Bacs-Kiskunmegvei Nepulsag Free People's paper of the district Bacs-Kiskun			MDexMon				
Debrecen	Neplap (People's Journal)	1944	.....	mexMon	Hungarian	Hajdu-Bihar County Party Committee	Editorial Committee	Gyula Barczi
Eger	Hevesmegyei Nepujsag (People's Paper)	1947	.....	Thurs&Sunday	Hungarian	Heves County Party Committee	Editorial Committee	M. Komocsin
	Gyor; Hazank (Our Fatherland)	1956	.....	mexMon	Hungarian	Independent	Attilla Szigethy	.....
Kaposvar	Somogyi Neplap (People's Journal of Somgy)				MDexMon			
Miskolc	Eszakmagyarorszag (Northern Hungary)	1945	.....	mexMonday	Hungarian	Borsod-Abavj-Zemplen County Party Committee	Editorial Committee	R. Foldvari
Pecs	Dunantuli Naplo (Trans-Danubian Diary)	1944	.....	mexMonday	Hungarian	Baranya Party County Committee	Editorial Committee	M. Gabri
Sopron	Gyor-Sopronmegyei Hirlap (Gyor-Sopronmegyei Journal)	1945	.....	mexMonday	Hungarian	Gyor-Sopron Party County Committee	Editorial Committee	J. Hortobagyi
Szeged	Delmagyarorszag (Southern Hungary)	1945	.....	mexMonday	Hungarian	Csongrad Party County Committee	Editorial Committee	.....
	Viharsarok Nepe (People of the Weather Corner)	.....	.....	MDexMon	.....	.....	.....	.....
	Viharsarok (Weather Corner)	.....	.....	MDexMon	.....	.....	.....	.....
Szekesfehervar	Fejermegyei Neplap (People's Journal of Fejer)	.....	.....	MDexMon	.....	.....	.....	.....
Szekszard	Tolnai Naplo (Daily of the district of Tolna)	.....	.....	MDexMon	.....	.....	.....	.....
Szolnok	Szolnokmegyei Neplap (People's Journal of Szolnok)	.....	.....	MDexMon	.....	.....	.....	.....
Veszprem	Veszpremmegyei Nepujsag (People's paper of Vesprem)	.....	.....	MDexMon	.....	.....	.....	.....

ICELAND

City	Publication	Political Affiliation	Editor
Reykjavik	Althydubladid	Social Democrat	Helgi Saemundsson (e)
	Morgunbladid (6)	Independent	Valtyr Stefansson (e)
	Thjodviljinn	Communist	Magnus Kjartansson (e)
	Timinn	Progressive	Thorarinn Thorarinsson (e)
	Visir	Independent	Hersteinn Palsson (e)

ITALY

City	Name of Publication	Affiliation (See Footnote)	Est. Circulation	Lire per Col. Inch	Editor	Advertising Agents
			LOMBARDY			
Milan	Corriere della Sera	N AM GI I	450,000(d) 200,000(S)	11,250	Mario Missirolli	Corriere della Sera
	Corriere d' Informazione	N PM GI I	200,000(Mon.) 250,000	6,250	Mario Missirolli	Corriere della Sera

DAILY NEWSPAPERS OF EUROPE—Continued

ITALY—Continued

City	Name of Publication	Affiliation (See Footnote)	Circulation	Lire per Col. Inch	Editor	Advertising Agents
	Corriere Lombardo	N PM GI I	100,000	4,500	B. Fini	S. P. I.
	Unità	N AM GI Communist	150,000	3,750	D. Lajolo	S. P. I.
	Avanti	N AM GI Left Socialist	80,000	3,750	C. Colombo	S. P. I.
	Il Sole	N AM C.F.T.	50,000	3,750	Italo Minunni	S. P. I
	Gazzetta dello Sport	N AM SP	450,000(d)	4,375	G. Ambrosini	S. P. I
			(Mon.)	7,000		
	Il Giorno				Gaetano Baldacci (Cino del Duca, Pub.)	(E. in Chief)
	Il Popolo di Milano	N AM GI Demochristian	30,000	3,750	V. Chesi	S. P. I
	L'Italia	N AM GI Catholic	60,000	2,500	Mons. Pisoni	A. Manzoni
	"24 Ore"	N AM C.F.T.	30,000	3,250	P. Colombi	S.I.P.R.A.
Bergamo	Eco di Bergamo	N AM GI Catholic	18,000	750	A. Spada	A. Manzoni
	Giornale del Popolo	N AM GI I	14,000	750	G. Romolotti	A. Manzoni
Como	Provincia di Como	N AM GI I	20,000	1,000	L. Pozzati	S. P. I.
	L'Ordine	N AM GI Catholic	15,000	625	Brusadelli	A. Manzoni
Cremona	La Provincia	N AM GI I	14,000	1,000	G. Sprovieri	A. Manzoni
	PIEDMONT					
Turin	La Nuova Stampa	N AM GI I	250,000	8,750	G. DeBenedetti	S. P. I.
	Stampa-Sera	N PM GI I	150,000	5,000	G. DeBenedetti	S. P. I.
	Gazzetta del Popolo	N AM GI I	150,000	n.a.	F. Malgeri	S.I.P.R.A.
	Gazetta-Sera	N PM GI I	90,000	n.a.	F. Malgeri	S.I.P.R.A.
	VENETIAN PROVINCES					
Venice	Gazzettino	N AM GI I	200,000	6,875	A. Tommasini	S. P. I.
Vicenza	Giornale di Vicenza	N AM GI I	15,000	1,750	O. Parise	S. P. I.
Udine	Messaggero Veneto	N AM GI I	20,000	2,500	C. Tigoli	S. P. I.
Trento	L'Adige	N AM GI I	15,000	1,750	F. Piccolo	S. P. I.
Bolzano	Alto Adige	N AM GI I	25,000	1,750	T. Zulbetti	S. P. I.
	LIGURIAN PROVINCES					
Genoa	Corriere della Liguria	N AM GI I	30,000	3,750	A. Ortolani	S. P. I
	Secolo XIX	N AM GI I	75,000	3,750	U. Cavassa	S. I. P.
	Corriere Mercantile	N AM C.F.T.	20,000	3,000	G. E. Anelli	S. P. I.
	EMILIA					
Bologna	Resto del Carlino	N AM GI I	130,000	6,875	G. Spadolini	S.I.C.A.P.
	Carlino-Sera	N PM GI I	30,000	3,250	M. Bonetti	S.I.C.A.P.
Parma	Gazzetta di Parma	N AM GI I	20,000	750	M. Ferrara	A. Manzoni
Piacenza	La Libertà	N AM GI I	20,000	1,000	E. Prati	S. P. I.
	TUSCANY					
Florence	La Nazione Italiana	N AM GI I	100,000	6,775	A. Russo	S.I.C.A.P.
	Giornale del Mattino	N AM GI I	70,000	3,750	E. Bernabei	S.I.C.A.P.
Leghorn	Il Tirreno	N AM GI I	60,000	4,375	A. G. Banti	S.I.C.A.P.
	LATIUM					
Rome	Il Tempo	N AM GI I	125,000	8,750	R. Angiolillo	S. P. I.
	Il Messaggero	N AM GI I	150,000	8,750	G. Perrone	S. I. P.
	Giornale d'Italia	N PM GI I	100,000	8,750	S. Savarino	S. P. I.
	Corriere dello Sport	N AM GI SP	300,000(Mon.)	7,500	B. Roghi	S. P. I.
	Il Momento	N AM GI I	50,000	8,750	V. Fragola	S. P. I.
	Il Popolo	N AM GI Demochristian	40,000	2,500	E. Bernabei	S. P. I.
	Momento-Sera	N PM GI I	90,000	8,750	Franzetti	S. P. I.
	Unita	N AM GI Communist	100,000	3,750	P. Ingrao	S. P. I.
	Il Globo	N AM GI C.F.T.	25,000	3,725	I. Zingarelli	S. P. I.
	Avanti	N AM GI Left Wing Socialist	50,000	3,750	T. Vecchietti	S. P. I.
	La Voce Repubblicana	N AM GI Republican	20,000	5,000	Macrelli	S. P. I.
	La Giustizia	N AM GI Right Wing Socialist	20,000	5,000	A. Bozgoni	S. P. I.
	Daily American (English)	N AM GI I	18,540 (d)	5,250	Ed. Hill (Ex. E.) Freeman J. Daniels, Pub. C. Barbieri, Bus. Mgr.	N. Y. Office
	PUGLIE					
Bari	La Gazzetta del Mezzogiorno	M AM GI I	120,000	5,000	L. De Secly	S. P. I.
	CAMPANIA					
Naples	Mattino	N AM GI I	200,000	7,500	G. Z. Ansaldo	S. P. I.
	Il Giornale	N AM GI I	60,000	5,000	C. Zaghi	S. P. I.
	Roma	N PM GI I Monarchist	100,000	6,250	A. Signoretti	S. P. I.
	SICILY					
Palermo	Giornale di Sicilia	N AM GI I	150,000	6,250	G. Ardizzone	S. P. I.
Catania	La Sicilia	N AM GI I	60,000	5,000	Prestilenza	S. P. I.
	Corriere di Sicilia	N AM GI I	25,000	3,750	R. Forte	S. P. I.
	Ultimissime	M PM GI I	25,000	2,500	C. Alessi	S. P. I.
	TRIESTE					
Trieste	Ultime Notizie	N PM GI I	25,000	2,000	Franco Anadini	S. P. I
	Giornale di Trieste	N AM GI I	70,000	5,000	Tranquilli	S. P. I
	VATICAN CITY					
City	Osservatore Romano	N AM GI Catholic	200,000	6,250	G. Dalla Torre	A. Manzoni

FOOTNOTE. Key to abbreviations is as follows:
N AM—Morning newspaper published daily except Monday. N PM—Evening newspaper published daily except Sunday. GI—General Information. I—Independent (Party affiliation indicated, if any). C.F.T.—Commercial, Financial, Trade. SP—Sports. Rates listed are those in effect June 30, 1956 and are subject to a 7% Italian Government Tax on gross. Please note that ITALIAN PUBLISHERS REPRESENTATIVES, INC., 1475 Broadway, New York 36, N.Y., is the exclusive Advertising Agent in the United States for all the newspapers listed (with the exception of "Corriere della Sera" and "Corriere d'Informazione" for which they are Advertising Agents but not exclusive); Il Giorno (Milan); and the Rome Daily American, 270 Park Ave., New York 17, N. Y.)

LUXEMBOURG

Newspaper	Party Affiliation	Newspaper	Party Affiliation
Luxemburger Wort	Catholic	Letzeburger Journal	Resistance
Escher Tageblatt (Journal d'Esch)	Socialist	La Meuse	Luxembourg-Belgian

MALTA

City Population	Publication	Language	Circulation	Rate per col. inch	Publisher	Editor
Valetta 19,103	Times of Malta	English	16,000	8/	Allied Malta Newspapers, Ltd.	Thomas Hedley
	Berqa	Maltese	5,000	6/	Allied Malta Newspapers, Ltd.	A. Zammit

THE NETHERLANDS

City	Name of Newspaper	Political Affiliation	Publisher (pub) Editor in Chief (ed. in chief) Editor (e) Acting Editor (ae) etc.	Manager (m) Acting Manager (am) etc.
	PROVINCE OF GRONINGEN			
Groningen	Nieuwe Provinciale Groninger Courant	Protestant	E. van Ruller (ed. in chief) Uitgeverij, N. V. Jan Haan (pub)	J. Haan (m)
	Nieuwsblad van het Noorden	Independent	C. de Bruin (ed. in chief) R. Hazewinkel Jansz. Publishing Co. Inc. (pub)	J. A. Hazewinkel & N. Hazewinkel (m)
Winschoten	Winschoter Courant	Independent	J. D. van der Veen (pub) C. J. Jager (ed. in chief)	R. de Graaf (m)
	PROVINCE OF FRIESLAND			
Heerenveen	Heerenveense-Koerier	Independent Progr.	St. LeMainhendrai-Friesland (pub) F. Schurer (ed. in chief) L. O. ten Cate (ed. in chief)	L. R. Stallinga (m)
Leeuwarden	Friesch Dagblad	Protestant	H. Algra (ed. in chief) Provinciale Pers Vereniging voor Friesland (pub)	R. Boomgaardt (m)
	Leeuwarder Courant	Independent	C. van Beem and J. Piebenga (e) Stichting "Leeuwarder Courant 1947" (pub)	S. Jonker (m)
	PROVINCE OF DRENTE			
Assen	Nieuwe Drentsche Courant	Protestant	E. van Ruller (ed. in chief) Jan Haan N. V. (pub)	
	Provinciale Drentsche en Asser Courant	Neutral	H. Clewits (ed. in chief) De N. V. Provinciale Drentsche and Asser Courant (pub)	H. Clewits (m)
	PROVINCE OF OVERIJSSEL			
Almelo	Dagblad van het Oosten	Independent	Hilarius Courantenbedrijf, N. V. (pub)	K. J. Eilander (m)
Deventer	Deventer Dagblad	Neutral	Fr. J. 't. Woort (ed. in chief) G. Werkman (ed. in chief) J. W. de Bode (pub)	A. Verwey (m)
Hengelo	Hengelosch Dagblad	Independent	M. J. v. d. Loeff (pub)	Mr. C. J. Houwert and Th. M. Houwert (m)
Kampen	Kamper Nieuwsblad	Independent	M. J. Boom (ed. in chief) Boom & Zn. (pub)	J. H. Boom (m)
Oldenzaal	Twentsche Courant	Roman Catholic	Dr. B. H. A. M. Plegt (e) N. V. De Twentsche Courant	J. Th. A. Niessen (m)
Zwolle	Overijssel: Dagblad	Roman Catholic	N. H. Smits (ed. in chief) N. V. Onze Courant (pub)	J. Evers & E. J. M. Stumpel (m)
	Provinciale Overijsselsche en Zwolsche Courant	Independent	J. C. deWit (ed. in chief) N. V. De Erven J. J. Tijl (pub)	H. Dikkers (m)

(Continued on Page 404)

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DAILY NEWSPAPERS OF EUROPE—Continued

THE NETHERLANDS—Continued

City	Name of Newspaper	Political Affiliation	Publisher (pub) Editor in Chief (ed. in chief) Editor (e) Acting Editor (ae) etc.	Manager (m) Acting Manager (am) etc.
			PROVINCE OF GELDERLAND	
Apeldoorn ..	Nieuwe Apeldoornse Courant	Independent	J. R. Rugaart and G. Spanhaak (eds. in chief) Wegener's Couranten Concern N. V. (pub)	J. G. C. Wegener (m)
Arnhem	Arnhemse Courant ...	Independent	A. Lammerts van Bueren (ed. in chief) Arnhem N.V. (pub)	D. Henny (m)
	Arnhems Dagblad	Roman Catholic	L. Frequin (ed. in chief) N.V. De Gelderlander (pub)	A. A. V. Tummers (m)
Nymegen....	Nymeegs Dagblad	Independent	A. Lammerts van Bueren (ed. in chief) Uitg. Mij. Arnhem N. V.	D. Henny (m)
Nijmegen ...	De Gelderlander.....	Roman Catholic	L. Frequin and J. D. C. L. Groot (eds. in chief) N. V. De Gelderlander (pub)	A. A. V. Tummers (m)
Zutphen	Zutphens Dagblad	Neutral	G. Werkman (ed. in chief) ..... Uitgevers Maatschappij Deventer Dagblad N. V.	A. Verwey (m)
			PROVINCE OF UTRECHT	
Amersfoort	Amersfoortse Courant	Independent	J. D. Heidinga (ae)..... N. V. Onnes (pub)	Ir. B. H. Wolf (m)
	Dagblad Voor Amersfoort	Independent	J. A. van de Geer (ae)..... De Nieuwe Pers (pub)	B. de Vries (m)
Utrecht.....	Utrechts Katholiek Dagblad	Roman Catholic	P. de Waard (ed. in chief) Stichting Utrechtse Katholieke Pers (pub)	J. P. van Vonderen (m)

DN - The Netherlands

City	Name of Newspaper	Political Affiliation	Publisher (pub) Editor in Chief (ed. in chief) Editor (e) Acting Editor (ae) etc.	Manager (m) Acting Manager (am) etc.
Amsterdam (864,000)	Algemeen Handelsblad (33)	Conservative	H. M. Planten (ed. in chief).....	C. A. Steketee (m)
	De Nieuwe Dag	Roman Catholic	W. Severin and H. van Lamsweerde (ed. in chief)	J. W. Boerrigter (m)
	De Volkskrant (4)	Roman Catholic	J. M. Lucker (ed. in chief).....	J. A. Kolkman (m)
	De Tijd.....	Roman Catholic-Conservative	W. A. M. v. d. Kallen & Baron H. van Lamsweerde (ed. in chief)	J. J. W. Boerrigter (m) W. v. d. Kallen (m)
	De Waarheid.....	Communist	.....	.....
	Het Financieele Dagblad (4)	Independent	P. Catz	J. F. Richard
	Het Parool	Labor	Dr. P. J. Koets (ed. in chief)	W. van Norden (m)
	Het Vrije Volk	Labor	H. Voskuil (ed. in chief)	H. van Kuilenburg and C. van der Waerden (m)
	Trouw (6).....	Calvinist....	Dr. J. A. H. Bruins Slot (ed. in chief)	C. A. Keuning & K. Van Houten (m)
	De Telegraaf	Conservative	J. J. F. Stokvis & C. J. Brandt	J. M. Goedemans (m)
Beverwijk ..	Dagblad Kennemerland	Independent	H. M. Koemans (ed. in chief)	J. Bijlsma and C. Krak (m)
Den Helder	Helderse Courant	Liberal	H. M. Koemans (ed. in chief)	J. Bijlsma and C. Krak (m)
Enkhuizen...	Enkhuizer Courant....	Liberal.....	H. M. Koemans (ed).....	J. Bijlsma and C. Krak
Haarlem	Haarlems Dagblad	Independent	.....	D. Huysman (m)
	Nieuwe Haarlemse Courant	Roman Catholic	W. Severin.....	J. J. W. Boerrigter and W. A. M. v. d. Kallen (m)
			PROVINCE OF SOUTH HOLLAND	
Dordrecht ..	Dordrechtsch Nieuwsblad	Neutral	J. C. Weysters & L. Ott (eds. in chief)	M. Meeldijk (m)
	Dordtsch Dagblad	Christian Historical	Dr. E. Diemer (ed.)	P. A. Joen (m)
	De Dordtenaar	Independent	N. V. "De Dordtenaar" (pub).....	L. W. A. de Bot (m. and ed. in chief)
	Nieuwe Dordrechtsche Courant	Roman Catholic	J. Kuypers (ae).....	J. Kuypers (m)
Gouda.....	Goudsche Courant	Neutral	S. H. v. d. Kraats (ed. in chief)..	S. H. v. d. Kraats (m)
Leiden	Leidsch Dagblad.....	Independent	B. W. Menkhorst and J. Brouwer (ed. in chief)	J. W. Henny (m)
	De Leidse Courant	Roman Catholic	L. C. J. Roozen (ed. in chief).....	C. M. van Hamersveld (m)
	Nieuwe Leidsche Courant	Christian Historical	J. H. v. d. Velde (ae).....	F. Diemer (m)
Rotterdam.. (712,000)	Algemeen Dagblad	Independent	Dr. J. Ratté (ed. in chief)	W. Pluygers
	De Maasbode	Roman Catholic	.....	J. Kuypers (m)
	De Rotterdammer.....	Protestant	Dr. E. Diemer (ed).....	J. Groenewegen (m)
	Het Nieuwe Dagblad..	Roman Catholic	.....	J. Kuypers (m)
	Nieuwe Rotterdamse Courant (33).....	Liberal	Dr. M. Mooy (ed. in chief).....	F. Baas and W. Pluygers (m)
	Rotterdamsch Nieuwsblad	Independent	Leo Ott (ed. in chief).....	H. W. Eldermanse (m)
Schiedam ...	Nieuwe Schiedamsche Courant	Roman Catholic	.....	J. Kuypers (m)
The Hague.. (166,000)	Het Vaderland	Liberal	Dr. W. van Wyk (ed).....	Th. D. Struick (m)
	Haagsch Dagblad.....	Independent	S. van der Schaaf.....	E.v.d. Berch van Heemstede (m)
	Haagsche Courant.....	Neutral	Prof. Dr. A. C. Josephus Jitta (ed. in chief) ..... A. Sijthoff (pub)	Dr. K. H. Labohm, Th. G. v. d. Garden and A. G. Sijthoff (m)
	Het Binnenhof	Roman Catholic	F. J. Plug (ed. in chief).....	C. M. Drabbe (m)
	Nieuwe Haagsche Courant	Christian Historical	Dr. E. Diemer (ed. in chief)	B. Bol (m)
			PROVINCE OF NORTH BRABANT	
Breda.....	Bredasche Courant ...	Independent	C. A. Müller (ed. in chief).....	C. A. Müller (m)
Dagblad	De Stem	Roman Catholic	John H. A. Bruna (ed).....	E. H. B. Brader (m)
Eindhoven ..	Dagblad-Oost-Brabant	Roman Catholic	J. de Brouwer (ed. in chief)	J. de Brouwer (m)
	Eindhovens Dagblad	Roman Catholic	A. Brouwers (ed. in chief).....	A. Moll
Helmond	Helmondsche Courant	Roman Catholic	P. Kuypers (ed)	H. van der Grinten (m)
Roosendaal	Brabants Nieuwsblad	Roman Catholic	W. Assmann (ed. in chief).....	Th. A. M. Heuts (m)
Tilburg.....	Het Nieuwsblad van het Zuiden	Roman Catholic	J. W. Oltheten (ed. in chief).....	J. W. Oltheten (m)
	De Nieuwe-Tilburgse Courant	Roman Catholic	Dr. A. C. B. Arts (ed. in chief)..	L. J. J. Arts and Dr. A. C. B. Arts (m)
			PROVINCE OF LIMBURG	
Heerlen. ...	Limburgsch Dagblad	Roman Catholic	J. J. Groen (ed.)	A. Hoefsmit (m)
Maastricht	Gazet van Limburg ...	Roman Catholic	J. Daschils (ed.)	.....
Roermond ..	Maas-en Roerbode ...	Roman Catholic	H. Bresser.....	C. M. Dosker (m)
			PROVINCE OF ZEELAND	
Vlissingen	Provinciale Zeeuwse Courant	Independent	S. Ballintijn (ed. in chief)..... Provinciale Zeeuwsche Courant (pub)	F. v. d. Velde and F. B. der Boer (m)
Goes	Zeeuwsch Dagblad	Protestant	J. D. Troostheide (ed. in chief).	Jacq. de Smit (m)
			PROVINCE OF NORTH HOLLAND	
Hilversum..	De Gooische Courant	Roman Catholic	Baron H. van Lamsweerde and W. Severin (ed. in chief)	J. W. Boerrigter and W. A. M. v. d. Kallen (m)
	Dagblad Het Gooi-en-Ommeland	Independent	J. A. J. Temmink (ed. in chief)	B. Klene (m)
Zaandam....	Dagblad Voor De Zaanstreek De Typhoon	Independent Progressive	C. Meyer (ed. in chief).....	H. P. Stuurman (m)

NORWAY

Name of City	Name of Newspaper	Political Inclination	Adv. Rate öre per m/m	Circuation 1956
Aalesund.....	Sunnmøre Arbeideravis	Labor Party.....	40	4,503
	Sunnmørsposten	Liberal	45	21,884
Arendal	Agderposten	Liberal	45	11,294
	Tiden	Labor Party	40	4,558
	Vestlandske Tidende	Conservative.....	40	3,924
Bergen	Bergens Arbeiderblad	Labor Party.....	65	17,422
	Bergens Tidende (6)	Liberal	75	55,110
	Dagen	Non-Political	65	14,989
	Morgenavisen	Conservative	65	13,443
Bodö	Nordlands Framtid	Labor Party.....	35	6,927
	Nordlandsposten.....	Conservative.....	35	8,774
Drammen	Drammens Tidende	Conservative	70	27,791
	Fremtiden.....	Labor Party.....	60	18,958
Elverum	Östlendingen.....	Agrarian Party.....	45	14,930
Fredrikstad.....	Demokraten.....	Labor Party.....	40	6,937
	Fredrikstad Blad	Conservative.....	40	13,037
Gjövik	Oppland Arbeiderblad	Labor Party.....	45	10,352
	Samhold og Velgeren.....	Agrarian Party and Liberal	45	9,662
Halden.....	Halden Arbeiderblad	Labor Party.....	40	6,064
	Smaalenenes Amtstidende	Conservative.....	40	4,139
Hamar.....	Hamar Arbeiderblad	Labor Party	45	17,182
	Hamar Stiftstidende og Hedemarkens Amstidende	Conservative	45	9,210
Harstad.....	Harstad Tidende.....	Conservative	40	10,120
Haugesund.....	Haugesunds Avis.....	Liberal	55	14,404
	Haugesunds Dagblad	Conservative	55	11,285
Hönefoss.....	Ringerikes Blad.....	Conservative	45	5,701
Horten.....	Gjengangeren.....	Conservative.....	40	4,692
	Horten Arbeiderblad	Labor Party	40	1,706
Kongsvinger	Glåmdalen.....	Labor Party.....	45	15,601
Kristiansand S.	Agder Tidend.....	Agrarian Party.....	40	.....
	Christianssands Tidende.....	Conservative.....	40	5,580
	Faedrelandsvennen (6)	Liberal	50	20,458
	Sörlandet	Labor Party.....	40	6,197
Kristiansand N.....	Romsdalsposten	Liberal	40	8,612
	Tidens Krav	Labor Party.....	40	6,955
Larvik.....	Larvik Morgenavis	Conservative.....	55	2,464
	Nybrott.....	Labor Party	40	3,166
	Østlands-Posten.....	Liberal	40	7,539
Lillehammer	Dagningen	Labor Party.....	40	5,733
	Gudbrandsdölen and Lillehammer Tilskuer	Agrarian Party and Conservative.....	45	12,229
Molde.....	Romsdal Folkeblad	Labor Party.....	40	3,051
	Romsdals Budstikke.....	Liberal	45	7,362
Moss.....	Moss Arbeiderblad	Labor Party.....	40	2,800
	Moss Avis.....	Conservative.....	40	7,433
Narvik.....	Fremover	Labor Party.....	40	5,866
Notodden.....	Teledölen.....	Liberal	40	.....
	Telen	Agrarian Party.....	40	3,780
Oslo.....	Aftenposten, morning (6)	Conservative.....	150 (Sat.)	147,884 164,027
	Aftenposten, evening	Conservative.....	150	126,507
	Arbeiderbladet.....	Labor Party.....	120 (Sat.)	62,386 78,896
	Dagbladet.....	Liberal ..... (Sat.)	100 125	95,880 137,086
	Friheten	Communist	70	.....
	Morgenbladet.....	Conservative.....	80	28,327
	Morgenposten (20)	Non-Political	90	47,344
	Nationen	Agrarian Party.....	70	25,499
	Norges Handels og Sjöfartstidende.....	Non-Political	65	.....
	VG-Verdens Gang	Independent	75 (Sat.)	30,031 48,147
	Vårt Land	Independent.....	70	26,620
Porsgrunn	Porsgrunns Dagblad.....	Liberal	45	8,442
Rjukan.....	Rjukan Arbeiderblad	Labor Party.....	30	2,568
	Rjukan Dagblad	Conservative.....	30	.....
Sandefjord.....	Sandefjords Blad	Conservative.....	55	10,187
	Vestfold og Bygdenes Blad	Liberal and Agrarian Party	45	5,595
	Vestfold Fremtid.....	Labor Party.....	45	1,713
Sarpsborg	Sarpen.....	Conservative.....	40	.....
	Sarpsborg Arbeiderblad.....	Labor Party.....	40	10,865
Skien.....	Telemark Arbeiderblad	Labor Party	45	13,337
	Varden	Independent	50	18,991
Stavanger	Rogaland	Agrarian Party.....	55	.....
	Rogaland Avis	Labor Party	55	12,946
	Stavanger Aftenblad (6).....	Liberal	72	33,733
	Stavangeren.....	Conservative.....	55	8,122
Steinkjer.....	Trönder-Avisa.....	Agrarian Liberal...	35	7,505
Svolvær.....	Lofotposten	Non-Political	60	21,424
Tromsö	Nordlys	Labor Party.....	40	15,707
	Tromsö	Liberal	40	11,643
Trondheim	Adresseavisen (6)	Conservative.....	60	55,210
	Arbeider-Avisa.....	Labor Party.....	58	19,084
	Nidaros and Tröndelag	Liberal and Agrarian Party ..	56	9,009
Tonsberg	Tönsberga Blad.....	Conservative.....	50	14,935
	Vestfold Arbeiderblad.....	Labor Party	42	8,476

DAILY NEWSPAPERS OF EUROPE—Continued

POLAND

(All press and publications are controlled by the Polish United Workers' (Communist) Party—PUWP)

City	Publication	Established	Circulation	Issued	Language	Publisher	Editor-in-chief
Warsaw	Trybuna Ludu (People's Tribune)	1948	500,000	MD	Polish	Central Committee of PUWP	Wladyslaw Matwin
	Zycie Warszawy (Warsaw's Life)	1944	200,000	MDexSun	Polish	Czytelnik	Henryk Korotynski
	Express Wieczorny (Evening Express)	1946	250,000	EDexSun	Polish	Prasa	W. Knittel
	Glos Pracy (Labor's Voice)	1951	180,000	MDexSun	Polish	Central Council of Trade Unions	Boleslaw Gebert
	Zolnierz Wolnosci (Solider of Freedom)	1943	.....	MDexSun	Polish	Ministry of National Defense	Emanuel Planer
	Sztandar Mlodych (Youth's Banner)	1950	381,000	MDexSun	Polish	Union of Polish Youth	Irena Tarlowska
	Chlopska Droga (Peasant's Way) with 13 special editions	1945	302,000	Weekly	Polish	Central Committee of PUWP	M. Elczewski
	Dzis i Jutro (Today and Tomorrow)	1945	20,000	Weekly	Polish	Progressive Catholics	D. Horodynski
	Folks-Sztyme (People's Vocice)	1950	.....	4xweekly	Yiddish	Central Committee of PUWP	H. Smoliar
	Tygodnik Demokratyczny (Democratic Weekly)	1953	20,000	Weekly	Polish	Democratic Party	Editorial Committee
	Zielony Sztandar (Green Banner)	1953	105,000	Weekly	Polish	Pro-regime United Peasant Party	Jan Shkop
Bialystok	Gazeta Bialostocka (Bialystok Gazette)	1951	57,000	MDexSun	Polish	Provincial Party Committee	Editorial Committee
Wroclaw (Breslau)	Gazeta Robotnicza (Worker's Gazette)	1948	147,258	MDexSun	Polish	Provincial Party Committee	Editorial Collegium
Bydgoszcz	Gazeta Pomorska (Pomeranian Gazette)	1948	87,000	MDexSun	Polish	Provincial Patry Committee	Editorial Collegium
Gdansk (Danzig)	Glos Wybrzeza (Voice of the Seashore)	1949	79,000	MDexSun	Polish	Provincial Party Committee	Editorial Collegium
Katowice	Trybuna Robotnicza (Worker's Tribune)	1945	401,000	MDexSun	Polish	Provincial Party Committee	Wlodzimierz Janiurek
Krakow	Gazeta Krakowska (Cracow Gazette)	1949	132,515	MDexSun	Polish	Provinicial Party Committee	Editorial Committee
	Tygodnik Powszechny (Universal Weekly)	1945	30,000	Weekly	Polish	Progressive Catholics	Mieczyslaw Kurzyna
	Dziennik Polski (Polish Daily)	1945	55,000	MDexSun	Polish	Czytelnik Press Institute	I. Krasicki
Lodz	Glos Robotniczy (Labor's Voice)	1945	131,492	MDexSun	Polish	Provincial Party and People's Council	Editorial Committee
Lublin	Sztandar Ludu (People's Banner)	1945	48,000	MDexSun	Polish	Provincial Party Committee	E. Adamiak
Rzeszow	Nowiny Rzeszowskie (News of Rzeszow)	1949	54,547	MDexSun	Polish	Provincial Party Committee	Editorial Committee
Szczecin (Stettin)	Glos Szczecinski (Stettin)	1949	36,000	MDexSun	Polish	Provincial Party Committee	B. Schmidt-Kowalski

PORTUGAL

AND NEARBY POSSESSIONS

Newspaper	Published	Circulation	Party Affiliation	Editor
LISBON				
Diario de Lisboa	(m)	....	Independent Conservative	Joaquim Manso
Diario de Manha	(m)	....	National Union	Dr. Jose Manuel da Costa
Diario de Noticias	(m)	....	Independent Conservative	Augusto de Castro
Diario de Governo	(d)	....	Official Gazette	Imprensa Nacional (Prop.)
Diario Popular	(e)	....	Independent Conservative	Luiz Forjaz Trigueiros
Jornal do Commercio	(d)	....	Commerce and Industry	Diniz Bordallo Pinheiro
Novidados	(d)	....	Catholic	Rev. Avelino Goncalves
Republica	(e)	....	Republican Independent	Carvalhão Duarte (Dir.)
O Seculo	(m)	....	Independent Conservative	J Pereira da Rosa
A. Voz	(d)	....	Independent Conservative-Catholic	Pedro Correia Marques
Anglo-Portuguese News	(d)	....	British	Luis Marques
OPORTO				
Diario do Norte	(d)	....	Independent	Dr Antonio Cruz
Primeiro de Janeiro	(m)	....	Republican	M Pinto de Azevedo, Jr.
O Commercio do Porto	(m)	....	Independent Conservative	Fortunato Sella Cardosa
Jornal de Noticias	(d)	....	Independent	M. Pacheco de Miranda

AZORES

City	Name of Paper	Name of Director(s)
Ponta Delgada	Correio dos Açores	Dr. A. Read Henriques
	Diario dos Açores	Dr. Carlos Carreiro
		Dr. Manuel Resende Correia

CAPE VERDE ISLANDS

City	Name of Paper	Name of Director(s)
Sao Vicente	Notícias de Cabo Verde	M. Ribieiro de Almeida Raul Ribeiro

MADEIRA ISLAND

City	Name of Paper	Name of Director(s)
Funchal	Diário de Notícias	Dr. Alberto de Araújo
	O Jornal	José R. B. Machado

RUMANIA

(All press and publications are controlled by the Rumanian Workers' (Communist) Party—RWP)

City	Publication	Established	Circulation	Issued	Language	Publisher	Editor-in-Chief
Bucharest	Scinteia (The Spark)	1931	950,000	MDexMon	Rumanian	Rumanian Worker's Party	Sorin Toma
	Munca (Labor)	1943	.....	MDexMon	Rumanian	Central Council of Trade Unions	Al. Bondoc
	Steagul Rosu (Red Star) (formerly Viata Capitalei)	1953	.....	MDexMon	Rumanian	Town and Regional Party Committees and People's Council	Bucur Branisteanu
	Scinteia Tineretuli (Spark of Youth)	1944	77,000	MDexMon	Rumanian	Union of Working Youth	Add D. Popescu
	Veac Nou (New Era)	1944	.....	Weekly	Rumanian	Rumanian-Soviet Friendship Association	Victor Rusu
	Aparare Patriei (Defense of the Fatherland)	1945	.....	MDexMon	Rumanian	Ministry of National Defense	Maj. Gen. Gheorghe Zaharia
	Informatia Bucurestiului (Bucharest Information)	1952	.....	MDexMon	Rumanian	Bucharest Party Committee and People's Council	Emil Stefan
	Neuer Weg (New Way)	1948	.....	MDexMon	German	People's Council of the Rumanian People's Republic	E. Breitenstein
	Romnia Libera (Free Rumania)	1942	.....	MDexMon	Rumanian	Semi-official organ of RWP	Marcel Breazu
Oradea	Fakiya (The Torch)	.....	.....	MDexMon	Hungarian	District Party Committee and People's Council	Vasil Tropan
Targu-Jiu	Steagul Nostru (Our Star)	.....	.....	Weekly	Rumanian	District Party Committee and People's Council	.....
Bacau	Steagul Rosu (Red Star)	.....	.....	MDexMon	Rumanian	Regional Party Committee and People's Council	Constantin Mastahac
Iasi (Jassy)	Flacara Iasului (Flame of Iasi)	.....	.....	MDexMon	Rumanian	Regional Party Committee and People's Council	I. Vlahinovschi
Ploesti	Flacara Prahovei (Flame of Prahovei)	.....	.....	MDexMon	Rumanian	Regional Party Committee and People's Council	Moise Lovensohn
	Viata Buzaului (Life of Buzau)	.....	.....	MDexMon	Rumanian	Regional Party Committee and People's Council	Stoica Turcu

U. S. S. R. (RUSSIA)

NOTE: Much essential information on individual Soviet newspapers, such as names of editors, circulation, etc., is not made public. Some of the papers themselves have not been allowed to circulate outside the country. Figures for total number of newspapers (7,246) and total circulation per issue (48,700,000) include dailies, weeklies, triweeklies, etc, with no breakdown.

The information below was compiled by Leo Gruliow, editor of the Current Digest of the Soviet Press, 66 West 117 Street, New York. The Current Digest is a weekly published at Columbia University by the Joint Committee on Slavic Studies appointed by the American Council of Learned Societies and Social Science Research Council. The staff maintained by this organization translates the contents of Pravda and Izvestia, plus selections from 60 additional Soviet newspapers and magazines, in order to make the material available in English to researchers, editors, analysts, commentators, government agencies and international bodies requiring it in their work. The Current Digest translations, indexed quarterly, provide the world's only record and index of Soviet newspaper and magazine contents.

Each of the republics outside the Russian Republic has its own dailies in the indigenous language, but in many cases it has been possible to obtain information only concerning the Russian-language newspapers in these republics. Papers ranking below the republic level of political jurisdiction are not allowed to circulate abroad. This applies even to Leningrad's papers and to those Moscow papers which are not published by nationwide or republic-level agencies.

City of Publication	Name of Newspaper, Language, English Equivalent	Publisher	Editor	Issues Per Year	Descriptive Notes
Moscow	Pravda (Russian) (Truth)	Central Committee of Communist Party of the Soviet Union.	P. Satsukov,	365	Published in 12 major cities; most authoritative daily; editorials are broadcast and often reprinted in local papers throughout the country. Circ. 5,500,000. A.M.
	Izvestia sovetov deputatov trudyashchikhsya SSSR (Russian) (News of the Soviets of Working People of the U.S.S.R.)	Presidium of U.S.S.R. Supreme Soviet	K. A. Gubin	300	Government organ, authoritative on foreign policy and work of the Soviets (local governments) Published in six major cities. Circ. 1,400,000. A.M.
	Komsomolskaya pravda (Russian) (Young Communist League Truth)	Central Committee of Young Communist League of the Soviet Union.		300	Concentrates on youth—published from Pravda plant but maintains separate staff. A.M.
	Krasnaya zvezda (Russian) (Red Star)	Ministry of Defense	N. I. Makeyev	300	A daily for and about the armed forces; also covers general news. A.M.
	Sovetskaya Rossia (Russian) (Soviet Russia)	Party Central Committee's Russian Republic Bureau and Russian Republic Council of Ministers.		312	Started July 1, 1956. General daily. A.M.
	Trud (Russian) (Labor)	Central Council of trade Unions	B. S. Burkov	300	Specializes in union affairs but constitutes a large general daily. A.M.
	Moskovskaya pravda (Russian) (Moscow Truth)	Moscow Province and City Communist Party and Soviets.	P. P. Yerofeyev	300	Local Moscow daily, distinct from Pravda. A.M.
	Vechernyaya Moskva (Russian) (Evening Moscow)	Moscow City Communist Party and Soviet.	A. A. Fomichev	300	Local daily. P.M.
	Selskoye khozyaistvo (Russian) (Agriculture)	Ministry of Agriculture	A. M. Sirotin	300	Succeeded the former Sotsialisticheskoye zemledeliye (Socialist Farming), 1953. Devoted primarily to farm problems but also carries general material. A.M.
	Gudok (Russian) (The Train Whistle)	Ministry of Transportation and Central Committee of Railwaymen's Trade Union.	B. I. Krasnikov	300	Concentrates on railroad news but also constitutes a general daily. A.M.
	Uchitelskaya gazeta (Russian) (Teachers' Gazette)	Republic Ministries of Education and Central Committees of Unions of Public School Employees	N. M. Parfenova	104	A professional newspaper
	Sovetskaya kultura (Russian) (Soviet Culture)	Ministry of Culture	N. Danilov	156	Replaced Sovetskoye iskusstvo (Soviet Arts), 1953. Deals with all the arts, radio, TV and lectures.
	Literaturnaya gazeta (Russian) (Literary Gazette)	Board of the Union of Writers	V. Kochetov	156	Although concentrating on literature, deals with many aspects of life and culture, both at home and abroad.
	Moscow News (English)	Society for Cultural Relations with Foreign Countries	K. P. Kudrov, chairman of joint editorial board	104	Started Jan. 4, 1956. For tourists and foreign propaganda.
	Nouvelles de Moscou (French)			104	Started May 16, 1956.
	Sovetsky patriot (Russian) (Soviet Patriot)	Society for Cooperation With Armed Forces (Civil Defense agency).		104	Started April 1, 1956.
	Sovetskaya torgovlya (Russian) (Soviet Trade)	Trade Ministry and union of trade workers.	A. G. Kozlov	156	Wholesale and retail trade paper, also general.
	Meditsinsky rabotnik (Russian) (Medical Worker)	U.S.S.R. and Russian Republic Ministries of Public Health	Ye. A. Vasyukova	104	A professional paper.
	Vedomosti Verkhovnovo Soveta SSSR (Russian, Ukrainian, Belorussian, Uzbek, Kazakh, Georgian, Azerbaijanian, Lithuanian, Moldavian, Latvian, Kirgiz, Tajik, Armenian, Turkmenian, Estonian and Finnish editions) (Bulletin of the U.S.S.R. Supreme Soviet)	U.S.S.R. Supreme Soviet		Irregular, approx. 24	Publishes texts of laws, decrees and government awards.

DAILY NEWSPAPERS OF EUROPE—Continued

RUSSIA Continued

City of Publication	Name of Newspaper Language	English Equivalent	Publisher	Editor	Issues Per Year	Descriptive Notes
	Radio programmy	(Russian) (Radio Programs)	Radio Broadcasting Administration of Ministry of Culture.		52	Radio-TV program listings and news.
	Pionerskaya pravda	(Russian) (Young Pioneer Truth)	Central and Moscow Committees of Young Communist League	T. V. Matveyeva	104	A children's tabloid; employs two-color printing.
	Sovetsky sport	(Russian) (Soviet sports)	Physical Culture and Sports Administration	N. I. Lyubomirov	156	Sports tabloid.
			OTHER IMPORTANT NEWSPAPERS OF RUSSIAN REPUBLIC			
Leningrad	Leningradskaya pravda	(Russian) (Leningrad Truth)	Leningrad Province and City Communist Party and Soviets.	V. A. Andreyev	300	Distinct from Pravda and Moskovskaya pravda; a local daily. A.M.
	Vecherny Leningrad	(Russian) (Evening Leningrad)	Leningrad City Communist Party and Soviet.		300	Local. P.M.
	Smena	(Russian) (New Generation)	Leningrad Young Communist League.		156	Local equivalent of Komsomolskaya pravda.
Gorky	Gorkovskaya kommuna	(Russian) (Gorky Commune)	Gorky Province and City Communist Party and Soviets.		300	
Sverdlovsk	Uralsky rabochy	(Russian) (Urals Worker)	Sverdlovsk Province and City Communist Party and Soviets.		300	
Novosibirsk	Sovetsky sibir	(Russian) (Soviet Siberia)	West Siberian Communist Party and Soviet.		300	
Molotov	Zvezda	(Russian) (Star)	Molotov Province and City Communist Party and Soviets.		300	
Rostov-on-Don	Molot	(Russian) (Hammer)	Rostov Province and City Communist Party and Soviets.		300	
Petrozavodsk	Leninskaya pravda	(Russian) (Leninist Truth)	Karelo-Finnish Communist Party and Soviet and Petrozavodsk Communist Party	F. A. Trofimov	300	
	Leninilainen Totuus	(Leninist Truth) (Finnish)			300	
			NEWSPAPERS OF OTHER SOVIET REPUBLICS			
			UKRAINE REPUBLIC			
Kiev	Radyanska Ukraina	(Ukrainian) (Soviet Ukraine)	Ukraine Communist Party. Supreme Soviet and Council of Ministers		300	
	Pravda Ukrainy	(Russian) (Ukraine Truth)	Ukraine Communist Party, Supreme Soviet and Council of Ministers	N. Beylogurov	300	
			BELORUSSIAN REPUBLIC			
Minsk	Zvyazda	(Belorussian) (Star)	Belorussian Communist Party, Supreme Soviet and Council of Ministers.	O. A. Zdorovenin	300	
	Sovetskaya Belorussia	(Russian) (Soviet Belorussia)	Belorussian Communist Party, Supreme Soviet and Council of Ministers.	D. I. Uksusov, Asst. Ed.	300	
			AZERBAIJAN REPUBLIC			
Baku	Kommunist	(Azerbaijanian) (The Communist)	Azerbaijan and Baku Communist Party		300	
	Bakinsky rabochy	(Russian) (Baku Worker)	Azerbaijan and Baku Communist Party	A. M. Malyutin	300	
			GEORGIAN REPUBLIC			
Tbilisi (Tiflis)	Komunisti	(Communist) (Georgian)	Georgian Communist Party and Supreme Soviet and Tbilisi Province and City Communist Party and Soviets.		300	
	Zarya Vostoka	(Russian) (Dawn of the East)	Georgian Communist Party and Supreme Soviet and Tbilisi Province and City Communist Party and Soviets	I. Chkhikvishvili	300	
			ARMENIAN REPUBLIC			
Erevan	Sovetikan Aistan	(Armenian) (Soviet Armenia)	Armenian Communist Party and Supreme Soviet		300	
	Kommunist	(Russian) (Communist)	Armenian and Erevan Communist Party	V. A. Syrtsev	300	
			TURKMENIAN REPUBLIC			
Ashkhabad	Turkmenskaya iskra	(Russian) (Turkmenian Spark)	Turkmenian and Ashkhabad Province and City Communist Party and Turkmenian Supreme Soviet	N. Putlin	300	
	Sovet Turkmenistany	(Soviet Turkmenia) (Turkmenian			300	
			UZBEK REPUBLIC			
Tashkent	Pravda Vostoka	(Russian) (Truth of the East)	Uzbekistan, Communist Party, Supreme Soviet and Council of Ministers	S. S. Chernik	300	
	Kizil Uzbekiston	(Red Uzbekistan) (Uzbek)			300	
			LATVIAN REPUBLIC			
Riga	Cina	(Latvian) (Struggle)	Latvian Communist Party and Supreme Soviet	P. Pizans	300	
	Sovetskaya Latvia	(Russian) (Soviet Latvia)	Latvian Communist Party and Supreme Soviet	N. P. Saleyev	300	
			ESTONIAN REPUBLIC			
Tallinn	Rahva Hääl	(Estonian) (People's Voice)	Estonian and Tallinn Communist Party and Soviets		300	
	Sovetskaya Estonia	(Russian) (Soviet Estonia)	Estonian Communist Party, Supreme Soviet and Council of Ministers	N. Senko, Asst. Ed.	300	
			TAJIK REPUBLIC			
Stalinabad	Kommunist Tajikistana	(Russian) (Tajikistan Communist)	Tajik and Stalinabad Communist Party and Tajik Supreme Soviet	V. V. Sinitsyn	300	
	Tochikistoni soveti	(Soviet Tajikistan) (Tajik)			300	
			KAZAKH REPUBLIC			
Alma-Ata	Kazakhstanskaya pravda	(Russian) (Kazakhstan Truth)	Kazakhstan Communist Party	K. I. Nefedov	300	
	Sotsialistik Kazakhstan	(Socialist Kazakhstan) (Kazakh)			300	
			KIRGIZ REPUBLIC			
Frunze	Sovetskaya Kirgizia	(Russian) (Soviet Kirgizia)	Kirgiz and Frunze Province Communist Party and Kirgiz Supreme Soviet	P. S. Denisyuk	300	
	Kyzyl Kyrgyzstan	(Red Kirgizia) (Kirgiz)			300	
			MOLDAVIAN REPUBLIC			
Kishinev	Sovetskaya Moldavia	(Russian) (Soviet Moldavia)	Moldavian Communist Party and Supreme Soviet	A. Golubitsky	300	
	Moldova sochialiste	(Socialist Moldavia) (Moldavian)			300	
			LITHUANIAN REPUBLIC			
Vilnius	Tiesa	(Lithuanian) (Truth)	Lithuanian Communist Party, Supreme Soviet and Council of Ministers.	G. Zimas	300	
	Sovetskaya Litva	(Russian) (Soviet Lithuania)	Lithuanian Communist Party, Supreme Soviet and Council of Ministers.	A. A. Kozunov	300	

SPAIN

(Peseta)

(1) 1 line (p) 1 page, (w) 1 word, (mm) 1 millimeter, (cm) 1 centimeter

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Name of City and Population	Name of Paper Established Published	Director	Adv. Rate (ptas)
Albacete (65,220)	Albacete (1942), ED	Antonio Andújar	(p) 1,200 (l) 1
Alicante (65,000)	†Información (1940), MD	Gregorio C. Romero de Vicient	(p) 2,750
	†Lunes (1942), Mondays	Gregorio C. Romero de Vicient	
Almeria (75,909)	†Yugo (1939), MD	José Cirre	(w) 0.60
Avila (20,261)	El Diario de Avila (1898)	Juan Grande Martín	(l) de 3,00 a 1,00*
	*Depends on position in paper.		
Avilés (Oviedo) (19,850)	La Voz de Avilés (1908), MD	Juan González Wes-Dinten	(l) 2,00
Badajoz (55,488)	Hoy (1933), MD	Gregorio Herminio Pinilla	(p) 3,300
	Hoja Oficial del Lunes (1941) Mondays	Gregorio H. Pinilla	
Barcelona (1,880,195)	El Correo Catalán (1875), MD	Claudio Colomer Marqués	(p) 7,000
	Diario de Barcelona (1792), MD	Enrique del Castillo	(p) 3,750 (sp) 2,000
	Hoja del Lunes (1926), Monday	D. Rafael Delclos	
	El Mundo Deportivo (1906) MED	José Luis Lasplazas	(l) 4.50 (w) 0 40
	El Noticiero Universal (1888), ED	Luis G. Manegat	(p) 7,500
	†La Prensa (1941), ED	Antonio Sánchez Gómez	(p) 6,500
	†Solidaridad Nacional (1939), MD	Luis Santamarina	(p) 3,350
	La Vanguardia Española (1881) MD	Luis de Galinsoga	(p) 14,000 to 6,000 (l) 1. to 3.
Bilbao (197,200)	El Correo Español (1937), MD	Alejandro Echevarria	(p) 2,660 (l) 2.
	La Gaceta del Norte (1901), MD	Antonio Gonzalez	(w) .25
	†Hierro (1937), ED	Bernardo Bureba	
	Hoja del Lunes (1931) Mondays	Bernardo Bureba	
Burgos (61,054)	Diario de Burgos (1891), MD	Esteban S. Alvarado	(l) 1.
	La Voz de Castilla (1944), MD	Fernando Ramos	
Cáceres (40,473)	Extremadura (1923), ED	Jesús Dionisio Acedo	
Cádiz (80,000)	Diario de Cádiz (1867), MD	Francisco Rodríquez	(p) 4,000
	Información del Lunes (1875), Monday	Manuel Cerón	
Cartagena (102,705)	El Noticiero (1934), ED	Manuel Carreño	
Castellón (49,116)	†El Mediterráneo (1938), MD	Jaime Nos	(p) 1,300 (mm) .03
Ceuta (Marruecos) (50,614)	El Faro (1934), MD	Francisco Leria Ortiz	
Ciudad Real (32,664)	†Lanza (1943), ED	Jóse Gutierrez Ortega	(p) 1,200 (l) 2.-
Córdoba (143,601)	†Córdoba (1941), MD	Pedro Alvarez	(p) 5,000 (l) 2.10 (w) 0.40
	Hoja Oficial del Lunes (1942) Mon.	Francisco Quesada	
La Coruña (99,103)	Hoja Oficial del Lunes (1941), Mon.	Enrique Santos	
	El Ideal Gallego (1917), MD	Manuel Santaella Pérez	(p) 2,075
	La Voz de Galicia (1882), MD	Pedro de Llano	
Gerona (29,652)	†Los Sitios (1943), MD	José Aguarón del Hoyo	

DAILY NEWSPAPERS OF EUROPE—Continued

SPAIN-Continued

Name of City and Population	Name of Paper Established Published	Director	Adv. Rate (ptas)
Gijón (Oviedo) (101,515)	El Comercio (1876), MD	Alfredo García	(w) 0.50
Granada (128,323)	Ideal (1932), MD	Santiago Lozano	(p) 2,000
			(w) 0.50
	†Patria (1936), MED	Jose María Buguella	(p) 1,400
	Hoja Oficial del Lunes (1939), Mon.	Luis Vincente Prados	
Huelva (52,000)	†Odiel (1935), MD	Alejandro Daroca del Val	(w) .45 to .60
Huesca (17,500)	†Nueva Espana (1936)	Francisco Arias de Velasco	(l) .90
Ibiza (Balearic Islands) (6,500)	Diario de Ibiza (1897)	José Zorzosa	(p) 100.
Jaén (53,599)	†Jaén (1941), MD	Fausto Fernández	(p) 1,000
			(w) 0.50
Jerez de La Frontera (Cádiz) (65,000)	Ayer, MD	Valentín Domínguez Isla	(p) 2,150
Larache (Marruecos) (45,000)	Suspendido		
León (41,610)	El Diario de Leon (1906), ED	Filemon de la Cuesta	(p) 1,900
			(w) 0.40
	†Proa (1936), MD	Eugenio Diez Seco	(w) .25
Lérida (41,395)	†LaMañana (1938), MD	Felix Morales	(p) 1,500.
			(l) 3.
	†Hoja Oficial del Lunes (1942), Mon.	Fulgencio Miñano	
Logroño (45,895)	Nueva Rioja (1938), MD	Antonio Loma	(l) 2.50
Lugo (40,258)	El Progreso, MD. (1908)	Purificación de Cora	(p) 5,000
			(l) 2.
Madrid (1,987,263)	"ABC" (1905), MD	Torcuato Luca de Tena	(p) 5,500
			(l) 2.00
			(w) 1.25
	†Arriba (1935), MD	Ismael Herraiz	(p) 4,000
			(mm) 2.00
			(w) 1.00
	El Alcázar (1936), ED	Jose Molina	(p) 7,000
	Hoja Oficial del Lunes (1930), Mon.	Pedro Gómez Aparicio	(p) 13,500
	Informaciones (1922), ED	Juan José Pena	(p) 6,000
			(gp) 3,000
			(mm) 2. to 3.
	Madrid, ED (1939)	Juan Pujol Martinez	(p) 6,000
	†Marca (1942), MD	Nemesio Fernandez Cuesta	(p) 5,000
	†Pueblo (1940), ED	Emilio Romero	(p) 5,000
	Ya (1935), MD	Aquilino Morcillo	(p) 14,000
			(w) 1.60
Mahón (Balearic Islands) (18,679)	†Menorca (1938), MD	Fernando Jansá	(p) 780.00
			(l) 1.50
Málaga (234,619)	Hoja del Lunes (1937), Mon	Angel Conejo	
	†Sur (1937), MD	Francisco M. Sanz	(l) 1.25
Melilla (Marruecos) (69,133)	Telegrama del Rif (1902),	Manuel Galván	
Murcia (186,778)	La Verdad (1903), MD	José Ballester	(p) 2,000
	†Linea (1939), MD	José Sanchez Moreno	(p) 1,000
	Murcia (1943) Mon	Isidoro Martín	
Orense (27,412)	La Región (1910), MD	Ricardo Outeriño	(l) 1.00
Oviedo (78,236)	†La Nueva España (1936), MD	Francisco Arias	
	La Voz de Asturias (1923), MD	Roberto Velazquez Riera	(p) 8.25
			(l) 1.
	Región (1923), MD	Ricardo Vázquez-Prada	(l) 1.50
	El Diario Palentino (1882), MD	José Alonso de Oieda	(l) 0.75
Palma De Mallorca (Balearic Islands) (97,000)	†Baleares (1939), MD	Jorge Andreu Alcover	(p) 2,000
			(l) 1.35
	Diario de Mallorca	Antonio Sabater Mut	
	El Correo de Mallorca (1910) MD	(Suspended)	(mm) 0.60
	†Hoja del Lunes (1936), Mon	Antonio Sabater	
	La Almudaina (1885), MD	(Suspended)	
	La Ultima Hora (1893), ED	José Tous (hijo)	(p) 1,500
Palmas de Gran Canaria (Canary Islands) (78,264)	Diario de Las Palmas	Pedro Perdomo	
	†Falange (1936), MD	Ignacio Quintana	
	La Provincia (1911), MED	Antonio de la Nuez	(cm) 3.00
Pamplona (62,391)	†Arriba Espana (1939), MD	Mariano Prado	(p) 1,500
			(l) 1.00
	Diario De Navarra (1903), MD	Raimundo García	
	Lunes (1936), Mon	Mariano Prado	
	El Pensamiento Navarro (1697), MD	Francisco López Sanz	
Salamanca (70,345)	El Adelanto (1883), MD	Luciano Sánchez Fraile	(l) 0.60
	La Gaceta Regional (1920), MD	Francisco Bravo Martinez	(l) 0.60 to 2.00
	Hoja del Lunes (1943), Mon	Antolin Martin	
San Sebastián (93,000)	El Diario Vasco (1909), MD	Juan Maria Pena	(p) 6,000
	Hoja del Lunes, Mon	Ignacio María Jáuregui	
	†La Voz de España (1936), MD	Jesús Revuelta Imaz	(p) 800.00
	†Unidad (1936), ED	Jose Ramon Aparicio	
Santa Cruz de Tenerife (Canary Islands) (72,356)	El Dia (1939), MD	Agustin Santos	
	La Tarde (1927), ED	Jose Sanz Moliner	(p) 2,250
Santa Isabel (Fernando Po Island) (19,269)	†Ebano (1939), MD	Sebastian Llompart	
Santander (100,676)	†Alerta (1937), MD	Francisco de Cáceres	
	El Diario Montañés (1902), MD	Manuel González Hoyos	(l) 2.00 to 6.00*
	*Depends on position in paper.		
	Hoja del Lunes (1935)	Julio Jenaro Abin	
Santiago de Compostela (Coruña) (42,782)	El Correo Gallego (1878), MD	Jose Goni	
	La Noche, ED	Jose Goni	
Segovia (24,977)	El Adelantado de Segovia (1901) ED	Luis Cano Lozano	(p) 1,500
			(l) 0.60
			(w) 0.25
Sevilla (312,123)	ABC (1929), MD	Antonio Olmedo Delgado	(p) 1,600
	El Correo de Andalucía (1899), MD	José María Montoto	(p) 1,000
			(lmm) 0.75
	Lunes (1934), Mon. Suplemento dominical	Ramón Resa	
	†Sevilla (1942), ED	Javier Jiminez	(l) 1.75
Tánger (60,000)	España (1936), MD. Suplemento dominical	Juan Estelrich	(p) 3,750
			(w) 0.50
Tarragona (34,506)	†Diario Español (1939), MD	Domingo Mediano	(p) 450.00
Teruel (16,172)	†Lucha, (1936), MD	José María López	
Tetuán (Marruecos) (75,420)	Diario de Africa, (1945). MD	Jose Carrasco Tellez	(p) 2,500
Valencia (454,000)	Hoja del Lunes (1936), Mon	Martín Domínguez	
	†Jornada (1941), ED	Jose Barbera	(p) 2,400
	Las Provincias (1866), MD	Martín Dominguez	(p) 4,000
	†Levante (1939), MD	Jose Molina	
Valladolid (116,024)	Diario Regional (1908), MD	Manuel Santaella	(p) 3,000
			(w) .10
	El Norte de Castilla (1854), MD	Gabriel Herrero	(l) 1.00 to 3.00
	Hoja del Lunes, Mon	Narciso García	
	†Libertad (1931), MD	Alberto Crespo	(p) 2,000
			(l) 1.00
Vigo (140,000)	Faro de Vigo (1853), MD	Francisco Leal Insúa	(l) 2.00 to 5.00*
	*Depends on position in paper.		(p) 5,200
	†El Pueblo Gallego (1923), MD	José María Castroviejo	(p) 3,000
	Hoja del Lunes (1934), Mon	Gonzalo Rey Alar	
Vitoria (49,752)	El Pensamiento Alavés (1932), ED	Bernardino Merino	
Zamora (32,626)	El Correo de Zamora (1897), ED	Nicolás Rodríguez	(l) 0.70
	†Imperio (1936), MD	Juan de Dios Ruiz	(p) 400.00
Zaragoza (238,626)	†Amanecer (1938), MD	(90)	(p) 4,000
			(l) 3.-
			(w) 0.50
	El Noticiero (1904), ED	Ramón Gelma	(l) 2.50
	Heraldo de Aragón (1895), MD	Antonio Bruned (94)	(l) 4.00
	Hoja del Lunes (1936), Mon	Emilio Alfaro	

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Linotype and Stereotype Combination: 4 to 6 per cent tin, 11.50 to 12.50 per cent antimony, balance lead.

Ludlow: 4 to 6 per cent tin, 11 to 12 per cent antimony, balance lead.

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Special Monotype: 9 to 10 per cent tin, 18 to 20 per cent antimony, balance lead.

Stereotype: 5 to 8 per cent tin, 13.25 to 14.00 per cent antimony, balance lead.

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DAILY NEWSPAPERS OF EUROPE—Continued

SWEDEN

Compiled by the Swedish Audit Bureau of Circulation (ABC), Stockholm Tidningsstatistik Aktiebolag (T. S.), Stockholm

City and Population	Name, and U. S. Representative	Estab.	Issued	Circulation		Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Ave. No. Pages	Appeal	Base Rate
Alingsås (16,665)	Alingsås Tidning	1864	E.Mon Wed.Fri.	4,826	12,743	AB William Michelsens Boktryckeri, Alingsås	O. W. Michelsen	Bengt Michelsen	1.96	22.04	15.75	8-12	Liberal	0.32 mm
	Elfsborgs Läns Tidning	1892	M.Tue. Thur.Sat.	7,917										
Boden (12,301)	Norrländska Social demokraten	1919	MDexSun	33,134		Tryckeri AB Norrländska Socialdemokraten	Filip Persson	Evert Larsson	1.96	19.68	13.78	16	Labor	0.51 mm
Bollnäs (5,897)	Ljusnan	1912	EDexSun	12,714		Tryckeri AB Ljusnan	*Hildur Skold	Alex Mattsson	1.96	20.47	13.78	12	Liberal	0.45 mm
Borlänge (24,482)	Borlange Tidning	1885	MDexSun	8,261		Dalarnes Tidnings och and Boktryckeri AB	Carl Lidman	V. Ohlars	1.93	19.68	13.50	12-16	Neutral	0.47 mm
Borås (62,728)	Borås Tidning	1826	MD	31,359D 30,437S.		AB Borås Tidning	Tore Wärenstam	John Odhagen	1.93	20.27	13.50	16	Conservative	0.48 mmD 10% inc.Sat.
	Västgöta-Demokraten	1926	ED	18,667D 18,124S.		Sjuhäradsbygdens Tryckeri AB	Karl Sundquist	Carl Johansson	1.93	19.68	13.50	12.7	Labor	0.48 mm
Eksjö (10,065)	Smålands- Tidningen	1899	MDexSun	9,429	20,534	Smålands-Tidningens Tr. AB	Carl Olof Hamrin	Sune Toft	1.96	18.11	13.78	13	Liberal	0.42 mm
	Smålands Dagblad	1929		7,834										
	Tranås Tidning	1875		3,271										
Eskilstuna (57,089)	Eskilstuna-Kuriren	1890	EDexSun	18,583		Eskilstuna-Kurirens Tr. AB	Roland Åkerlund	Sven Anderson	1.94	19.88	13.64	.....	Liberal	0.45 mm
	Folket	1909	EDexSun	29,011		Tidningen Folket AB	Joel Ljungquist	Göte Björnsson	1.93	20.07	13.50	14-16	Labor	0.50 mm
Falkenberg (10,141)	Hallands Nyheter	1905	MDexSun	15,723		Hallands Nyheters Tryckeri	Gust. Ad. Jansson	Nils Bierke	1.96	19.09	13.78	.....	Agrarian	0.40 mmD 10% inc.Sat.
Falköping (12,824)	Skaraborgaren	1926	MDexSun	5,798		AB Skaraborgaren	Karl Sundqvist	Anton Johansson	1.93	19.68	13.50	9	Labor	0.35 mm
Falun (18,399)	Dala-Demokraten	1917	MDexSun	23,928		AB Dala-Demokraten	Werner Westberg	Birger Eriksson	1.95	20.47	13.66	14	Labor	0.47 mm
	Falu-Kuriren	1894	MDexSun	25,345		Falu Kurirens AB	Rudolf Bengtsson	Mf Englund	1.93	20.07	13.50	14	Liberal	0.47 mm
Gävle (50,662)	Arbetarbladet	1902	EDexSun	29,625		AB Arbetarbladet	Anders Thunstedt	Henning Uggla	1.93	20.07	13.50	14	Labor	0.40 mm
	Gefle Dagblad	1895	MDexSun	22,180		Gefle Dagblads AB	Nils Kindenberg	Alwar Mårtensson	1.93	20.07	13.50	12-16	Liberal	0.40 mm
	Norrlands-Posten-Gefle-Posten	1783	MDexSun	8,258		Gefleborgs Tryckeri AB	Harry Lundkvist	Henrik Björk	1.93	19.68	13.50	12	Conservative	0.38 mm
Göteborg (380,442)	Aftonposten	1951	ED	34,344D 43,721S.		Tryckeri AB Otterhall	Alf Sjöberg	Alf Sjöberg	1.96	20.07	13.78	14	Conservative	0.50 mm
	Arbetartidningen	1929	EDexSun	10,642		Andelsföreningen Arbetartidningen u.p.a.	Ernst Andersson	R. Nordvall	1.96	16.53	11.81	12	Communist	0.45 mm
	Göteborgs Handels-och Sjöfarts-Tidning	1832	MDexSun	44,952		Göteborgs Handelstidnings AB	Knut Petersson	John Ramborgh	1.96	20.47	15.75	18	Liberal	0.60 mm
	Göteborgs-Posten	1813	MD	221,350D 191,596S.		Göteborgs-Postens Nya AB	Ebba Ljunggren	John Berglund	1.96	20.47	13.78	24	Liberal	1.05 mm
	Göteborgs-Tidningen	1902	ED	38,623D 120,197S.		Göteborgs Handelstidnings AB	Oscar Malmberg	John Ramborgh	1.96 1.96	15.74 20.47	9.80 15.75	20-24 28	Liberal	0.50 mmD 0.85 mmSun
	Ny Tid	1892	MD	40,702 37,674		Tryckeri AB Framåt	Kurt Schlstedt	Åke Persson	1.88	20.07	12.83	16	Labor	0.65 mm
Halmstad (37,335)	Hallands Dagblad	1876	MDexSun	10,290		Hallands Dagblads AB	Göran Bångstad	Yrjo Mattila	1.96	19.68	13.78	12-16	Conservative	0.43 mmD 10% inc.Sat.
	Hallandsposten	1850	MDexSun	25,403		Henrik F. Svensson	Henrik F. Svensson	Egon Svensson	1.96	20.07	13.78	12-18	Liberal	0.45 mmD 10% inc.Sat.
Hälsingborg (74,380)	Helsingborgs Dagblad	1884	MD	25,527D 42,364S		Helsingborgs Dagblad AB	Ove Sommelius	Svea Matsson	1.93	19.96	13.50	16-1	Conservative	0.61 mmD 0.72 mmSun.
	Skånes Annonsblad	1893	MDexSun	2,698		"	"	"	1.93	19.68	13.50	.....	"	"
	Nordvästra Skånes Tidningar:													
	In Hälsingborg:													
	Eslövs Tidning	1896	MDexSun	1,371	24,770	Nordv. Skånes Tidningar	Thure Jansson	Jan Jansson	1.96	20.07	13.78	14-16	Conservative	0.60 mm
	Hoganäs Tidning	1897		3,942										
	Landskrona-Posten	1896		9,440	44,323									
	Öresunds-Posten	1847		10,017										
	In Angelholm:													
	Engelholms Tidning	1867		14,693	19,553									
	Klippans Tidning	1889		4,860										
	Nyheterna Skånska Social-demokraten	1907	EDexSun	14,705		Tryckeri AB Demokraten	Sven-Eric Rosander	Sven Ekstrom	1.94	19.68	13.64	12-16	Labor	0.42 mm
Härnösand (16,332)	Västernorrlands Allehanda	1874	MDexSun	16,731		Härnösands Boktryckeri AB	Kjell Norberg	Richard Baumgren	1.96	21.27	13.78	13,2	Conservative	0.38 mm
Hässleholm (12,169)	Norra Skåne	1899	MDexSun	15,868		Tidnings AB Norra Skåne	J. Karlgren	Gösta Nilsson	1.93	20.07	13.50	12	Agrarian	0.40 mmD 10% inc.Sat.
Hörby (3,356)	Mellersta Skåne	1911	MDexSun	6,736		AB Mellersta Skånes Tidningar	Walborg Persson	Åke Andersson	1.96	22.04	13.78	8	Liberal	0.39 mmD 10% inc.Sat.
Hudiksvall (10,605)	Hudiksvalls Nyheter	1900	MDexSun	5,189		Hudiksvalls Nyheters AB	Roland Broberg	S. E. Åstrom	1.96	20.07	13.78	10	Liberal	0.40 mm
	Hudiksvalls-Tidningen	1909	MDexSun	9,886	11,867	Hudiksvalls-Tidningens Tr. AB	Allon Ekwall	K. Åhs	1.93	19.68	13.50	10-12	Agrarian	0.45 mm
	Hälsinglands Tidning	1909		1,981										
Jönköping (48,517)	Jönköpings-Posten	1865	EDexSun	25,844		H. Halls Boktryckeri AB	C.-O. Hamrin	Nils Schön	1.93	20.07	13.50	16	Liberal	0.45 mm
	Smalands Allehanda	1879	MDexSun	10,302	12,044	Tidnings AB Smålands Allehanda	E. G. Ekberg	T. Norrman	2.14	20.66	15.01	12	Conservative	0.42 mm
	Eksjö-Tidningen			974										
	Nassjö-Tidningen			768										
	Smålandsbygdens Tidning	1925	MDexSun	5,701		Smålandsbygdens Tidning AB	Oskar Skaar	Oskar Skaar	1.96	21.27	13.78	12	Agrarian	0.40 mm
	Smålands Folkblad	1901	EDexSun	15,664		Tryckeri AB Småland	Ragnar Åkerberg	Bo Wählin	1.96	20.07	13.78	16	Labor	0.45 mm
Kalmar (29,152)	Barometern	1841	MDexSun	26,003		Tidningen Barometerns AB	Tage Forsberg	Birger Kronberg	1.93	20.27	13.50	14	Conservative	0.45 mmD 10% inc.Sat.
	Kalmar Läns Tidning	1827	MDexSun	5,704		Kalmar Tryckeri AB	Erik Fredriksson	Erik Fredriksson	1.93	19.68	13.50	10-12	Agrarian	0.43 mm 10% inc.Sat.
	Östra Småland	1928	MDexSun	8,350	15,367	Tidningen Östra Småland AB	Bengt Tingsgård	Martin Karlsson	1.94	20.87	13.64	12	Labor	0.55 mm
	Oskarshamns Nyheterna	1866		4,088										
	Vasterviks-Demokraten	1944		2,929										
Karlshamn (11,333)	Karlshamns Allehanda	1847	MDexSun	6,394		Sven J. Bengtsson	Sven J. Bengtsson	Jarl Mårtensson	1.96	20.67	13.78	8-12	Conservative	0.35 mmD 0.37 mmSat.
Karlskoga (33,385)	Karlskoga Tidning	1883	EDexSun	9,507		Karlskoga Tidnings Tryckeri AB	E. Brandenfeldt	Matts Martinsson	1.96	19.68	13.78	10	Neutral	0.40 mm
Karlskrona (33,514)	Blekinge Läns Tidning	1869	MDexSun	22,264		AB Blekinge Läns Tidning	Emil Petersson	Arvid Petersson	1.96	20.07	13.78	12-16	Liberal	0.44 mmD 0.46 mmSat.
	Sydöstra Sveriges Dagblad	1903	MDexSun	13,956		Sydöstra Sveriges Dagblad AB	Wiking Thomasson	Åke Paulrud	1.95	19.09	13.66	12-16	Labor	0.44 mmD 0.46 mmSat.
Karlstad (38,689)	Karlstads-Tidningen	1879	MDexSun	5,297		Karlstads-Tidningens AB	G. Salomonsson	G. Salomonsson	1.96	19.68	13.78	10-12	Liberal	0.43 mmD 10% inc.Sat.
	Nya Wermlands-Tidningen	1836	MDexSun	59,537		Nya Wermlands-Tidningens AB	Gustaf Ander	Edv. Järkholm	2.04	20.66	14.72	16	Conservative	0.56 mmD 10% inc.Sat.
	Värmlands Folkblad	1918	MDexSun	23,973		Tr. AB Värmlands Folkblad	Nils Wallander	Gust. Berg	1.96	19.68	13.78	12	Labor	0.49 mmD 10% inc.Sat.
Katrineholm (16,613)	Katrineholms-Kuriren	1916	EDexSun	.....		Katrineholms-Kurirens Tr AB	Erik Hellberg	Tore Johansson	1.93	20.07	13.50	10-12	Liberal	0.42 mm
	Flens Dagblad	1953		.....										
Kiruna (22,374)	Norrlandsfolket	1925	MDexSun	3,811		Tr AB Norrlandsfolket	Arne Söderberg	Gunnar Aldemark	1.96	14.94	9.80	16	Liberal	0.39 mm
Kristianstad (24,896)	Kristianstads Läns-Demokraten	1933	DexSun	.....		AB Läns-Demokraten	Artur Nilsson	Roland Johansson	1.96	20.07	13.78	10	Labor	0.40 mmD 10% inc.Sat.
	Nyaste Kristianstadsbladet	1856	MDexSun	24,060		Larsson & Olofson	Nils Larsson	Niss Håkansson	1.96	19.68	13.78	14	Liberal	0.40 mmD 10% inc.Sat.
Laholm (3,300)	Laholms Tidning	1931	MDexSun	3,490		Föreningen Laholms Tidning u.p.a.	J. B. Bengtsson	Axel Larsson	1.96	19.68	13.78	8	Agrarian	0.33 mmD 10% inc.Sat.
Linköping (60,989)	Östgöta Correspondenten	1938	MDexSun	50,459		AB Östgöta Correspondenten	Ingvar Arén	Elow Wahlin	1.96	20.66	13.78	19	Conservative	0.50 mmD 0.53 mmSat.
	Östgöten	1872	EDexSun	13,116		Tidnings AB Östogöten	Rudolf Lindholm	Karl-Axel Kernell	1.96	20.07	13.78	14	Labor	0.46 mmD 0.49 mmSat.
Lulea (26,767)	Norrbottens-Kuriren	1861	MDexSun	20,301		Norrbottens-Kuriren	Halvar Isakson	Bertil Landfors	1.96	20.66	15.75	14,1	Conservative	0.46 mm
	Norrskenslamman	1906	MDexSun	.....		Tidningsföreningen Norrskensflamman u.p.a.	Einar Broström	Elov Larsson	2.16	15.74	10.82	12	Communist	0.43 mm
Lund (36,920)	Lunds Dagblad	1775	MDexSun	.....		Lunds Dagblad AB	Tage Ahlbom	Tage Bergkvist	15.74	9.80	16	.....	Liberal	0.34 mm
Malmö (209,473)	Arbetet	1887	MD	47,204D 87,260S		Tryckeri AB Framtiden	Börje Tengblad	Hugo Holmström	1.93	20.27	15.43	17	Labor	0.62 mmD 0.82 mmSun.
	Kvällsposten (6)	1948	ED	36,415D 73,795S		Kvällsposten AB	Gustaf Andrén	Gunnar Sixtensson	1.96	15.55	9.80	20	Conservative	0.36 mmD 0.55 mmSun.
	Skånska Dagbladet	1888	MDexSun	46,233D		AB Skånska Dagbladet	Carl Fr. Ljunggren	Alf Hoppeler	1.96	22.48	15.75	16-18	Agrarian	0.59 mmD 0.68 mmSat.
	Sydsvenska Dagbladet Snällposten (6)	1848	MD	77,075D 137,502S		Sydsvenska Dagbladets AB	Christer Wahlgren.	Ewert Larson	1.96	22.48	15.75	18	Conservative	0.72 mmD 1.02 mmSun.
Norrköping (88,762)	Norrköpings Tidningar	1758	EDexSun	24,702		Norrköpings Tidningars AB	Harald Molander	Olof Pettersson	1.96	20.07	13.78	16	Conservative	0.45 mmD 0.48 mmSat.
	Östergötlands Dagblad	1890	MDexSun	20,646		Östergötlands Dagblads AB	Harald Molander	Stefan Joélius	1.96	19.96	13.78	16	Conservative	0.45 mmD 0.48 mmSat.
	Östergötlands Folkblad	1905	EDexSun	15,025		Tryckeri AB Norrköping	Sven Brändk	Richard Winkfield.	1.96	20.07	13.78	13,5	Labor	0.45 mmD 0.48 mmSat.
Nyköping (21,848)	Södermanlands Nyheter	1893	EDexSun	15,345		Gust Österbergs Tryckeri AB	Axel Osterberg	E. Eriksson	1.94	19.48	13.64	12	Liberal	0.42 mm
Oskarshamn (11,754)	Oskarshamns-Tidningen	1880	MDexSun	12,306		Nya AB Oskarshamns-Tidningen	Sven Sedvallson	Folke Rydén	1.96	20.27	13.78	11	Conservative	0.41 mmD 0.45 mmSat.

*Calculated Circulation

DAILY NEWSPAPERS OF EUROPE—Continued

SWEDEN—Continued

City and Population	Name, and U. S. Representative	Estab.	Issued	Circulation	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Ave. No. Pages	Appeal	Base Rate
Piteå (6,466)	Piteå-Tidningen	1915	MDexSun	9,050	Piteå-Tidningens AB	Stig Jansson	Egil Johansson	1.96	20.07	13.78	10	Labor	0.40 mm
Sala (10,638)	Sala Allehanda	1879	MDexSun	7,544	Ågren & Holmbergs Boktr. AB	Charles Söderström	Alvar Christiansson	1.96	20.47	13.78	8	Neutral	0.42 mm
Skara (8,658)	Skaraborga Läns Tidning Skara Tidning	1813	MDexSun	16,437	Pettersonska Boktr. Eftr.	E. G. Torgny	Bernhard Unker	1.96	20.00	13.78	11,5	Liberal	0.37 mm
Skövde (21,436)	Skaraborgs Läns Annonsblad	1884	M.Tue. Thu.Sat.	9,631	Isakssonska Boktryckeri AB	Henning Ahlberg	Sigge Daniebzon	2.12	19.68	14.88	8-10	Agrarian	0.32 mm
Sollefteå (9,656)	Nord-Sverige	1919	MDexSun	6,065	Tryckeri AB Nord-Sverige	Gustaf Andersson	Curt Hasselborg	1.96	22.04	15.75	10	Agrarian	0.42 mm
	Nya Norrland	1907	MDexSun	20,353	Tryckeri AB Nya Norrland	Folke Vägberg	Frank Ainell	1.96	20.07	13.78	13,5	Labor	0.42 mm
Stockholm (785,945)	Aftonbladet (6)	1830	ED	173,490D 179,814S	Aftonbladets AB	Torsten Kreuger	Ove Lind	1.94	17.32	11.69	25,2	Neutral	1.15 mmD 1.30 mmSun.
	Aftontidningen	1942	ED	63,476D 70,814S	A-Tryck AB	Helmer Wikström	Nils Cavander	1.94	13.38	9.70	28	Labor	0.79 mmD 0.89 mmSun.
	Dagen	1944	MDexSun	23,978	Tidnings-AB Dagen	Karl G. Ortosson	Bror Lindberg	1.96	20.07	13.78	10	Neutral	0.50 mm
	Dagens Nyheter (20)	1864	MD	315,770D 362,356S	Dagens Nyheters AB	Helge Heilborn	Sven Boethins	1.95	20.47	15.62	32	Liberal	1.60 mmD 1.80 mmSun.
	Dagstidningen Arbetaren	1922	MDexSun	x	Sveriges Arbetares Central-organisation			1.96	17.32	11.81	12	Syndicalist	0.50 mm
	Expressen (20)	1944	ED	265,296D 286,818S	AB Kvällstidningen Expressen	Helge Heilborn	Erik Geijer	1.94	15.35	9.70	28,3	Liberal	1.35 mmD 1.50 mmSun.
	Morgon-Tidningen	1885	MD	48,529D 100,217S	A-Tryck AB	Helmer Wikström	Nils Castelius	1.93	20.07	13.50	16	Labor	0.75 mmD 1.07 mmSun.
	Ny Dag	1930	MDexSun	x	Tidningsföreningen Ny Dag u.p.a.	Nils Elison	Erik Karlsson	2.12	16.22	10.63	12-16	Communist	0.80 mm
	Stockholms-Tidningen (6)	1889	MD	184,324D 206,894S	Stockholms-Tidningens AB	Torsten Kreuger	Åke Fernquist	1.95	21.65	15.62	21	Liberal	1.35 mmD 1.50 mmSun.
	Svenska Dagbladet (6)	1884	MD	109,040D 111,800S	Svenska Dagbladets AB	Harry Grönfors	Sten Grytt	1.94	23.00	15.60	20-22	Conservative	1.30 mmD 1.45 mmSun.
	Svenska Morgonbladet	1890	MDexSun	16,689	Svenska Morgonbladet AB	John Lorentzi	E. Th. Hock	1.96	20.07	13.78	11 5	Liberal	0.60 mm
Sundsvall (26,674)	Dagbladet	1900	MDexSun	11,615	Tryckerifören. Nya Samhället	Tord Berggren	G. Swedenmark	1.96	20.07	13.78	12	Labor	0.43 mm
	Sundsvalls-Posten	1859	EDexSun	7,153	Boktryckeri AB i Sundsvall	Erik Sällvin	John Mattsson	1.96	19.68	13.78	.....	Conservative	0.40 mm
	Sundsvalls Tidning	1841	MD	25,310D 30,975S	Sundsvalls Tidnings AB	Bror Berg	John Nyström	1.95	20.07	13.66	14,7	Liberal	0.43 mm
Söderhamn (12,224)	Söderhamns-Kuriren Hälsinge-Kuriren	1895	MDexSun	7,681 6,270 13,951	AB Söderhamns-Kurirens Tr.	Harald Olsson	Lasse Berglund	1.93	19.68	13.50	10	Labor	0.45 mm
	Söderhamns Tidning	1878	EDexSun	3,463	Söderhamns Tidnings Tr. AB	Göran Norin	S. Sjöstrom	1.96	19.68	13.78	10	Liberal	0.40 mm
Trelleborg (17,924)	Trelleborgs Allehanda	1876	MDexSun	8,988	Tryckeri AB Allehanda	Robert Ohlsson	Göte Svensson	1.96	21.27	13.78	10	Liberal	0.33 mm
Östervalla (28,234)	Bohuslänningen	1878	MDexSun	24,612	Bohuslaningens AB	Stig Holm	Carl-Axel Klingspor	1.94	20.07	13.64	12	Liberal	0.40 mmD 0.43 mmSat.
	Kuriren	1903	MDexSun	10,280	Nya Tryckeri AB Kuriren	Harry Fondin	Arvid Klang	1.95	17.32	13.66	11	Labor	0.40 mmD 0.42 mmSat.
Umeå (19,092)	Västerbottens Folkblad	1917	MDexSun	15,364	Tr. AB Västerbottens Folkblad	Harald Johansson	Tore Lundqvist	1.96	17.85	11.81	16	Labor	0.43 mm
	Västerbottens-Kuriren	1900	MDexSun	30,053	Västerbottens-Kurirens AB	Sven Tollin	Gunnar Collberg	1.96	20.07	13.78	16	Liberal	0.45 mm
Uppsala (70,244)	Upsala	1845	EDexSun	x	Nya AB Tidningen Upsala	Ossian Höglund	Holger Ekwall	2.28	22.04	13.67	8	Conservative	0.38 mm
	Upsala Nya Tidning	1890	MDexSun	37,272	Upsala Nya Tidnings Nya AB	Georg Forsner	Hugo Johansson	2.12	22.04	14.88	12	Liberal	0.45 mm
Visby (15,234)	Gotlands Allehanda	1873	MDexSun	8,246	Gotlands Allehandas Tr. AB	Herman Wahlberg	E. Engström	1.96	19.27	13.78	8-12	Conservative	0.34 mm
	Gotlands Folkblad	1928	EDexSun	6,463	Visby Tryckeri AB	Edvin Andersson	Ville Waldener	2.12	16.22	10.63	12,1	Labor	0.33 mm
	Gotlänningen	1884	EDexSun	6,016	Gotlänningens Tryckeri AB	Martin Englund	Folke Johnsson	2.28	19.68	13.67	8	Agrarian	0.33 mm
Västervik (16,800)	Västerviks-Tidningen	1834	EDexSun	10,886	AB C. O. Ekblad & Co.	Olle Hultgren	Tage Lund	1.96	20.07	13.78	10	Conservative	0.39 mm
Västerås (68,197)	Vestmanlands Läns Tidning	1831	MDexSun	35,705	Vestmanlands Läns Tidnings AB	Mattias Pers		1.95	20.27	15.66	16	Liberal	0.43 mm
	Västmanlands Folkblad	1918	EDexSun	12,526	Västmanlands Folkblad AB	Gösta Lundberg	Einar Jonsson	1.96	19.84	13.78	12	Labor	0.42 mm
Växjö (22,142)	Smålandsposten	1866	M.Mon. Tue. Thu.Sat.	33,161	Smålandspostens Boktr. AB	Torvald Gothe	Folke Friberg	1.96	19.68	13.78	16	Conservative	0.38 mm
Ystad (13,620)	Aurora	1899	EDexSun	4,683	Tryckeri AB Aurora	Per-Ivan Erixon	Stig Löfdahl	1.96	19.68	13.78	10	Labor	0.40 mmD 0.44 mmSat.
	Ystads Allehanda	1873	MDexSun	21,668	Bjurströms Boktryckeri AB	Harald Bjurström	H. Magnusson	1.96	20.07	15.75	12	Liberal	0.47 mmD 0.52 mmSat.
Örebro (71,418)	Nerikes Allehanda/Nerikes-Tidningen	1843	MDexSun	38,787	Länstidningens Tryckeri AB	Claës E. Ljung	Bernh. Boström	1.95	20.35	13.66	16	Liberal	0.50 mm
	Örebro-Kuriren Karlskoga-Kuriren	1902	MDexSun	19,383	Tr. AB Örebro-Kuriren	K. B. Hargesson	Henry Allard	1.96	20.07	13.78	14	Labor	0.50 mm
Örnsköldsvik (7,391)	Örnsköldsviks Allehanda	1894	MDexSun	13,259	AB Allehanda	Erik A. Hallin	Rolf Hoffman	1.96	19.48	13.78	12	Liberal	0.42 mm
Östersund (23,518)	Jämtlands Tidning	1845	MDexSun	3,153	AB Jamtlands Tidning	Karl Eric Andersson	Harry Svensson	1.96	20.35	13.78	9	Liberal	0.40 mm
	Länstidningen	1924	EDexSun	10,853	AB Länstidningen	M. A. Mårtensson	Paul Mohlander	1.96	20.27	13.78	11	Labor	0.40 mm
	Östersunds-Posten	1877	MDexSun	28,420	Östersunds-Postens Tr. AB	Edvin Magnusson	Kurt Holmbäck	1.96	20.07	13.78	14	Conservative	0.40 mm

xNot connected to TS (equivalent to the ABC)

SWITZERLAND

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Aarau (14,280)	Aargauer Tagblatt (Ger.)	1846	mdexSun.	12,115	Aarg. Tagblatt AG	A. Deppeler	(2)	1 3/8	18 1/8	11 5/8	8	Rad	0.16 mm.
	Freier Aargauer (Ger.)	1905	n.dexSun.	10,503	Druckereigenossenschaft Aarau	C. Egloff	C. Egloff	1 3/8	17 1/2	11 15/16	8	Social.-Dem.	0.30 mm.
Arbon (10,100)	Der Oberthurgauer (Ger.)	1878	mdexSun.	2,763	A. Hug & Co.	P. H. Hug	(2)	1 1/8	16 15/16	11 1/2	6	Democrat	0.11 mm.
	Thurgauer Arbeiterzeitung (Ger.)	1912	dexSun.	4,716	Presse Union	W. Biefer	(3)	1 3/16	17 3/8	11 1/2	6	Labour	0.12 mm.
Baden (11,575)	Aargauer Volksblatt (Ger.)	1911	mdexSun.	6,830	Buchdruckerei AG	M. Gyr	(1)	1 5/16	17 5/8	11 3/8	8	Catholic	0.14 mm.
	Badener Tagblatt (Ger.)	1849	mdexSun.	10,036	E. & O. Wanner	E. & O. Wanner	(1)	1 7/8	17 3/4	11 1/2	6	Rad	0.14 mm.
Basle (209,813)	Arbeiter Zeitung (Ger.)	1921	n.dexSun.	6,571	Volksdruckerei	Aug. Stahel	J. Schwander	1 1/16	16 15/16	11 5/16	4	Social-Dem.	0.15 mm.
	Basler Nachrichten (Ger.)	1845	medexSun. (11 weekl.)	18,285	Basler Berichthaus	K. Sartorius	(1)	1 1/16	19 1/2	12 11/16	14	Lib. Dem.	0.45 mm.
	Baslerstab (Ger.)	1923	mdexSun.	71,140	National-Zeitung AG	K. Dettwyler	(1)	1 1/16	19 7/8	12 11/16	8	.....	0.19 mm.
	Basler Volksblatt (Ger.)	1873	mdexSun.	5,956	Cratander AG	P. Haubi	(1)	1 1/16	17 1/2	11 9/16	8	Catholic	0.20 mm.
	Vorwarts (Ger.)	1945	mdexSun.	12,000	Arbeiter-Partei	Märki & Co.	Märki & Co.	1 1/8	17 1/4	10 3/4	6	Communist	0.20 mm.
	National-Zeitung (Ger.) (28)	1842	medexSun. (12 weekl.)	49,298	National-Zeitung AG	E. Wegmann	(1)	1 1/16	19 7/8	12 11/16	18	Rad. Dem.	0.45 mm.
Bellinzona (12,100)	Il Dovere (Ital.)	1875	mdexSun.	9,798	A. Salvioni & Co.	A. Salvioni	(1)	1 3/8	17 1/4	11 3/8	8	Rad. Lib.	0.16 mm.
	Popolo e Liberta (Ital.)	1900	dexSun.	6,062	Grafica SA	P. Giardino	(3)	1 1/8	20 3/8	14 15/16	4	Catholic-Dem.	0.16 mm.
Berne (152,000)	Anzeiger für die Stadt Bern (Ger.)	1891	mdexSun.	56,076	Vereinsdruckerei		(1)	1 3/8	17 1/4	11 3/8	10	Official	0.35 mm.
	Berner Tagblatt (Ger.)	1888	mdexSun.	33,613	Berner Tagblatt AG	O. Hausammann	(2)	1 1/16	17 1/4	11 1/2	10	Middle	0.25 mm.
	Berner Tagwacht (Ger.)	1894	mdexSun.	15,213	Unionsdruckerei	H. Knöpfel	F. Aeschlimann	1 1/8	17 1/4	11	8	Soc. Dem	0.18 mm.
	Der Bund (Ger.)	1850	medexSun.	32,926	F. Pochon-Jent	F. Pochon	(1)	1 1/8	17 1/2	12	10	Rad. Dem	0.30 mm.
	Neue Berner Nachrichten (Ger.)	1925	mdexSun.	2,300	Frb. Nachrichten	A. Rémy	F. Inglin	1 1/8	17 1/8	12 1/8	4	Catholic	0.12 mm.
	Neue Berner Zeitung (Ger.)	1919	mdexSun.	15,966	Verbandsdruckerei	F. Kauer	R. Heisig	1 1/8	17 1/2	11 7/16	8	General	0.20 mm.
	Schweiz. Handelsamtsblatt	1883	mdexSun.	12,808	Swiss Government	Official	(1)	1 5/16	15 1/8	9 1/2	12	Official	0.30 mm.
Bienne (52,180)	Bieler Tagblatt & Seeländer Bote (Ger.)	1850	mdexSun.	19,621	Gassmann	Chs. Gassmann	(1)	1 1/8	18 1/2	11 13/16	8	Middle	0.20 mm.
	Journal du Jura (Fr.)	1864	mdexSun.	10,630	Gassmann	Chs. Gassmann	(1)	1 1/8	18 1/2	11 13/16	8	Middle	0.17 mm.
	Seeländer Volkszeitung (Ger.)	1920	mdexSun.	6,800	Genossenschaftsdruckerei	W. Jeanneret	(3)	1 1/8	17 1/4	11 1/8	6	Soc. Dem.	0.16 mm.
Brugg (5,500)	Brugger Tagblatt (Ger.)	1900	mdexSun.	3,241	Effingerhof AG	Wächter	(2)	1 5/16	17 1/4	11 1/2	4	Rad	0.12 mm.
Burgdorf (12,250)	Burgdorfer Tagblatt (Ger.)	1830	edexSun.	2,591	F. Haller AG	F. Haller	(1)	1 5/16	17 1/2	11 13/16	4	Rad. Dem	0.145 mm.
Chaux-de-Fonds, La (34,000)	L'Effort (Fr.)	1920	mdexsun.	2,500	La Fusion S. C.	Les Amis de l'Effort	M. Bosch	1 3/8	18 1/16	12 3/8	4	General	0.20.5 mm.
	L'Impartial (Fr.)	1881	mdexSun.	20,242	Courvoisier S. A.	G. Essig	(3)	1 7/16	17 3/4	12 5/8	12	Middle	0.21 mm.
	La Sentinelle (Fr.)	1890	mdexSun.	4,039	Imprimerie Coopérative	E. P. Graber	A. Dubois	1 1/8	17 1/2	11 1/2	8	Labor	0.21.5 mm.
Chur (20,000)	Bündner Tagblatt (Ger.)	1852	mdexSun.	3,489	Bündner Tagblatt AG	Dr. Fischer	H. Huber	1 5/16	17 1/4	11 1/2	10	Catholic	0.14 mm.
	Der Freie Rätier (Ger.)	1867	mdexSun.	4,030	Paul Bärtsch	P. Bärtsch	E. Gantenbein	1 1/8	17 1/4	11 1/2	6	Rad	0.14 mm.
	Neue Bündner Zeitung (Ger.)	1876	mdexSun.	15,342	Sprecher, Eggerling & Co.	Gasser-Flor	(1)	1 1/8	17 1/2	11 3/8	8	Dem	0.15 mm.
Davos (10,330)	Davoser Zeitung (Ger.)	1879	mdexSun.	1,621	Buchdruckerei Davos AG	Gmünder	(2)	1 3/8	18 1/4	11 3/8	8	General	0.13 mm.
Delémont (8,700)	LeDémocrate (Fr.)	1,877	mdexSun.	7,498	Democrate SA	A. Schnetz	(1)	1 3/8	17 1/8	11 5/16	8	Rad. Dem.	0.15 mm.
Dielsdorf (1,130)	Der Zurichbieter	1948	mexSun.	7,760	H. Akeret's Erben	H. Eckinger	(2)	1 3/8	17 1/4	11 3/8	8	Rad. Dem.	0.14 mm.
Einsiedeln (8,420)	Schwyzer Nachrichten (Ger.)	1945	mdexSun.	2,000	Börsigi's Erben AG	J. Kaehlin	(3)	1 3/4	17 1/8	11	4	Catholic	0.11 mm.
Flawil (6,600)	Gossauer Zeitung (Ger.)	1926	mdexSun.	2,256	Buchdr. Flawil AG	A. Zünd		1 5/16	17 1/8	11 3/8	4	Rad. Dem.	0.10 mm.
	Der Volksfreund (Ger.)	1878	mdexSun.	2,256	Buchdr. Flawil AG	A. Zünd		1 7/16	17 1/8	11 1/8	4	Rad. Dem.	0.10 mm.
Fleurier (3,600)	Courrier du Val de Travers (Fr.)	1854	mdexSun.	3,600	Montandon & Cie	M. Montandon	(1)	1 3/16	17 1/4	12 5/16	4	General	0.13 mm.
Frauenfeld (11,120)	Thurgauer Volkszeitung (Ger.)	1844	mdexSun.	4,614	Vereinsbuchdruckerei	F. Brändle	(2)	1 1/2	15 5/16	10 1/2	6	Catholic	0.13 mm.
	Thurgauer Zeitung (Ger.)	1798	mdexSun.	15,559	Huber & Co.	H. Huber	(1)	1 5/16	18 1/4	12 3/8	6	Rad. Dem.	0.17 mm.
Fribourg (29,000)	Freiburger Nachrichten (Ger.)	1864	mdexSun.	5,835	Freiburger Nachrichten AG	A. Rémy	F. Inglin	1 3/8	17 5/8	12 1/2	4	Catholic	0.15 mm.
	La Liberté (Fr.)	1870	mdexSun.	16,253	Imprimerie St. Paul	L. Grillet	(1)	1 3/8	17 5/8	12 1/2	10	Catholic	0.15 mm.

(Continued on Page 410)

DAILY NEWSPAPERS OF EUROPE—Continued

SWITZERLAND—Continued

City and Population	Name and Language	Estab.	Issued	Circulation	Proprietor (s)	Director (s)	Advertising Mgr. and/or Adv. Agts.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	*Base Rate
Genève (153,372)	Courrier (Fr.)	1868	mdexSun.	10,203	Courrier de Genève	A. Trachsel	(2)	1 3/4	16 15/16	11 1/8	8	Catholic	0.21 mm.
	Journal de Genève (Fr.) (28)	1826	mdexSun.	10,560	Journal de Genève SA	O. Reverdin	(3)	1 1/2	17 3/8	12	8	Lib.	0.30 mm.
	La Suisse (Fr.)	1898	md	35,172	Sonor SA	A. Nicole	(1)	1 1/2	16 1/8	11	8	General	0.24 mm.
	La Tribune de Geneve (Fr.)	1879	edexSun.	51,985	Tribune de Geneve SA	E. Junod	(1)	1 1/2	21 1/2	15 3/8	18	General	0.40 mm.
	La Voix ouvriére (Fr.)	1945	ndexSun.	8,000	La Voix ouvriére SA	L. Nicole	H. Nicole	1 1/2	17 3/8	11 3/8	6	Communist	0.22 mm.
Glarus (5,750)	Glarner Nachrichten (Ger.)	1874	mdexSun.	9,163	Tschudi & Co.	D. Tschudi	(1)	1 3/8	17 1/8	11 3/8	8	Democrat	0.14 mm.
	Neue Glarner Zeitung (Ger.)	1856	mdexSun.	2,023	O. Bartel-Hefti	O. Bartel-Hefti	(1)	1 3/4	18 1/16	12 7/8	4	Rad	0.115 mm.
Gossau (8,300)	Der Fürstenländer (Der Untertoggenburger Anzeiger) (Ger.)	1876	mdexSun.	4,069	Cavelti & Co.	U. Cavelti	(1)	1 3/8	17 1/8	11 3/4	6	Catholic	0.12 mm.
Granges (14,400)	Grenchener Tagblatt (Ger.)	1889	mdexSun.	2,203	A. Niederhäuser	J. Welti	(1)	1 5/16	17 1/2	11 3/4	4	Rad.	
Herisau (13,400)	Appenzeller Zeitung (Ger.)	1828	mdexSun.	9,391	Schläpfer & Co.	O. Schläpfer	(1)	1 1/2	17 3/8	12 1/2	6	Rad. Dem.	0.12 mm.
Kreuzlingen	Thurgauer Volksfreund (Ger.)	1882	mdexSun.	4,157			(1)					Rad. Dem.	0.14 mm.
Langenthal (9,000)	Langenthaler Tagblatt (Ger.)	1858	mdexSun.	2,760	Merkur AG	A. Kläsi	(2)	1 3/4	17 1/4	11 1/2	4	Rad. Dem.	0.13 mm.
Langnau (9,108)	Emmenthaler-Blatt (Ger.)	1845	3W	32,832	Emmenthaler Blatt AG	H. Pletscher	H. Pletscher	1 1/2	17 3/8	11 11/16	20	Rad.	0.13 mm.
Lausanne (114,517)	Feuille d'Avis de Lausanne (Fr.)	1762	nedexSun.	77,601	Imprimeries Réunies S.A.	O. Treyvaud	(1)	1 5/16	17 1/4	11 1/4	20	General	0.32 mm.
	Gazette de Lausanne (Fr.)	1798	mdexSun.	16,636	Imprimerie Centrale S.A.	P. Béguin	(1)	1 9/16	22 1/2	15 15/16	8	General	0.20 mm.
	La Nouvelle Revue de Lausanne (Fr.)	1868	mdexSun.	10,009	Imprimerie Vaudoise S.A.	M. Jaccard	(2)	1 1/2	16 13/16	12 3/16	10	Lib. Dem.	0.20 mm.
	Le Peuple (Fr.)	1939	mdexSun.	6,000	Socialist Party Impr. Coop.	E. Graber	C. Pipy. O. Hegger	1	18 1/16	12 1/2	4	Rad. Dem.	0.17 mm.
	Tribune de Lausanne (Fr.)	1862	md	26,302	Imprimeries Reunies S.A.	Peillex	(1)	1 5/16	17 1/8	11 7/16	8	Labor	0.25 mm.
Liestal (8,940)	Basellandschaftliche Zeitung (Ger.)	1832	dexSun.	7,793	Ludin AG	K. Ludin	(2)	1 1/2	18 1/16	12 1/4	6	General	0.15 mm.
	Landschäftler, Tagblatt der Landschaft Basel (Ger.)	1849	mdexSun.	3,913	Landschäftler AG	P. von Wartburg	(4)	1 1/4	17 1/2	12	8	Rad. Dem.	0.135 mm.
Locle, Le (12,000)	Feuille d'Avis des Montagnes (Fr.)	1806	mdexSun.	5,147	Glauser Oderbolz.	S. Glauser	S. Glauser	1 1/4	19 1/4	12 1/8	6	Rad.	0.14 mm.
Lucerne (63,000)	Freie Innerschweiz (Ger.)	1892	mdexSun.	6,000	Unionsdruckerei, Lucerne	(3) Weibel	A. Weibel	1 5/16	16 15/16	11 1/2	6	General	0.17 mm.
	Luzerner Neueste Nachrichten (Ger.)	1897	mdexSun.	36,070	C. J. Bucher AG	C. J. Bucher	O. Koch	1 5/16	17 1/4	11 1/2	12	Soc. Dem.	0.16 mm.
	Luzerner Tagblatt (Ger.)	1851	mdexSun.	20,134	Keller & Co. AG	H. Bachmann	(1)	1 5/16	17 1/4	11 1/4	10	General	0.22 mm.
	Vaterland (Ger.)	1833	mdexSun.	25,013	Räber Co.	F. Zust	(1)	1 5/16	17 1/4	11 1/4	10	Rad. Dem.	0.20 mm.
Lugano (18,200)	Corriere del Ticino (Ital.)	1890	mdexSun.	10,156	Corriere del Ticino	V. Frigerio	(1)	1 1/2	20 1/8	15 13/16	4	Cons. Cath.	0.20 mm.
	Gazzetta Ticinese (Ital.)	1801	mdexSun.	1,359	Gazetta Ticinese	R. Fedele	E. Ronchetti	1 1/2	20 1/8	15 13/16	4	General	0.16 mm.
	Giornale del Popolo (Ital.)	1926	mdexSun.	10,798	Administrazione apostolica	D. Leber	(1)	1 1/2	20 1/16	14 1/4	4	Lib. Rad.	0.14 mm.
	Libera Stampa (Ital.)	1913	mdexSun.	3,177	La Commerciale	H. Barana	A. Guidici	1 1/2	17 1/4	12	6	Catholic	0.16 mm.
Montreux (17,600)	Journal de Montreux (Fr.)	1867	ndexSun.	4,386	Impr. Corbaz	Ch. Corbaz	(2)	1 1/4	17 1/4	11 1/4	6	Soc. Dem.	0.14 mm.
Münsingen (5,250)	Emmentaler Nachrichten (Ger.)	1883	3W	31,073	B. Fischer AG	P. Fischer	P. Fischer	1 3/4	17 1/2	11 3/8	16	General	0.14 mm.
Näfels (3,350)	Glarner Volksblatt (Ger.)	1894	ndexSun.	2,185	Glarner Volksblatt	A. Recklin	(1)	1 11/16	17 1/8	11 1/4	4	General	0.27 mm.
Neuchâtel (28,000)	L'Express (Fr.)	1892	edexSun.	10,568	Impr. Centrale, Ntel.	M. Wolfrath	(1)	1 5/16	19 7/8	14 5/16	6	Catholic	0.12 mm.
	Feuille d'Avis de Neuchâtel (Fr.)	1738	mdexSun.	20,575	Feuille d'Avis SA	M. Wolfrath	(3)	1 5/16	19 1/8	13 1/8	8	General	0.16 mm.
	La Suisse Libérale (Fr.)	1864	mdexSun.	1,000	La Fusion SA	S. de Coulon	(1)	1 1/4	18 5/16	12 1/4	4	General	0.21 mm.
Olten (18,019)	Das Volk (Ger.)	1905	mdexSun.	6,862	Genossenschaftsdruckerei	O. Bär	(1)	1 1/2	17 3/8	11 13/16	6	Lib.	0.20 mm.
	Der Morgen (Ger.)	1896	mdexSun.	5,195	O. Walter AG	K. Engholm	(1)	1 1/2	17 1/8	11 1/4	8	Soc. Dem.	0.12 mm.
	Oltner Tagblatt (Ger.)	1878	mdexSun.	4,159	Dietschi & Co.	O. Kaiser	(1)	1 1/2	17 5/16	12 1/4	6	Catholic	0.12 mm.
Porrentruy (6,600)	Le Pays (Fr.)	1873	mdexSun.	5,234	Bonne Presse SA	H. Schaller	(1)	1 5/16	20 1/16	13 1/4	4	Rad. Dem.	0.12 mm.
Romanshorn (6,650)	Schweiz. Bodensee-Zeitung (Ger.)	1849	mdexSun.	2,914	Bodensee-Zeitung AG	J. Weideli	(1)	1 11/16	18 9/16	12 1/2	4	Catholic	0.12 mm.
Rorschach (11,350)	Ostschweizerisches Tagblatt (Ger.)	1845	mdexSun.	5,141	E. Loepfe-Benz	E. Loepfe-Benz	Geiselhart	1 1/2	17 1/8	11 7/16	4	Rad. Dem.	0.11 mm.
	Rorschacher Zeitung (Ger.)	1899	mdexSun.	2,710	Cavelti & Co.	H. Cavelti	(1)	1 1/2	17 1/2	12 1/16	4	Rad. Dem.	0.11 mm.
St. Gall (72,000)	Die Ostschweiz (Ger.)	1874	medexSun.	8,569	Ostschweiz AG	E. Beck	A. Bossart	1 1/4	17 1/4	11 1/8	10	Catholic	0.11 mm.
	St. Galler Tagblatt (Ger.)	1838	medexSun.	19,584	Zollikofer & Co.	H. Zollikofer	(1)	1 1/2	17 1/2	12 1/8	8	Catholic	0.15 mm.
	Volksstimme (Ger.)	1905	mdexSun.	5,215	Volksstimme AG	R. Pugneth	W. Lötscher	1 1/2	17 1/8	12 1/8	6	Rad. Dem.	0.16 mm.
												Soc. Dem.	0.13 mm.

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DAILY NEWSPAPERS OF EUROPE—Continued

SWITZERLAND—Continued

City and Population	Name and Language	Estab.	Issued	Circulation	Proprietor (s)	Director (s)	Advertising Mgr. and/or Adv. Agts.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal	Base Rate
St. Imier (6,350)	Le Jura Bernois (Fr.)	1862	mdexSun.	1,442	E. Grossniklaus	E. Grossniklaus	(1)	1 1/16	17 3/8	11 7/8	4	General	0.13 mm.
St. Maurice (2,800)	Nouvelliste Valaisan (Fr.)	1904	mdexSun.	7,398	Imprimerie Rhodanique	C. Haegler	(1)	1 1/4	17 3/8	11 3/8	6	Catholic	0.14 mm.
Schaffhausen (26,000)	Arbeiter Zeitung (Ger.)	1919	mdexSun.	4,852	Unionsdruckerei	H. Huber	(3)	1 5/16	17 1/16	12 1/8	6	Soc. Labor.	0.16 mm.
	Schaffhauser Nachrichten (Ger.)	1862	mdexSun.	13,365	Meier & Co.	A. Meyer	Schaffhauser Nachrichten	1 3/8	16 11/16	12	10	Rad. Dem.	0.17 mm.
	Schaffhauser Zeitung (Ger.)	1903	mdexSun.	1,554	Bolli & Böcherer AG	A. Busslinger	(2)	1 1/8	17 5/8	11 7/8	8	Catholic	0.11 mm.
	Schaffhauser Bauer (Ger.)	1911	mdexSun.	2,500	Joos-Scherrer & Co.	K. Augustin	(3)	1 1/8	18	12	6	Agric.	0.14 mm.
Soleure (16,745)	Solothurner Anzeiger (Ger.)	1870	mdexSun.	5,329	Union AG	J. Hasler	(2)	1 3/16	17 3/8	11 5/16	8	Catholic	0.14 mm.
	Solothurner Zeitung (Ger.)	1907	mdexSun.	21,185	Vogt & Schild AG	H. Vogt	(1)	1 1/16	19 1/4	12 1/8	8	Rad. Dem.	0.19 mm.
Stäfa (5,300)	Zürichsee-Zeitung (Ger.)	1845	mdexSun.	10,777	Buchdruckerei Stäfa AG	T. Gut	(1)	1 3/16	17 5/8	11 1/2	6	Rad.	0.14.5mm.
Thune (24,150)	Oberländer Tagblatt (Ger.)	1876	mdexSun.	7,384	Adolf Schär	A. Schär	C. Dätwyler	1 1/8	17 1/2	11 7/8	8	Rad. Dem.	0.21 mm.
Uster (12,350)	Anzeiger von Uster (Ger.)	1846	mdexSun.	5,374	E. Weilenmann	E. Weilenmann	(3)	1 1/8	17 7/8	11 1/2	8	Lib. Dem.	0.15 mm.
Vevey (14,300)	Feuille d'Avis de Vevey (Fr.)	1846	mdexSun.	6,797	Klausfelder SA	E. Gétaz	(1)	1 3/8	17 1/4	11 3/4	8	General	0.14 mm.
Widenswil (10,150)	Allgemeiner Anzeiger vom Zürichsee (Ger.)	1841	mdexSun.	4,209	Jacob Baumann	J. Baumann	J. Baumann	1 7/8	17 3/8	11 5/8	4	Rad. Dem.	0.10 mm.
Weinfelden (5,800)	Thurgauer Tagblatt (Ger.)	1828	mdexSun.	3,983	W. Schläpfer	W. Schläpfer	Leutenegger	1 3/8	18 1/16	12	8	General	0.17 mm.
Wetzikon (8,000)	Der Freisinnige (Ger.)	1852	mdexSun.	9,372	Der Freisinnige	G. Bachmann	(2)	1 3/8	17 5/8	11 45/16	12	Rad. Dem.	0.14 mm.
Wil (8,600)	Wiler Bote (Ger.)	1871	mdexSun.	2,505	Vereinbuchdruckerei Frauenfeld	W. Klinger	(2)	1 1/2	16 5/16	11	6	Catholic	0.13 mm.
Winterthur (70,497)	Winterthur Arbeiter-Zeitung (Ger.)	1897	mdexSun.	4,962	Genossenschaftsdruckerei, Zurich	E. Högger	E. Högger	1 1/4	17 3/8	11 5/8	8	Soc. Dem.	0.16 mm.
	Hochwacht (Ger.)	1920	mdexSun.	5,422	Concordia	C. Müller	H. Vögeli	1 1/8	17 5/8	11 15/16	4	Catholic Soc.	0.13 mm.
	Der Landbote (Ger.)	1836	mdexSun.n	18,439	Ziegler & Co.	W. Schurter	(2)	1 7/16	17 1/2	11 1/2	6	Dem.	0.17 mm.
	Neues Winterthurer Tagblatt (Ger.)	1878	mdexSun.	2,198	Buchdruckerei AG	E. Fischer	(1)	1 1/4	18 1/8	12 1/4	8	Rad. Dem.	0.17 mm.
Yverdon (13,350)	Journal d'Yverdon (Fr.)	1773	mdexSun.	6,193	Journal d'Yverdon	J. Anex	(1)	1 1/4	16 15/16	11 13/16	8	Lib	0.11 mm.
Zofingue (7,400)	Zofinger Tagblatt (Ger.)	1872	mdexSun.	9,707	Zofinger Tagblatt	A. Groh	H. Hochuli	1 1/2	17 3/8	11 15/16	8	Rad. Dem.	0.15 mm.
Zurich (416,641)	Die Arbeit (Ger.)	1920	mdexSun.	3,500	Genossenschaftsdruckerei, Zurich	R. Stöckler	Weber	1 1/16	16 15/16	11 5/8	12	Soc. Dem.	0.15 mm.
	Neue Zürcher Nachrichten (Ger.)	1895	mdexSun.	14,079	H. Börsigs Erben AG	G. Bucher	(2)	1 1/16	17 1/8	11 3/8	10	Catholic	0.15 mm.
	Neue Zürcher Zeitung (Ger.)	1779	med	70,110	Neue Zürcher Zeitung	O. Sidler	H. Boeschenstein	1 1/16	17 1/8	11 1/2	16	Rad. Lib.	US $2.60 in
	Tagblatt der Stadt Zurich (Ger.)	1837	mdexSun.	88,946	Berichthaus	P. & H. Römer	P. & H. Römer	1 1/8	18 5/8	12 5/16	20	Official	0.33 mm.
	Tagesanzeiger (Ger.)	1893	mdexSun.	142,734	Tagesanzeiger AG	H. Hintermeister	Grob	1 1/16	16 15/16	11 3/8	24	General	0.41 mm.
	Die Tat (Ger.)	1935	md	31,360	Genossenschaft zur Limmat	W. Aerni	Zundel	1 1/16	17 1/16	11 3/4	12	Indep. Party	0.30 mm.
	Volksrecht (Ger.)	1897	mdexSun.	15,444	Genossenschaftsdruckerei Zurich	R. Stöckler	R. Stöckler	1 1/16	17 1/8	11 5/8	8	Soc. Dem.	0.33 mm.
Zurich-Altstetten (9,000)	Limmattaler Tagblatt (Ger.)	1889	mdexSun.	3,866	H. Schraner	H. Schraner		1 1/8	16 15/16	11 1/2	12	Rad. Dem.	0.12 mm.

These keys indicate firms who are exclusive advertising agents:
(1)—Publicitas SA. (2)—Orell Fussli-Annonces SA. (3)—Annonces Suisses SA. (4)—Annonces Mosse SA. (6)—Joshua B. Powers, Inc.

*Base Rate in Swiss Francs for 1 Single Column mm. An additional newsprint surcharge amounting to 3% to 4% of the gross is charged by most Swiss newspapers. This additional charge is not subject to series discount or commission.

NOTE: Full particulars on the Swiss Press can be obtained through Publicitas, Foreign Dept., 15 Rue Centrale, Lausanne, Switzerland.

YUGOSLAVIA

(All press and publications are controlled by the Union of Communists of Yugoslavia—UCY)

City	Publication	Estab-lished	Circu-lation	Issued	Language	Publisher	Editor-in-chief	Director
Belgrade	Borba (Struggle)	1922	300,000	MDexFri.	Serbian	Socialist Alliance of the Working People of Yugoslavia	Miroslav Vitorovic	Ivo Sarajcic
	Politika (Policy)	1904	230,000	MDexTue.	Serbian	Socialist Alliance of the Working People of Serbia	Danilo Puric	
	Vecernje Novosti (Evening News)	1953	20,000	EDexSun.	Serbian	Socialist Alliance of the Working People of Yugoslavia	Slobodan Glumac	Vlajko Begovic
	Sport (Sport)			3 times a week	Serbian	Association of Physical Culture	Milan Ercegan	
Zagreb(1)	Borba (Struggle)	1922		MdexFri.	Croatian	Socialist Alliance of the Working People of Yugoslavia	Branko Priselac	Vlajko Begovic
	Narodni List (People's Newspaper)	1945	25,000	EDexMon.	Croatian	Socialist Alliance of the Working People of Zagreb	Zdravko Blazina	Milan Nozinic
	Vjesnik (Messenger)	1941	60,000	MDexWed.	Croatian	Socialist Alliance of the Working People of Croatia	Josko Palavrsic	Djuro Kladarin
Ljubljana(1)	Borba-Ljudska Pravica (Struggle-People's Justice)	1953	25,000	MDexFri.	Slovenian	Socialist Alliance of the Working People of Yugoslavia	Miroslav Vitorovic	Vlajko Begovic
	Ljubljanski Dnevnik (Ljubljana Daily)	1951	18,000	MDexSun.	Slovenian	Socialist Alliance of the Working People of Ljubljana	Ivo Tavcar	Rudi Janhuba
	Slovenski Porocevalec (Slovenist Reporter)	1938	65,000	MDexFri.	Slovenian	Socialist Alliance of the Working People of Slovenia	Serge Vosnjak	Rudi Janhuba
Sarajevo	Oslobodjenje (Liberation)	1943	28,000	MDexThurs.	Serbian and Croatian	Socialist Alliance of the Working People of Bosnia and Hercegovina	Milorad Gajic	Radovan Papic
Skoplje	Nova Makedonija (New Macedonia)	1944	17,500	MD	Macedonian	Socialist Alliance of the Working People of Macedonia	Biro Miljovski	Lazar Mojsov
Novi Sad	Magyar Szo (Hungarian Word)	1944	28,500	MD	Hungarian	Socialist Alliance of the Working People of Vojvodina	Laszlo Rehak	Laszlo Rehak
	Dnevnik (Daily)	1942	7,000	MDexWed.	Serbian	Socialist Alliance of the Working People of Vojvodina	Petar Stankov	Radomir Radujkov
Osijek	Glas Slavonije (Voice of Slavonia)	1943	8,000	MD	Croatian	Socialist Alliance of the Working People of Slavonia	Mira Gumhalter	Mira Gumhalter
Split	Slobodna Dalmacija (Free Dalmatia)	1943	8,500	MDexSun.	Croatian	Socialist Alliance of the Working People of Dalmatia	Ivan Lalic	
Rijeka (Fiume)	La Voce del Popolo (Voice of the People)	1944	4,500	MDexMon.	Italian	Socialist Alliance of the Working People of Rijeka	Djakamo Raunik	
	Rijecki List (Rijeka Newspaper)	1947	8,000	EDexMon.	Croatian	Socialist Alliance of the Working People of Istria, Gorski-Kotor and Croatian Primorje	Milan Siani	
Maribor	Vecer (Evening)	1946	19,000	EDexSun.	Slovenian	Liberation Front of Maribor region		

DAILY NEWSPAPERS OF AFRICA

ALGERIA

Place of Publication	Newspaper	Language	Circulation	Base Rate
Algiers (252,321)	L'Echo d'Alger	French		
	La Dépêche Quotidienne d'Algérie	French		
	Le Journal d'Alger	French		
Bône (83,275)	La Dépêche de l'Est	French		
	Est Républicain	French		
Constantine (106,830)	La Dépêche de Constantine et de l'Est Algérien	French		
Oran (194,746)	L'Echo d'Oran	French		
	L'Echo-Soir	French		
	Oran Républicain	French		

ANGOLA—PORTUGUESE WEST AFRICA

City	Name of Paper	Name of Director(s)
Luanda	A Provincia de Angola (m)	António Correia de Freitas
	Diário de Luanda	Guilherme Pereira Ribeiro

BELGIAN CONGO & URANDA URANDI

Newspaper	Circulation	Adv. rate	Editor	Manager
Bukavu				
Centre Afrique				
Elizabethville (city)				
Essor du Congo	8,000		M. Mikolajczak	J. Sepulcre
Echo du Katanga	2,500		A. Decoster	A. Decoster
Leopoldville (town)				
Le Courier D'Afrique	8,000	($3.50 (12 col.)	M. Jambers	A. Marot M. Leloux
L'Avenir Colonial Belge	4,500		M. Boudoit	M. Boudoit
Stanleyville (town)				
Echo de Stanleyville	1,500		E. L. Bouffa	Conins Brothers
La Feuille de Chou a Jadotville				
Le Stanleyvillois				

EGYPT

City Population	Publication	Language	Circu-lation	Publisher	Editor	Rate Per Col. Inch
Alexandria (925,081)	Al Bassir	Arabic	25,000		Charles and Maurice Schmeil	10/
	Le Journal d'Alexandrie	French	5,000	Société Oriental de Publicité	Charles Arcache	7/3
	Imerissia Nea	Greek	37,000	N. Vafeas	A. Sevaseopoulos	4/3
Alexandria—Cont'd.	Ephimeris	Greek	3,000	J. Cassimatis	J. Cassimatis	5/
	Tachydromos	Greek	14,000	B. Tinios	Nikitas Cladakis	6/
	Le Journal du Commerce et de la Marine	Fr.-Eng.	20,000		G. Beneducci	12/6
Cairo (2,100,506)	Al Akhbar	Arabic	115,000	Mustafa and Ali Amin	Ali Amin, Mustafa Amin, Mohamend Zaki Abdel Kader	35/
	Al Ahram	Arabic	100,000	Est. of Gabriel Takla	Ahmed Elsawi, Mohamed Aziz Merza	35/
	Al Kahira	Arabic	20,000	Asaad Dagher	Hafez Mahmoud	
	Al Messa	Arabic		Khalid Moheyeddin	Khalid Moheyeddin	
	Al Gomhouriah	Arabic	100-125,000	Col. Anwar Elsadat, Dir.	Ahmed Kassan Goudah, Kamel Sharawi	30/
	Al Shaab	Arabic	65,000	Salah Salem	Hussein Fahmy	
	Al Zamane (Publication temporarily suspended)					
	Anatoli	Greek	4,000	Zacharias Halkiadis	Zacharias Halkiadis	
	Phos	Greek	10,000	Canakis Bonaros	Canakis Bonaros	6/2
	Egyptian Gazette	English	20,000	Societé Oriental de Publicité	Aboul Eneinn	25/6
	Le Progres Egyptien	French	20,000	Societé Oriental de Publicité	Maurice Yaccarini	12/6
	La Bourse Egyptienne	French	30,000	Societé Oriental de Publicité	Victor Adm	19/6
	Le Journal d'Egypte	French	48,000	Edgar Gallad	Edgar Gallad	15/6

ERITREA

Place of Publication	Newspaper	Language	Circulation	Base Rate
Asmara	Quotidiano Eritreo	Italian	14,000	7/6
	Giornale Dell' Eritrea	Italian		5/
	Zeman and Al Zamin	Arabic	8,000	7/6

ETHIOPIA

Place of Publication	Newspaper	Language	Circulation	Base Rate
Addis Ababa	Sendek Alamatchin	Amharic	10,000	15/
Addis Zemen			10,000	

DAILY NEWSPAPERS OF AFRICA—Continued

FRENCH EQUATORIAL AFRICA

Place of Publication	Newspaper	Language	Circulation	Base Rate
Brazzaville (24,911)	Le Courrier d'Afrique	French	25,000	45

FRENCH PROTECTORATE IN MOROCCO

Place of Publication	Newspaper	Language	Circulation	Base Rate
Casablanca (257,430)	Maroc-Presse	French		
	Le Petit Marocain	French		
	La Vigie	French		
	Le Courrier du Maroc	French		
Rabat (83,379)	Echo du Maroc	French		
	Maroc-Matin	French		
	Maroc-Soir	French		

FRENCH PROTECTORATE IN TUNISIA

Place of Publication	Newspaper	Language	Circulation	Base Rate
Tunis (219,578)	La Dépêche Tunisienne	French		
	Le Petit Matin	French		
	La Presse de Tunisie	French		
	Tunis-France	French		
	Tunis-Soir	French		
	En Nahda	Arabic		
	Ez Zohra	Arabic		
	Lissan El Arab	Arabic		

FRENCH WEST AFRICA

Place of Publication	Newspaper	Language	Circulation	Base Rate
Abidjian (17,500)	Matin	French	7,000	
Dakar (100,000)	Paris Dakar	French	17,000	17/6
Douala (18,000)	La Presse du Cameroun	French	5,000	

GOLD COAST

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Accra (133,192)	Graphic (4)	English	62,398	East African Graphic Co.	M. Therson-Cofie	17/
	Sunday Mirror (4)	English	41,410		E. K. Heymann	16/6
	Ghana News	English	10,000	Heal Press	E. K. Heymann	6/6
Kumasi (77,689)	Ashanti Pioneer (6)	English	12,000	Abura Press	Sam Arthur	12/6
	Ashanti Sentinel	English	2,000		O. B. Amankwa	6/6
	African Morning Post	English	4,000			6/6
	Daily Express	English	11,500			6/6
	Daily Echo	English	4,000			6/6
	Spectator	English	6,000			6/6
Sekondi (43,743)	Morning Telegraph.	English	2,000			5/

KENYA

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Nairobi (118,976)	E. African Standard	English	20,000	Standard Co.	G. Kinnear	10/
	Chronicle	English	2,500			4/6
	Uganda Argus	English	4,500			6/
Mombasa (84,746)	Mombasa Times	English	4,000	Standard Co.	E. Rodwell	6/
	Kenya Daily Mail	English	12,000	Pandya Ptg. Works	Manu K. Lalji	4/6

LIBERIA

Place of Publication	Newspaper	Language	Circulation	Base Rate
Monrovia	Listener	English		5/

LIBYA

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Tripoli (108,240)	Tarablus Al Gharb	Arabic	5,000		Rassem Kadri	5/
	Corriere de Tripoli	Italian	7,000			12/6

MADAGASCAR

Place of Publication	Newspaper	Language	Circulation	Base Rate
Tananarive (119,800)	France-Madagascar	French	2,000	21/6
	Le Journal De Madagascar	French	2,000	21/6
	Isan'andro	Malagasy	2,000	15/
	Takariva	Malagasy	4,000	16/
	Vaovao Isan'andro	Malagasy	1,500	16/

MOZAMBIQUE

City	Name of Newspaper Language	Issued	Editor	Manager	Base Rate (per s/c inch)
Beira 24,502	Diaria de Mozambique (Portuguese)				12/6
Lourenço Marques 47,390	Lourenço Marques Guardian (Portuguese & Eng.)	MDexSun.	Dr. J. F. dos Santos	J. M. das Neves	7/6
	Noticias	D			12/

NIGERIA

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Ibadan (459,000)	Nigerian Tribune (6)	English	15,000			10/6
Kano (130,000)	Comet	English	10,000			7/6
Lagos (272,000)	Times (4)	English	76,708D 65,368S	Nigerian P. & P. Co.	E. Adesiyre	30d 42/
	Evening Times (4)	English	10,000			7/6
	Daily Service (6)	English	22,554	Amalgamated Press of Nigeria, Ltd.	Victor Onabanjo	15/
	West African Pilot	English	30,000	Zik's Press, Ltd.	K. Offiong	12/
	Irohin Yoruba	Yoruba	54,245	Amalgamated Press of Nigeria, Ltd.		20/
Onitsha (77,000)	Nigerian Spokesman	English	6,000			
Port Harcourt (72,000)	Eastern Nigeria Guardian	English	5,000			

IN THE U.S.A.

S. S. KOPPE & CO., INC.

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CAPE PROVINCE

Cape Daily Argus
Cape Week-End Argus
Daily Dispatch (East London)
Diamond Fields Advertiser
Queenstown Representative

TRANSVAAL

The Star (Johannesburg)
Die Weste
New Klerksdorp Record
Potchefstroom Herald
Pretoria News

NATAL

Natal Daily News
Natal Witness
Sunday Tribune and Sunday Post (Durban)

ORANGE FREE STATE

The Friend

RHODESIA

Daily Chronicle
The Chronicle (Weekend edn.)
Northern News (Ndola)
Rhodesian (& Central African) Annual
Rhodesia Directory
Rhodesia Herald
Sunday Mail
Sunday News
Umtali Post

SWAZILAND

The Times of Swaziland (Mbabane)

NATIONAL MEDIA

The Outspan
The Farmer's Weekly and Homestead Supplement
South African Mining and Engineering Journal
Femina and Woman's Life
South African Mining and Engineering Year Book

NATIVE PUBLICATIONS

African Eagle
African Parade (National)
African Weekly
Bantu Mirror
The World
Bwalo la Nyasaland
Ilanga Lase Natal
Imvo Zabantsundu
Izwi Lama Swazi
The Harvester
The Recorder
Radio Post

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AMERICAN OFFICE: 630 Fifth Avenue, New York 20, U.S.A.

DAILY NEWSPAPERS OF AFRICA—Continued

SIERRA LEONE

City Population Freetown (80,000)	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
	Guardian	English	2,000	Trustees of J. Fowell Buston	J. J. Dixon-Baker	3/6
	Daily Mail (4)	English	11,495	Daily Mail, Ltd.	J. M. Rose	10/6
	African Vanguard	English	3,000			3/6
	Dispatch (e)	English	3,000			3/6

SUDAN

City Population Khartoum (61,800)	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
	El Sudan El Gedid	Arabic	4,000		Ahmed Youssef Hashem	10/
	Al Umma	Arabic	2,000		Hassan Mahgoub Mustafa	
	El Ra'i El Amm	Arabic	5,000		Ismael Atabani	
	El Ayam	Arabic	6,145			5/3
	Morning News	English		Supplement to El Ayam		6/
	Sawt El Sudan	Arabic	5,000		Mohamed Ahmed Salamabi	10/
	El Nil	Arabic	2,400			10/

SOMALILAND

Place of Publication	Newspaper	Language	Circulation	Base Rate
Mogadishu (55,000)	Corriere Della Somalia	Italian		5/

TANGANYIKA

City Population Dar-es-Salaam (99,140)	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
	Tanganyika Standard	English	6,000	A. B. Nihill	O. P. Blake	8/-
	Tanganyika Opinion	English*	2,600	Kanti Ptg. Works M. Chandra, Ad. Mgr.	Amrit Patel	3/

(*Weekly edition, Friday, in Gujerati)

TANGIER—MOROCCO

City Population Tangier (60,000)	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
	La Depeche Marocaine	French				20/
	Espana	Spanish				27/
	Tetuan Diario d'Africa	Spanish				

UNION OF SOUTH AFRICA AND RHODESIA

CAPE PROVINCE

City	Name, Language and U. S. Representative	Estab.	Issued*	Proprietor(s)	Editor	Manager	Advertising Manager	Col. Width Inches	Col. Length Inches	Page Width Inches	No. Pages	Appeal	Base Rate (per s*c inch)
Cape Town	*The Cape Argus (Daily) (Eng.) (4)	1857	E Mon. to Fri.	The Argus Printing & Publishing Co. Ltd.	M. Broughton	W. N. Mudie	R. F. du Toit	1 15/16	21	17 1/8	18	General	27/-
	Cape Times (Eng.) (6)	1876	MDexSun.	Cape Times Ltd.	V. Norton	G. M. C. Cronwright	E. Lipsett	1 15/16	22 1/2	15 1/2	16	General	21/- D. 27/6 Sat.
	Die Burger (Afr.) (6)	1915	MDexSun.	Nasionale Koerante Beperk	P. J. Cillie	P. A. Weber	M. D. Goosen	2	21	16	16	General	15/6 D.
	Die Landstem (Afr.) (6)	1950	Sat. Morn.	Die Landstem (Eiendoms) Beperk	P. Beukes	P. Beukes	David Graham	1 3/4	22	15 1/2	18	General	20/6 Sat.
	*The Cape Argus (Weekend) (Eng.) (4)	1856	Sat.	The Argus Printing & Publishing Co.	M. Broughton	W. N. Mudie	R. F. du Toit	1 15/16	21	17 1/2	32	General	40/-
East London	Daily Dispatch (Eng.) (4)	1872	MDexSun.	East London Daily Dispatch, (Pty.) Ltd.	V. A. Barber	I. Ross-Thompson	C. W. Allcock	1 9/10	24	17 1/2	12	General	11/-
Grahamstown	Grocott's Daily Mail (Eng.)	1831	EDexSat. & Sun.	Grocott and Sherry	D. Pretorius	T. H. Grocott and W. V. Grocott	R. C. Levy	2 1/4	22 1/2	18	4	General	5/-
Kimberley	*Diamond Fields Advertiser (Eng.) (4)	1887	MDexSun.	The Argus Printing & Publishing Co., Ltd.	D. Brechin	R. G. Atkinson	A. Swartz	1 15/16	20 1/2	15 1/2	10	General	7/-
Port Elizabeth	E. P. Herald (Eng.)	1845	MDexSun.	E. P. Newspapers, Ltd.	A. M. Pollock	G. Bramall	G. C. Reid	1 11/16	22	17	14	General	14/-
	Evening Post (Eng.)	1947	EDexSun.	E. P. Newspapers, Ltd.	J. G. Sutherland	G. Bramall	G. C. Reid	1 11/16	22	17	14	General	10/-
	(merged with old papers dated 1855)												
	Die Oosterlig (Afr.) (6)	1937	MDexSun	Nasionale Koerante Beperk	J. H. Villiers	S. J. Klopper	J. J. Grobbelaar	1 3/4	21	15	14	General	8/6
Queenstown	Daily Representative (Eng.) (4)	1859	EDexSun.	The Queenstown Daily Rep., (Pty.). Ltd.	D. L. T. Gill	A. K. MacPherson	F. L. Green	1 15/16	20	16	8	General	6/6-

NATAL

City	Name, Language and U. S. Representative	Estab.	Issued*	Proprietor(s)	Editor	Manager	Advertising Manager	Col. Width Inches	Col. Length Inches	Page Width Inches	No. Pages	Appeal	Base Rate (per s*c inch)
Durban	*The Natal Daily News (Eng.) (4)	1878	EDexSun.	Argus Printing & Publishing Co., Ltd.	J. S. M. Simpson	J. Hennessy	F. E. Cole	1 15/16	21	17 1/2	18	General	16/6
	The Natal Mercury (Eng.) (6)	1852	MDexSun.	Robinson & Co., (Pty.) Ltd.	Mervyn Ellis	A. R. Harper	K. M. Collins	2	23	19	15	General	15/6
	*The Sunday Tribune (Eng.) (4)	1947	Sun.	Argus Printing & Publishing Co., Ltd	G. Makepeace	J. Hennessy	F. E. Cole	1 15/16	21	17 1/2	30	General	27/-
Pietermaritzburg	The Natal Witness (Eng.) (4)	1846	MDexSun.	The Natal Witness, (Pty.) Ltd.	M. F. Prestwich	D. M. Craib	W. E. MacIntyre	1.9	24 1/2	17	10	General	11/-

TRANSVAAL

City	Name, Language and U. S. Representative	Estab.	Issued*	Proprietor(s)	Editor	Manager	Advertising Manager	Col. Width Inches	Col. Length Inches	Page Width Inches	No. Pages	Appeal	Base Rate (per s*c inch)
Johannesburg	Rand Daily Mail (Eng.) (6)	1902	MDexSun.	S. A. Associated Newspapers, Ltd.	A. P. Cartwright	E. B. Dawson	R. N. Hawkins	1 11/16	21 1/2	18 1/2	14	General	30/- Flat
	*The Star (Eng.) (4)	1887	EDexSun.	Argus Printing & Publishing Co., Ltd.	H. Flather	A. Macintosh	C. E. Carter	1 15/16	21	17 1/2	20	General	35/-
	Die Transvaler (Afr.) (6)	1937	MDexSun.	Voortrekkerpers Beperk	J. J. Kruger	H. L. du Toit	A. J. J. van Pletzen	2	21	15	12	General	15/
	Die Vaderland (Afr.) (6)	1936	EDexSun.	Die Afrikaanse Pers Beperk	W. Wilcocks	J. Victor	C. C. Chester	1 7/8	14 1/2	11	24	General	17/6
	Sunday Times (Eng.) (6)	1906	Sun.	S. A. Associated Newspapers, Ltd.	N. A. G. Caley	E. B. Dawson	R. N. Hawkins	1 11/16	21 1/2	18 1/2	32	General	70/
	Sunday Express (Eng.) (6)	1946	Sun.	S. A. Associated Newspapers, Ltd.	A. Botting	F. W. Thompson	F. W. Thompson	2	15 1/2	10	30	General	30/
	Dagbreek en Sondagnuus (Afr.)	1947	Sun.	Dagbreekpers Beperk	W. van Heerden	M. E. J. van Rensburg	M. E. J. van Rensburg	1 11/16	16	10	60	General	32/6
Pretoria	*Pretoria News (Eng.) (4)	1898	EDexSun.	Pretoria News and Printing Works (Pty.) Ltd.	D. Sargent	H. J. Kirk	H. J. Kirk	1 15/16	23	17 1/2	14	General	11/-

ORANGE FREE STATE

City	Name, Language and U. S. Representative	Estab.	Issued*	Proprietor(s)	Editor	Manager	Advertising Manager	Col. Width Inches	Col. Length Inches	Page Width Inches	No. Pages	Appeal	Base Rate (per s*c inch)
Bloemfontein	The Friend (Eng.) (4)	1850	MDexSun.	The Friend Newspapers, Ltd.	R. M. de Villiers	T. B. Trigger	G. M. Dewsbury	1 15/16	21 1/2	15 1/2	14	General	10/-
	Die Volksblad (Afr.) (6)	1916	EDexSun.	Nasionale Koerante Beperk	H. deV. Coetzee	H. Coetzee	J. H. Rheeder	2	20	16	12	General	11/6
Kroonstad	Northern Times & Goldfields Express (Eng.-Afr.) (6)	1953	Tues & Fri.	O. V. S. Afrikaanse Pers Beperk	P. Germishuys	J. Victor	T. S. Jooste	1 1/4	16	10	8	General	4/6

NORTHERN RHODESIA

City	Name, Language and U. S. Representative	Estab.	Issued*	Proprietor(s)	Editor	Manager	Advertising Manager	Col. Width Inches	Col. Length Inches	Page Width Inches	No. Pages	Appeal	Base Rate (per s*c inch)
Ndola	*Northern News (Eng.) (4)	1943	MDexSun.	Rhodesian P. and P. Co., Ltd.	S. H. Brooke-Norris	H. W. Miller	B. Mars-White	1 15/16	20 1/2	17 1/2	14	General	10/-

SOUTHERN RHODESIA

City	Name, Language and U. S. Representative	Estab.	Issued*	Proprietor(s)	Editor	Manager	Advertising Manager	Col. Width Inches	Col. Length Inches	Page Width Inches	No. Pages	Appeal	Base Rate (per s*c inch)
Bulawayo	*The Chronicle (Daily) (Eng.) (4)	1894	MDexSun.	Rhodesian P. and P. Co., Ltd.	S. R. Swadel	D. L. Meggitt	R. Whitelaw	1 15/16	23	17 1/2	18	General	9/-
	*The Chronicle (Weekly) (Eng.) (4)	1894	Fri.	Rhodesian P. and P. Co., Ltd.	S. R. Swadel	D. L. Meggitt	R. Whitelaw	1 15/16	23	17 1/2	32	General	11/-
	*Sunday News (Eng.) (4)	1930	Sun.	Rhodesian P. and P. Co., Ltd.	G. D. Smith	D. L. Meggitt	R. Whitelaw	1 15/16	23	17 1/2	16	General	8/-
Salisbury	*The Rhodesia Herald (Eng.) (4)	1891	MDexSun.	Rhodesian P. and P. Co., Ltd.	C. J. Cowan	P. J. Power	K. C. Enock	1 15/16	23	17 1/2	20	General	12/-
	*Sunday Mail (Eng.) (4)	1935	Sun.	Rhodesian P. and P. Co., Ltd.	A. I. Ferraz	P. J. Power	K. C. Enock	1 15/16	23	17 1/2	34	General	20/-

*Member of Argus Printing & Publishing Co., Ltd. Group

(Data for South African Newspapers furnished by Newspaper Press Union of South Africa, Johannesburg.)

DAILY NEWSPAPERS OF NEAR EAST AND MIDDLE EAST

CYPRUS

City Population Nicosia (42,000)	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
	Cyprus Mail	English	4,000	Cyprus Mail Co.	Victor Bodker	7/
	Times of Cyprus	English		Cosmos, Box 451 Nicosia	Charles Foley	
	Eleftheria (d ex Mon.)	Greek	10,000	Dem. Th. Stavrinides	Dem. Th. Stavrinides	7/
	Ethnos (d ex Mon.).	Greek			Vias Markides	5/
	Neos Democratis (d ex Mon.)	Greek			St. Jacovides	5/
	Hur Soz	Turkish		Fevzi Ali Rizd		3/6
	Halkin Sesi	Turkish			Dr. M. Fazil Kucuk	3/6
	Istaklal (d ex Mon.)	Turkish	2,500			3/6
	Phos (d ex Sun.)	Greek	6,500		Thassos Korfiotis	5/
	Protevousa (d)	Greek	4,000		A. Papanicolaou	3/6

IRAN

City	Name of Daily Paper	Circulation	Name of Editor	Name of Advertising Manager
Tehran	Etella'at (d & S) (6)	65,000	Abbas Massoudi (Pub. & Dir.)	E. Y. Bozorgmehr (Chief Ed.)
	Etella'at (Air Mail-ed.)	5,000	Abbas Massoudi (Pub. & Dir.)	E. Y. Bozorgmehr (Chief Ed.)
	Kayhan (4)	55,000	Mesbah Zadeh	Mesbah Zadeh
	Poste Tehran (d)	12,000	Mohammad Ali Massoudi	Mohammad Ali Massoudi
	Irane Ma	1,000	Jahangir Tafazoli	Jahangir Tafazoli
	Tehran Journal (d) (6)	5,000	(English)	
	Journal de Tehran (6)	5,000		
	Atesh	6.000	Mir Ashrafi	Mir Ashrafi
	Koushesh	2,500	Safavi	Safavi
	Dad	8,000	Amidi Nouri78	Mostafa Alamouti
	Setareh	2,500	Ahmad Maleki	Ahmad Maleki
Shiraz	Pars	3,000	Sharghi	Sharghi
	Golestan	2,500	Mohammad Taghi Golestan	Mohammad Taghi Golestan
Isfahan	Isphahan	3,000	Amirgholi Ayati	Amirgholi Ayati
	Sedaye Isphahan	3,000	Mokri	Mokri
Arak	Arak	2,000	Azeman	Azeman
Tabriz	Navi	3,500	Ahmadian	Ahmadian
	Djahan Honar	3,000	Nour Ahmadi	Nour Ahmadi
Mashad	Khorassan	4,000	Mohammad Sadegh Tehranian	Mohammad Sadegh Tehranian
Abadan	Khabarhaye Rouz	4,000	Shamse Davari	Shamse Davari
Kashan	Nedaye Kashan	3,000	Morteza Feiz	Morteza Feiz
Ghom	Ostovar	1,500	Tahmasebi	Tahmasbi
Shahreza	Nedaye Shahreza	1,500	Molai	Molai
Rezaiyeh	Peyame Rezaiyeh	2,500	Nakhjavan	Nakhjavan
Khouzistan	Ghiame Khouzistan	3,000	Kassir Abadi	Kassir Abadi
Bushehr	Sangelakh	2,000	Mohammad Ali Tchoubak	Mohammad Ali Tchoubak
Ghazvin	Sedaye Ghazvin	1,500	Seid Alaedin	Seid Alaedin
Dezfoul	Shamshire Mellat	2,500	Hakimi	Hakimi
Sari	Assar	2,000	Hossein Akbarpour	Hossein Akbarpour
Yazd	Edalate Yazd	3,000	Kaveh	Kaveh

DAILY NEWSPAPERS OF NEAR EAST AND MIDDLE EAST—Continued

IRAQ

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Baghdad (499,410)	The Times	English	4,000			8/
	Al Akhbar	Arabic	3,000	Jubran Malkoun		6/
	Al Hawadeth	Arabic	3,500	Adel Awni		4/
	Al-Hurriyah	Arabic		Kasim Hammoudi		
	Al Sha'ab	Arabic	4,000	Yehya Kasim		4/
	Al-Yagtha	Arabic		Salman Al-Safwaui		
	Al Zaman	Arabic	7,000	Towfik Al-Sawaani	Mahmoud Nedim Ismael	4/6
Basrah (180,000)	Al Dustur	Arabic		Mahmoud Al-Amer		
	Al Manar	Arabic		Abdul Aziz Barakat		
	Al Nas	Arabic	3,500	Abdel-Kader Al-Sayyab		
Mosul (260,000)	Fata Al Iraq	Arabic	2,500	Ibrahim Al-Chalabi		
	Sawt Al Omna	Arabic	2,000	Michael Dawoud Haddad		

ISRAEL

City	Publication	Party or Organization	Editor
Jerusalem	Hamodia (m)	World Agudat Israel	Yehuda L. Levin
	Haiol (m)	Agudat Israel	Uriel Zimer
	Jerusalem Post (m)	Independent (English Language)	Ted Lurie
Tel Aviv	Davar (m)	Histadrut	H. Shurer
	El Yom (m)	Independent (Arabic Language)	M. Asaf
	Haaretz (m)	Liberal, Independent	S. Gross
	Haboker (m)	General Zionists	Ch. Ariar
	Al Hamishmar (m)	United Labor Party	Editorial Board
	Hatzofeh (m)	Mizrahi	I. Bernstein
	Israelski Far (m)	Independent (Bulgarian Language)	
	Kol Ha'am (m)	Communist	Dr. M. Biletsky
	Lamerhav (m)	Ahdut Ha'avoda	Israel Ebn-Nur
	L' Echo d' Israel (m)	Independent (French Language)	I. Rabin
	Ma'ariv (e)	Independent	Dr. Azriel Carlebach
	Nova Zaria (m)	Independent (Bulgarian Language)	
	Yediot Acharanot (e)	Independent	Dr. H. Rosenblum
	Yediot Hadashot (m)	Independent (German Language)	Dr. A. Lilienfeld
	Yediot Hayom (m)	Independent (German Language)	Dr. P. Reichenstein
	Herut (m)	Herut Party	J. Vinitzky
	Omer (m)	Histadrut	Don Pines
	Shaarim (m)	Agudat Israel Workers	Dr. Kalman Kahane Benjamin Minz
	Uj Kelet (m)	Independent (Hungarian Language)	Dr. E. Marton

JORDAN

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Amman (2,000)	Al Ordun	Arabic	6,000			5/
	Al Jazireh	Arabic	2,000			
	Falastin	Arabic	10,000	Raja Elissa	Raja Elissa	5/
Jerusalem (Old City)(127,000)	Al Difaa	Arabic	10,000	Sadek Elshunti	Ebrahim Elshunti	5/
	Al Jihad	Arabic	10,000	Mohamed Abul Zulaf	Mohamed Abul Zulaf	12/6

LEBANON

City Population	Publication	Language	Circulation	Publisher	Editor	Base Rate
Beirut (350,000)	Al Nahar	Arabic	5,500	Toufic Matni	Wal Tueni	13/
	Telegraphe	Arabic	4,000	Nasib El Mitny	Nasib El Mitny	13/
	Al Tayyar	Arabic	3,500	Tawfig El Matny	Tawfig El Matny	
	Al Hiyat	Arabic	9,000	Kamel Mriweh	Kamel Mriweh	8/
	Beyrouth	Arabic	3,500	Muh. Nsouli	Mohammed Amin Doghan	
	Beirut El Masa	Arabic	3,000	Abdullah Mashnoug	Abdullah Mashnoug	5/10
	Al Hadaf	Arabic	6,500	Zouheir Osseyran	Mohammed Amin Doghan	
	Al Amal	Arabic	2,500	Phalangist Party	Elias Rabbani	10/6
	Ad Dastour	Arabic	3,000	Heirs of Mohammed	Al-Aboud	
	Ach-Chaark	Arabic	3,500	Khairy Kaaki	Al-Aboud	
	Al Bayrak	Arabic	3,000	Youssef Fadl Akl	Al-Aboud	
	Al Ahrar	Arabic	4,000	Camille Y. Chamoun	Al-Aboud	
	Al Raouad	Arabic	3,000	Bechara Maroun	Al-Aboud	
	Al Youm	Arabic	3,000	Afif Tibi	Al-Aboud	
	Al Diyar	Arabic	3,000	Hanna Ghosn	Al-Aboud	
	An Nidal	Arabic	1,500	Mustapha Mokkadem	Al-Aboud	
	Az-Zaman	Arabic	1,500	Robert Abella	Mohammed el Aridi	
	Raqeeb al Ahoual	Arabic	1,000	Semaan F. Seif	Mohammed el Aridi	
	Al Balagh	Arabic	2,000	Mohammed el Bakar	Mohammed el Aridi	
	Al Jaridah	Arabic	9,000	Nasry Malouf George Nakash	Nasry Malouf	15/
	Al Islah	Arabic	4,500	Khalil Abou Jaoude	Rushai Maalouf	
	Kula Shaie'a	Arabic	2,000	Wafiq El Alaili M. Badia Serbieh	Wafiq El Alaili	10/
	Al Ittihad Lubnani	Arabic	2,000	Zeidan Zeidan	Rushai Maalouf	
	As Sahafa	Arabic	3,000	Faouzi Mokarzel	Ibrahaim Haddad	
	Sada Loubnane	Arabic	2,000	Mohamed Baalbaki	Ibrahaim Haddad	
	Lissaannel Haal	Arabic	2,000	Khalil Ramez Sarkis	Nabeeb Salameh	
	Al Muharrer	Arabic	1,000	Fareed al Fayara	Nabeeb Salameh	
	Nidaa al Watan	Arabic	1,500	Elias Ghoriafi	Nabeeb Salameh	
	Al Hoda	Arabic	1,000	Ahmad Sabaah	Nabeeb Salameh	
	Al Wijdaan	Arabic	1,200	Fouad Badaoui	Alexander Boustani	
	Al Inshaa	Arabic	1,000	Mahmoud Al Adhanni	Alexander Boustani	
	L'Orient	French	7,000	George Nakash	George Nakash	9/1
	Le Soir	French	3,000	Decron Nosian	Decron Nosian	6/9
	Le Jour	French	3,000	Michael Sheama	Khalil Jamil	7/10
	Le Matin	French	6,000	Mokheiber	Mokheiber	12/
	Daily Star	English	2,000	Kamel Mrouah	Beehard Maclouf	8/4
	The Arab World	English	1,500	Mrs. Hind Sadaka Tamer	Assad Tamer	
	An-Nidaa	English	1,000	Hanna Ghosn	Isaac Mansour	
	Ayk	Armenian	4,000	Dikran Tosbath	Beehard Maclouf	
	Aztag	Armenian	4,000	Haig Bailan	Beehard Maclouf	
	Aztarar	Armenian	3,000	Mme. Elise Aslanian	Beehard Maclouf	
	Zartong	Armenian	3,000	Paronagh Togmassian	Beehard Maclouf	
Tripoli	As Sarkha	Arabic	3,000	Ahmed Z. Alioumi	Beehard Maclouf	
	Al Incha	Arabic	3,000	Yasser Adhami	Beehard Maclouf	
Zahle	Zahle Fatat	Arabic	2,000	Ch. Bakhache	Beehard Maclouf	
	Al Wedi	Arabic	2,000	Heirs of Nadra Alouf	Jamil Alouf	
	Al Bilad	Arabic	1,500	Anis Mussalem	Jamil Alouf	

SAUDI ARABIA

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Mecca (120,000)	Al Bilad El Saudiaya	Arabic	4,000	Abdullah Alarif	Abdullah Alarif	9/6

SYRIA

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
Aleppo (350,000)	Al Sabah	Arabic	3,000			
	Al Watan	Arabic	2,500			18/
	Barq El Shemal	Arabic	3,200			18/
	Arylik	Armenian	2,500			18/
	Suriya	Armenian	2,000			18/
	Al Ahad El Jadid	Arabic	4,500			
	Al Nazir	Arabic	6,500	Ahmed Kambar	Ahmed Kambar	18/
Damascus (286,310)	Al Kifah	Arabic	3,000	Amin Said	Amin Said	
	Al Akhbar	Arabic	3,500			
	Alef Ba	Arabic	3,000	Nazir Fansa	Nazir Fansa	18/
	Al Ayam	Arabic	3,500	Izzat Husarieh	Izzat Husarieh	18/
	Al Sham	Arabic	3,500	Wadih Sidawi	Wadih Sidawi	18/
	Al Nasr	Arabic	6,500	Nasouh Babil	Nasouh Babil	18/
	Al Hadara	Arabic	3,600	Fahmi Almuhayeri	Fahmi Almuhayeri	18/
	Al Nas	Arabic	2,000	Hosni Alburazi	Asad Atlas	
	Al Kabas	Arabic	5,500	Heirs of Naguib Alrayes	Abbas Elhamod	18/
	Al Insha	Arabic	3,000	Wagir Alhaffar	Wagir Alhaffer	18/
	Al Fayha	Arabic	8,000	Said Altallawi	Abdel-Razzak Alzahabi	18/
	Al Raay A'm	Arabic	7,000	Ahmed Assa	Ahmed Assa	18/
	Al Ayyam	Arabic	8,000	Nasouh Babil	Nasouh Babil	18/
	Al Gamhour	Arabic	2,000	Bashir Kadan	Bashir Kadan	
	Al Manah	Arabic	3,000	Bashir Elawf	Bashir Elawf	
	Al Ittihad	Arabic	3,000	Moyeddin Raslan	Moyeddin Raslan	
	Al Waay	Arabic	2,000			
	Lisan Al Sha'ab	Arabic	2,000		Ahmed Almahoud	18/
	Barada	Arabic	3,500	Munir Elrayes	Munir Elrayes	18/
	Sawt Al Arab	Arabic	3,000	Abdel-Kader Elkawas	Abdel-Kader Elkawas	18/
Hama (65,000)	Al Bilad	Arabic	3,000			18/
Suweida (8,000)	Al Jabal	Arabic	3,000			18

LATAKIA (Division of Syria)

City Population	Publication	Language	Circulation	Publisher	Editor	Rate Per Col. Inch
	Al Bilad	Arabic	2,500			18/
Latakia (21,404)	Al Isteklal	Arabic	2,400			18/

TURKEY

City	Publication	Publisher	Chief Editor
Afyon	Güven	Mehmet Acar	
	Gençliğin Sesi	Kazim Erçelik	
	Yeni 14 Mayis	Nüsret Koçoğlu	
Ağri	Yayla	Şeref Saraçoğlu	
Ankara	Ankara Telgraf	Gazanfer Kunt	
	Hakimiyet	Hikmet Yazıcıoğlu	
	Her Gün Ekspres	M. Faruk Gurtunca	M. F. Gürtunca
	Hürses	Cavit Oral	Cavit Oral
	Medeniyet	Feyzi Boztepe	Feyzi Boztepe
	Resmi Gazete	Publications Dept.	Premier's Office
	Son H avadis	Cemil Sait Barlas	Cemil Sait Barlas
	Ulus	Kasim Gulek	Hüseyin C. Yalcin
	Zafer	Zeki Riza Sporel	M. Faik Fenik
Antalya	Antalya	Mazlum Emin Adison	
	İleri	Tevfik Türek	
	Şelale	Sabri Tunca	
Aydin	Hür Aydin	Raif Aydoğdu	
Balikesir	Balikesir Postasi	Münir Yenal	Sitki Yircali
	Ateş	Cahit Albayrak	
	Türk Dili	Cevdet Demiray	
Bingöl	Bingöl	H. Bayram Özpinarbaşi	
	Yeni Bingöl	Şeviket Sirtalan	
Bitlis	Bitlis	A. Şeref Hanoğlu	
	Yeşil Bitlis	Nejat Baturay	
Bursa	Ant	Dervış S. Taşman	Dervış S. Taşman
	Hakimiyet	Hayri Terzioğlu	İsmet Bozdağ
	Inkilap	Ahmet Doğan	
Çanakkale	Demokrat Çoruh	Hilmi Çeltikoğlu	
Çoruh	Hür Çoruh	Avte'kin Halvaşi	
Denizli	Yeni Denizli	Fahri Karaca	
Diyarbakir	Demokrat Şark	Abdullah Ocak	
	Diyarbakir	T. Cahit Çubukçu	T. Cahit Çubukçu
Elaziğ	Elaziğ	Necip Bingöl	Ömer Sanaç
	Turan	İhsan Turan	İhsan Turan
	Uluova	Şevket Çeçen	
Erzincan	Demokrat Erzincan	Sadullah Erim	
	Öz Erzincan	Hüseyin Tiryaki	
Erzurum	Demokrat Doğu	Hüseyin Durak	
	Demokrat Erzurum	F. Taşkeseneoğlu	
	Doğu	Turhan Bilgin	Turhan Bilgin
Eskişehir	Demokrat Eskişehir	Ali Riza İlicali	
	Demokrat Hamle	Abdülkadir Gürol	
	İstikbal	Ziya Sürol	
	Mücadele	Ruşen Mamuh	
	Sakarya	Abdurrahman Ünügör	
	Yeni Eskişehir	Hamit Dedelek	
Gaziantep	Demokrat Güven	Hüsnü Levent	
	Demokrat Ülkü	Faik Muhsinoğlu	
	Kara Yilan	Servet Güzel	
Giresun	Gündüz	Şahabettin Uzunkaya	
	Işik	Nuri Ahmet Çimşit	
	Yeni İleri	Orhan Çulfaz	Orhan Çulfaz
Hatay	Atayolu	Mehmet Burç	
	Ayyildiz	Mehmet Özkan	
	Hatay Postasi	Abdurrahman Konuralp	
	İleri Türkiye	Hazim Hastürk	
	İskenderun	Suphi Levent	Suphi Levent
	Körfez	Ahmet Perker	
	Sabah	Sebahattin Ezer	
	Yeni Devir	Burhan S. Yalçin	
	Yeni Yol	Şekip İnal	Şekip İnal
İçel	Akdeniz	Emine Oğuz Can	
	Gülek Sabah Posta	Rifat Ozavci	
	Hakimiyet	Kemal Tursunbay	
	Yeni Mersin	Müştak Akbaş	
Istanbul	Akşam	Kazim Sinasi Dersan	
	Apoyevmatini	K. Vasiliadis	
	Cumhuriyet	Nadir Nadi	Doğan Nadi
	Dünya	Falih R. Atay	Bedii Faik
	Embros	Nuri Akça	
	Gece Postasi	Etem İzzet Benice	
	Hergün	M. Faruk Gürtunca	M. Faruk Gürtunca
	Hürriyet	Haldun ve Erol Simavi	
	Istanboul (French)	Jules Compte-Calix	
	Istanbul Ekspres	Mithat Perin	Mithat Perin
	Istanbul Haber	Hasan Rasim Us	
	Jamanak	A. Koçinyan	
	Journal D'Orient	Albert Karasu	
	Marmara	A. Şamliyan	
	Milliyet	Ercümend Karacan	

DAILY NEWSPAPERS OF NEAR EAST AND MIDDLE EAST

TURKEY—Continued

City	Publication	Publisher	Chief Editor
	Sehir	Nuri Atilgan	Kemal Onan
	Son Saat	Cihat Baban	Cihat Baban
	Son Posta	Selim Rabip Emec	Selim Rağip Emec
	Tercuman	Semih Tanca	Cihad Baban
	Vatan	A. Emin Yalman	Ahmet Emin
	Vakit	Asim Us	Asim Us
	Yeni Istanbul	Habib Edip Torehan	M. Nermi
	Yeni Memleket	Orhan Mete	
	Yeni Sabah	Safa Kılıççioglu	
Izmir	Demokrat İzmir	Adnan Düvenci	Adnan Düvenci
	Ege Ekspres	Nihat Kürşad	
	Halkın Sesi	Reşat Şanli	
	Sabah Postasi	O. Remzi Gökçe	O. Remzi Gökçe
	Ticaret	Süha S. Tükel	
	Yeni Asir	Şevket Bilgin	Şevket Bilgin
Kars	Ekinci	Cengiz Ekinci	Cengiz Ekinci
	Halkin Sesi	Özdemir Kirali	Özdemir Kirali
	Serhat Ardahan	Kemal Okyay	
Kastamonu	Doğru Söz	Ziya Demircioglu	
	Yeni Ses	Ahmet Kirali	
Kayseri	Anadolu	Memduh Muhasipoglu	
	Hakimiyet	Şaban Sariyildiz	
	İstiklal	A. Yahyabeyoglu	A. Yahyabeyoglu
	Yeni Kayseri	Mehmet Kocabay	
Kocaeli	Akşam Haberleri	Selami Savaş	Selami Savaş
	Bizim Şehir	Salim Aşkin	
	Demokrat Kocaeli	Süreyya Sofuoglu	
	Türk Yolu	Mehmet Yüce	Mehmet Yüce
	Yeni Ada Postasi	Sami Güllü	
Konya	Yeni Konya	Mehmet Arıcan	
	Yeni Meram	Ahmet Bahçıvan	
Kütahya	Demokrat Kütahya	Ömer Faruk KaraAli	
Malatya	Demokrat Malatya	Celâl Bilgili	
	Gayret	Hüseyin Karataş	
	Sabah	Nevzat Bulun	
Manisa	Açıksöz	Halil Unultmak	
	Başari	Nuri Özgüleç	Nuri Özgüleç
	Işik	A. Kemal Besen	A. Kemal Besen
	Hürriyet Misaki	Hayri Soytürk	
Maraş	Demokrasiye Hizmet	S. EmirMahmutoğlu	
	Engizek	Nadire Tolun	
	Kahraman Yurt	Ali Kiper	
Mardin	Ulus Sesi	Siyret Bayar	Siyret Bayar
Mugla	Demokrat Yayla	Selahattin Anlar	
	Mugla	Riza Amur	
	Hainle	Selahattin Anlar	
Ordu	Gürses	A. Riza Gürsoy	
	Haber	Tarik Özsoy	
	Ordu Postasi	Şevket Akdag	
Rize	Rize Gazetesi	Rahmi Arer	Rahmi Arer
Samsun	Ahali	Hasan Oral	
	Demokrasi Müdaafii	Cavit Coşkundere	
	Demokrat Canik	Ziya Zeren	
	Şamar	Nevzat Coşkundere	
	Samsun	Haydar Kösepoğlu	Kamil Sirmen
	Samsun Ekspres	Yaşar Yüceer	
	Samsun Postasi	Fatma Güvenli	
	Yeni Ses	M. Eşref Yüceer	
Seyhan (Adana)	Bu Gün	Nihat Oral	Nihat Oral
	Demokrat	Ömer Başeğmez	Ömer Başeğmez
	Türk Sözü	Ferit C. Güven	Ferit C. Güven
	Vatandaş	Mahmut Karabucak	Enver Batumlu
	Yeni Adana	Aydin R. Yüregir	
Siirt	Demokrat Siirt	F. Yazgan	F. Yazgan
	Siirt	Emin Kilıççoglu	
	Siirt Sesi	Haydar Koyuncu	
Sivas	Anadolu Akşam Haberi	Neşet Dumanli	
	Ülkü	Kemal Kitapçı	
Tekirdag	Yeni İnan	Fahir Tanen	
Trabzon	Çaykara	T. Osman Çelebioğlu	N. S. Çelebioğlu
	Doğu	Zeki Yagmurdereli	
	Halk	Mehmet Kazancioğlu	
	Yeni Yol	H. Muzaffer Korlu	
Urfa	Akgün	Lami Akgün	
	Demokrat Urfa	Celal Özbek	
	Urfanin Sesi	Ahmet Işgör	
Van	Van Sesi	İlyas Kitapçi	
Zonguldak	Demokrat Zonguldak	Mahmut Ulusoy	
	Sabah	Şükrü Usman	
	Yeni Karabük	Kemal Çivici	

DAILY NEWSPAPERS OF ASIA AND FAR EAST

AFGHANISTAN

Place of Publication	Newspaper	Language	Circulation	Base Rate
Kabul (206,208)	Islah	Persian and Pashtu		
Kabul	Annis	Persian and Pashtu		

BRITISH MALAYA

City and Population	Name, Language, U. S. Representatives	Estab.	Issued	Circulation	Proprietor(s)	Advertising Manager	Editor	Col. Width Inches	Col. Length Inches	Page Width Inches	Average No. Pages	Adv. Rates in Straits Dol.
Singapore (Est. 1954) 1,167,682	Straits Times (English)	1842	MD	75,000	Straits Times Press, Ltd.	A. W. Gough	L. O. Hoffman	1 3/8	22	15 1/2	14	$10.00
	Sunday Times (English)	1931	Sun.	85,000	Straits Times Press, Ltd.	A. W. Gough	George Tan	1 3/4	22	15 1/2	20	$12.00
	Singapore Free Press (English)	1835	AD	18,000	Straits Times Press, Ltd.	A. W. Gough	J. Behague	1 3/4	20	10 3/4	20	$4.00
	Singapore Standard (English)	1950	MD	30,000	Sin Poh (Star News) Amalgamated Ltd.		R. B. Ooi	1 7/8	21	15	14	$5.50
	Sunday Standard (English)	1950	Sun.	63,000	Sin Poh Amalgamated Ltd.		R. B. Ooi	1 7/8	21	15	24	$8.50
	Nanyang Siang Pao (Chinese)	1925	MD	63,000	Nanyang Press, Ltd.	Tay Kai Tek	Chan Sim Eng	1 5/8	20 3/4	15 5/8	12	$6.00
	Nanfang Evening Post (Chinese)	1950	AD	28,000	Nanyang Press, Ltd.	Tay Kai Tek	Cheng Tiat Chen	1 1/2	20 3/4	15 5/8	4	$3.00
	Sin Chew Jit Pao (Chinese)	1929	MD	48,000	Sin Poh Amalgamated Ltd. Co.	T. T. Lee	Wang Tse	1 1/4	20	15 1/4	14	$6.00
	Chung Shing Jit Pao (Chinese)	1947	MD	25,000	Chung Shing Jit Poh Ltd.	Chan Tong	Fung Cheong Hoong	1 1/2	22	20	8	$4.00
	Indian Daily Mail (English)	1940	MD	6,000	G. Sarangapany	K. V. Naidu	G. Sarangapany	1 3/4	19 1/2	13 1/2	4	$3.00
	Tamil Murasu (Tamil)	1934	MD	15,000	G. Sarangapany	K. V. Naidu	G. Sarangapany	1 3/4	19 1/2	13 1/2	12	$3.00
	Kerala Bandhu (Malay)	1937	MD	6,000	Hind Publishers, Ltd.	V. M. Mathews	V. P. Abdullah	2	19	14	6	$2.50
	Malaya Nanban (Tamil)	1941	MD	5,000	Muslim Publishing House, Ltd.	M. Dhurai Raj	S. S. Mohideen	1 7/8	19 3/4	13 1/2	10	$2.00
	Utusan Melayu (Malay)	1939	MD	35,000	Utusan Melayu Press, Ltd.		Yusof bin Ishak	1 3/4	19 1/2	17	8	$2.50
	Utusan Zaman (Malay)	1939	Sun.	35,000	Utusan Melayu Press, Ltd.		Yusof bin Ishak	1 3/8	19 1/2	17	8	$3.75

FEDERATION OF MALAYA

PENANG

City and Population	Name, Language U. S. Representatives	Estab.	Issued	Circulation	Proprietor(s)	Advertising Manager	Editor	Col. Width Inches	Col. Length Inches	Page Width Inches	Average No. Pages	Adv. Rates in Straits Dol.
Georgetown (Est. 1947) 588,578	Pinang Gazette & Straits Chronicle (English) (4)	1833	AD	6,000	Straits Echo Press, Ltd.	Khoo Kheam Hoe	Choong Kok Swee	1 3/4	20	17 1/2	4	$2.50
	Sunday Gazette (English)	1926	Sun.	20,000	Straits Echo Press, Ltd.	Khoo Kheam Hoe	Choong Kok Swee	1 3/4	20	17 1/2	12	$3.50
	Straits Echo & Times of Malaya (English) (4)	1903	MD	10,000	Straits Echo Press, Ltd.	Khoo Kheam Hoe	E. P. Belhetchet	1 3/4	20	17	12	$3.50
	Sin Pin Jih Pao (Chinese)	1939	MD	13,500	Sin Poh Amalgamated Ltd. Co.	Khoo Thean Poh	Wong Ying Man	1 1/2	18	15 1/2	8	$1.50
	Kwong Wah Yit Pao (Chinese)	1910	MD	8,000	Kwong Wah Yit Pao Press	Tan Chye Soon	Longfellow W. Lu	1 3/4	20	15	8	$4.00
	Warta Negara (Malay)	1945	MD	8,000	Warta Negara Press	A. Jailani	Abdul Wahab Zain	2	19 1/2	15 1/2	6	$2.50

SELANGOR

City and Population	Name, Language U. S. Representatives	Estab.	Issued	Circulation	Proprietor(s)	Advertising Manager	Editor	Col. Width Inches	Col. Length Inches	Page Width Inches	Average No. Pages	Adv. Rates in Straits Dol.
Kuala Lampur (Est. 1947) 136,068	The Malay Mail (English)	1896	MD	15,000	Malay Mail Press Co., Ltd.	Reginald Norman	F. M. Hutton	1 7/8	22	15 1/2	12	$6.00
	China Press (Chinese)	1946	MD	15,000	The China Press Ltd.	Ng Hon Yuen	Sung Yung Cheng	1 1/2	22	17 1/2	8	$2.80
	Tamil Nesan (Tamil)	1924	MD	11,000	M. R. N. Malayandi Chettiar	S. Natarajan	G. Alagirisamy	2	20	14	8	$2.00
	Pardesi Khalsa Sewak (Punjabi)	1936	MD	2,500	Kirpal Singh	Tara Singh	Tirlochan Singh	2 1/4	13	10 3/4	4	$3.00

PERAK

City and Population	Name, Language U. S. Representatives	Estab.	Issued	Circulation	Proprietor(s)	Advertising Manager	Editor	Col. Width Inches	Col. Length Inches	Page Width Inches	Average No. Pages	Adv. Rates in Straits Dol.
Ipoh (Est. 1947) 64,343	Kin Kwok Daily News (Chinese)	1940	MD	12,000	Leong Chung Kuang	Lai Teik Fatt	Chong Youn Hin	1 1/2	19	14	8	$4.00

BRITISH NORTH BORNEO

City and Population	Name, Language U. S. Representatives	Estab.	Issued	Circulation	Proprietor(s)	Advertising Manager	Editor	Col. Width Inches	Col. Length Inches	Page Width Inches	Average No. Pages	Adv. Rates in Straits Dol.
Sandakan (Est. 1947) 13,826	Api Siang Pau (Chinese)	1954	MD	2,500	Lo Kwock Chuen	Ze Tu Seng	Lo Kwock Chuen	1 3/4	19 1/2	15 1/2	4	$1.30
	The North Borneo News & Sabah Times (English)	1946	MD	3,000	Messrs. Timothy Brooke, Donald A. Stephens	R. Patel	Donald A. Stephens	2	20	14	4	$1.00
Brunei (Est. 1953) (56,000)	The Borneo Bulletin (English)	1953	Sun.	7,750	Geoffrey Kerr & W. F. Runagall		Geoffrey Kerr	1 7/8	14	9 1/2	20	$5.00
	Overseas Chinese Daily News	1936	MD	3,500	Yeh Poh Tze	Y. O. Chiang	Yeh Poh Tze	1 1/4	21 1/2	15 1/2	4	$1.00

SARAWAK

City and Population	Name, Language U. S. Representatives	Estab.	Issued	Circulation	Proprietor(s)	Advertising Manager	Editor	Col. Width Inches	Col. Length Inches	Page Width Inches	Average No. Pages	Adv. Rates in Straits Dol.
Kuching (Est. 1947) (50,000)	Sarawak Tribune (English)	1945	MD	1.750	Sarawak Press Ltd.		Dennis Law	2 1/4	13 1/2	9 3/4	10	$1.50
	Chinese Daily News (Chinese)	1945	MD	2,000	Sarawak Press Ltd.		Lee Wan	2	14	14 3/4	4	$1.50
	Sarawak Vanguard (Chinese)	1952	MD	4,000	Lee Wing Thoong, Tan Bak Lim, Wu Siew Siong		Leong Ho Yuen	1 1/2	19 1/4	19 1/4	6	$1.50
	Sie Hwa Daily News (Chinese)	1952	MD	1,000	Wong Sing Chee Ngui Nai Kwong		Lau Hui Siong	1 1/2	21 1/2	15 1/2	4	$1.50
	Ta Tung Daily News (Chinese)	1948	MD	1,500	Ting Pi Kiong Ting Len Kiong		Hii Lai Fu	1	21 1/2	15	4	$1.50
	Utusan Sarawak (Malay)	1949	MD	600	Arif Press	Latif Zainie	Ikhwan Zainie	4 1/2	12 3/4	10 3/4	4	$1.50

DAILY NEWSPAPERS OF ASIA AND FAR EAST—Continued

BURMA

City and Newspapers	Language	Editor	Advt. Manager
RANGOON			
Bamakhit	Burmese	U. Koko Lay	U. On Kin
Burma Express	English		Burma Nedu Co.
Burma Nedu	Tamil		Burma Nedu Co.
Burman	English	U. Ba Chit Tin	
Daily Herald	Burmese		
Economic Daily	Burmese	U. On Tin	
Hanthawaddy	Burmese	U. Sein	U. Myint
New China Pao	Chinese	Chio Ming	Chao Tuck
New Light of Burma	Burmese	Y. Thoung Nyun	U. Pon
New Rangoon Evening Post	Chinese		
New Times of Burma	English		
Progress	Burmese	U. Thwin	Maung Zaw
Rangoon Daily	Burmese	U. Aung Myin	U. Nyan Khin
Sun	Burmese	U. Myo Nyuant	
Tribune	Burmese	M. Po Chein	

CAMBODIA

City	Publication	Language	Publisher	Published	No. of Pages	Founded
Phnôm Penh	Angkor	French	Association Samdech Sutharoth	d. ex S. and holidays	4; 8 cols per page	1956
Phnôm Penh	Kampuchéa	Cambodian	Association Samdech Sutharoth	d. ex S. and holidays	4 pages; 8 cols. per page	1943
Phnôm-Penh	La Liberté	French	Daily independent	d. ex S. and holidays	4 pages; 8 cols. per page	1947
Phnôm-Penh	Agence Khmère de Presse (A.K.P.)	French	Ministry of Information	daily	variable - more than 12 pages	1950

NOTE: A number of small newspapers of minor importance are also published in Phnôm-Penh. Adv. rates are approximately 26 riels per single column inch. (Current quotation for the riel is $0.028 U. S.)

CEYLON

City and Newspaper	Language	Editor	Advt. Manager
COLOMBO			
Ceylon Daily News	English	M. Brown	S. B. O. Illangakoon
Ceylon Observer	English	A. G. P. Vittachy	W. D. Daniels
Dinamina	Sinhalese	P. Nissanka	Percy Colombage
Janata	Sinhalese		
Lankadipa	Sinhalese	D. B. Dhanapala	N. T. Mendis
Morning Times	English	Tori de Souza	A. N. D'Silva
Thinkaran	Tamil	V. K. P. Nathan	A. Ramanathan
Times of Ceylon	English	F. Goonawardene	A. N. D'Silva
Virakesari	Tamil	H. P. Haran	S. P. Edward

FREE CHINA—FORMOSA (TAIWAN)

City	Newspaper	Publisher	Chief Editor
Taipei	Central Daily News	Hu Chien-chung	Chien Cheng
	Hsin Sheng Pao	Hsieh Tung-min	Wang Teh-hsing
	China News (English)	Jimmy Wei	Stanway Cheng
	China Post (English)	Nancy Yu	Nancy Yu
	Express News (English)	Tseng Hsu-pai	Eddie Tseng
	China Daily News	Chao Sheng-feng	Tai Chao-sheng
	Kung Lun Pao	Li Wan-chu	Tsai Hsiao-pai
	United Daily News	Wang Ti-wu	Liu Chang-ping
	Youth Warriors' News	Hsiao Tou-yin	Yeh Tsu-yin
	Hwa Pao	Chu Ting-yun	Shen Chin
	Mandarin Daily News	Hung Yen-chu	Tseng Hsien-huan
	Chen Hsin News	Yu Chi-chung	Fan Chien-ping
	Dan Hwa Evening News	Keng Shu-yeh	Hsieh Hsin-yun
	Min Tsu Evening News	Wang Ti-wu	Sung Yang-kao
	Tse Li Evening Post	Li Yu-chia	Wang Chien-min
Keelung	Min Chun Daily News	Li Jui-piao	Huang Hwa
	Eastern Daily News	Chow Shih-kwang	Liang Shu-li
Taichung	Min Sheng Daily News	Hsu Cheng	Huang Ju-yun
Chiayi	Shang Kung Daily News	Chien Chieh	Kung Sheng-tao
	Taiwan Jih Pao	Huang Chi-pai	Shen Ti
Kaohsiung	Tse Chiang Evening Post	Lo Yen-chin	Chang Tse-hsi
Taitung	Taitung Hsin Pao	Wu Ju-ping	Tung Chen-sheng
Hualien	Heng Sheng Pao	Hsieh Yun-yi	Chen Hsien
	East Taiwan Daily News	Wu Wan-kung	Tseng Chi-tang
Tainan	China Daily News South Edition	Chao Sheng-feng	Yu Chi
Penghu (Pescadores)			
	Chien Kuo Daily Post	Chen Huan-tsai	Pai Shan-chung
Kinmen (Quemoy)	Cheng Chi Chung Hua Post	Chang Min-kang	Tsao Yi-fan

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1957 Edition

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Pan-Asia Newspaper Alliance

Printing House, 6 Duddell Street, Hong Kong

HONG KONG

ENGLISH

Publication	Circulation	Publisher
South China Morning Post (4)	15,000	F. P. Franklin
China Mail (4)	8,000	S. A. Gray
Sunday Post-Herald (4)	16,000	Affiliated with Morning Post
Hongkong Standard (4)		Aw Boon Haw

CHINESE DAILIES

Wah Kiu Yat Pao (4)	63,000	Shum Wai Yau
Sing Tao Jih Pao (4)	12,000	Aw Boon Haw
Kung Sheung Daily News	30,000	Wu Dit Ng
Hongkong Times	10,000	Hsu Hsiao Yen
Chi Yin Yat Pao	22,000	Yiu Sheung Kun
Sing Pao Daily News	25,000	Wang Yuk Ting
Ta Kung Po	7,000	Fai Yee Ming
Wen Wei Pao	5,000	Li Chi Yung

CHINESE EVENING

Wah Kiu Man Pao (4)	40,000	Affiliated with Wah Kiu Yat Pao
Sing Tao Man Pao	17,000	Affiliated with Sing Tao Jih Pao
Kung Sheung Man Pao	10,000	Affiliated with Kung Sheung Yat Pao
Chung Sing Man Pao	7-12,000	Hsia Ching Pin
New Life Evening Post	12,000	Lay Moon
The New Evening Post	15,000	Wen Yum Kwong

INDIA

City and Newspaper	Language	Editor	Advt. Manager
ANDHRA PRADESH			
HYDERABAD			
Golkonda Patrika	Telugu	N. N. Reddy	N. Rao
SECUNDERABAD			
Deccan Chronicle	English	K. R. Pattabiram	D. N. Gupta
ASSAM			
GAUHATI			
The Assam Tribune	English	L. N. Phookan	S. N. Banerjee
Nutan Assamiya	Assamese	K. N. Hazarika	I. K. Bezbarua
SILCHAR			
Janashakti	Bengali	B. K. Chaudhary	N. Gupta
PANDU			
Dainik Santi Doot	Assamese	D. N. Sharma	A. Barooah
BIHAR			
PATNA			
Aryavarta	Hindi	K. T. Vidyalankor	Dineshwar Jha
Indian Nation	English	Dr. Sachin Sen	Dineshwar Jha
Navarashtra	Hindi	D. V. Sastri	N. N. Varma
Pradeep	Hindi	R. S. Sharma	A. K. Pandey
Rashtravani	Hindi	S. Mishra	G. M. Bhatta
Searchlight	English	M. S. M. Sharma	A. K. Pandey
BHOPAL			
BHOPAL			
Daily Afkar	Urdu	A. R. Rushdi	I. Arif
Daily Nadeem	Urdu	H. Akhtar	S. Raja
BOMBAY			
AHMEDABAD			
Gujarat Samachar	Gujarathi	K. M. Mehta	Deepak Ads. Ltd.
Loknad	Gujarathi	R. C. Seth	P. Thakore
Prabhat	Gujarathi	K. Kothari	B. Bharwada
Sandesh	Gujarathi	N. C. Bodiwala	M. Gandhi
Sevak	Gujarathi	N. C. Bodiwala	M. F. Gandhi
BARODA			
Loksatta	Gujarathi	S. R. Sheth	S. B. Shah
BOMBAY			
Bombay Chronicle	English	D. C. Patole	J. B. Vyas
Bombay Samachar	Gujarathi	S. P. Kapadia	K. M. Suntoke
Bombay Sentinel	English	D. C. Patole	J. B. Vyas
Chitra	Marathi	V. Pradhan	V. P. Vasani
Evening News of India	English	Frank Moraes	A. Mendieta
Free Press Bulletin	English	E. Narayana	Publicity Society of India
Free Press Journal	English	E. Narayana	Publicity Society of India
Hindustan	Sindhi	H. Karamchand	H. V. Sadarangani
Hindustan	Urdu	S. Raza	M. H. Ackramy
Inquilab	Urdu	A. H. Ansare	S. A. James
Jam-e-Jamshed	Gujarathi	A. P. Marzban	R. K. Daruwalla
Janashakti	Gujarathi	R. E. Mehta	Publicity Society of India
Janmabhoomi	Gujarathi	M. Mehta	Janmobhoomi Advertisers
Lokamanya	Marathi	P. V. Gadgil	Janmabhoomi Advts.
Lokasatta	Marathi	Mahajani	C. A. Narayan
Navabharat Times	Hindi	R. Vidyalankar	A. Mendieta
Navashakthi	Marathi	S. D. Palekar	Publicity Society
Prajatantra	Gujarathi	C. V. Shah	H. Mehta
Sandhyakal	Marathi	P. V. Limaye	
Times of India	English	Frank Moraes	A. Mendieta
Vishwamitra	Hindi	S. L. Tripathi	J. K. Varma
KOLHAPUR			
Satyavadi	Marathi	B. A. Patil	A. B. Patil
NAGPUR			
Hitavada	English	A. D. Mani	K. S. Bharadwaj
Nagpur Times	English	W. G. Shoerey	A. G. Sheorey
Navabharat	Hindi	R. G. Maheswari	J. L. Jaiswal
Tarun Bharat	Marathi	G. T. Madkholkar	W. R. Laghate
Yughadarma	Hindi	B. D. Vajpeyi	D. S. Core
NASIK			
Gavakari	Marathi	D. S. Potnis	K. N. Thipse
POONA			
Dainik Bharat	Marathi	W. G. Geet	V. M. Mahendale
Lokashakti	Marathi	N. W. Limaye	S. D. Sabade
Poona Daily News	English	V. R. Kothari	C. H. Gandhi
Sakal	Marathi	N. B. Parulekar	H. V. Tadphale
RAJKOT			
Jai Hind	Gujarathi	P. L. Shah	V. G. Sejpal
Nutan Saurashtra	Gujarathi	J. R. Rawal	N. J. Rawal
Phul Chhab	Gujarathi	N. M. Shah	M. A. Dave
SURAT			
Gujerat	Gujarathi	R. C. Desai	S. C. Desai
Gujeratmitra	Gujarathi	P. V. Reshamwala	P. V. Reshamwala
Pratap	Gujarathi	K. K. Shelat	J. J. Doctor
DELHI			
DELHI			
Al Jamait	Urdu	U. Farquilette	D. R. Wadhawan
Tej	Urdu	J. Akhtar	J. C. Bawa
Vir Bharat	Urdu	P. Ziai	O. P. Bhasin
NEW DELHI			
Hindustan	Hindi	M. B. Varma	Kashmiri Lal
Hindustan Times	English	Devadas Gandhi	Kashmiri Lal
Milap	Urdu	S. Yash	R. D. Chopra
Pratap	Urdu	K. Narendra	D. B. Paul
Vishwamitra	Hindi	Pt. H. Dwivedi	N. K. Agrawal
JAMMU - KASHMIR			
SRINAGAR			
Desh	Urdu	S. L. Sharma	D. Bhandu
Khidmat	Urdu	N. L. Wattal	P. N. Kaul
KERALA			
CALICUT			
Chandrika	Malayalam	Md. Kaya Sahib	K. P. M. Sahib
Mathrubhumi	Malayalam	K. P. Kesava Menon	C. K. Nambiar
Powrasakthi	Malayalam	K. A. D. Menon	T. Phalgunan
ERNAKULAM			
Deepam	Malayalam	Thomas Cheryan	
Deenabandhu	Malayalam	M. K. Raja	V. N. Menon
Malabar Mail	Malayalam	T. Veluthedath	J. Mathew
KOTTAYAM			
Deepika	Malayalam	M. V. Joseph	Rev. Fr. Gratian

DAILY NEWSPAPERS OF ASIA AND FAR EAST Continued

INDIA—Continued

City	Name of Newspaper	Language	
Deshabandhu	Malayalam	R. K. Kartha	K. R. Padman
Kerala Bushanam	Malayalam	K. C. Zachariah	J. Korah
Malayalam Manorama	Malayalam	K. M. Cherian	K. M. Mathew
Powradwani	Malayalam	K. M. Chacko	
QUILON			
Malayala Rajyam	Malayalam	N. C. Nair	N. Balakrishnan Nair
Prabhatam	Malayalam	Tangal Kunju	A. S. Abdeen
TRICHUR			
Express	Malayalam	K. Krishnan	M. J. John
Gomathi	Malayalam	K. V. R. Nair	T. V. S. Iyer
TRIVANDRUM			
Kerala Kaumudi	Malayalam	K. Sukumaran	K. Sukumaran
MADHYA PRADESH			
INDORE			
Indore Samachar	Hindi	P. Vijay	M. S. Jaiswal
[illegible]	Hindi	I. C. Jain	S. Pamdia
Nai Duniya	Hindi	R. Barpute	N. Tiwari
Nav Prabhat	Hindi	Y. S. Kushwah	D. M. Srivastava
MADRAS			
COIMBATORE			
Nava India	Tamil	P. R. Ramakrishnan	G. V. Naidu
MADRAS			
Andhra Patrika	Telugu	S. Sambu Prasad	P. V. Subbarayudu
Andhra Prabha	Telugu	N. Venkateswara Rao	D. P. Rao
Dinamani	Tamil	A. N. Sivaraman	P. V. Ramaswamy
Dina Thanthi	Tamil	S. B. Adithyan	R. Somasundaram
Hindu	English	K. Srinivasan	S. Parthasarathy
Indian Express	English	Ramnath Goenka	K. Srinivasan
The Mail	English	A. Taylor	V. V. Raman
Swadesamitran	Tamil	C. R. Srinivasan	N. Ramaswamy
MADURAI			
Tamil Nadu	Tamil	K. Tayagarajan	K. Parthasarathy
MYSORE			
BANGALORE			
Deccan Herald	English	Pothen Joseph	K. P. Krishnamurthy
Janavani	Kannada	G. S. N. Somayaji	H. S. N. Rao
Prajavani	Kannada	T. S. R. Rao	K. P. Krishnamurthy
Tarunadu	Kannada	P. B. Srinivasan	T. S. Krishna Sastry
Viswakarnataka	Kannada	R. Ananda Rao	B. Raja Singa
HUBLI			
Navayug	Kannada	T. R. Neswit	S. K. Vijayaraj Rao
Samyukta Karnatak	Kannada	H. R. Moharray	M. H. Kaujalgi
Vishal Karnatak	Kannada	M. R. Ragi	H. K. Adyapadi
ORISSA			
CUTTACK			
Eastern Times	English	J. B. Patnaik	B. Parida
Mathrubhumi	Oriya	B. K. Kar	N. Das
Prajatantra	Oriya	J. B. Patnaik	B. Parida
Samaj	Oriya	L. Misra	R. Roatray
PUNJAB			
AMBALA			
Tribune	English	J. Natarajan	K. B. Bharaduraj
AMRITSAR			
Vartman	Punjabi	S. I. S. Majhail	S. S. Singh
JULLUNDUR			
Ajit	Urdu	S. S. Hamdard	I. S. Sachdev
Akali Patrika	Punjabi	S. Shadi Singh	S. J. Singh
Hind Samachar	Urdu	N. R. Dard	C. Tandon
RAJASTHAN			
JAIPUR			
Lokavani	Hindi	S. Shastri	M. S. Pareek
Rajasthan Chronicle	English	K. S. Narang	J. N. Rajput
Rashtradoot	Hindi	Y. K. Chaturvedi	P. N. Dugal
UTTAR PRADESH			
AGRA			
Sainik	Hindi	B. S. Bhadoria	B. S. Bhadoria
Ujala	Hindi	G. C. Kela	M. Senkela
ALLAHABAD			
Amrit Patrika	Hindi	V. Bhaskar	J. N. Banerjee
Amrita Bazar Patrika	English	T. K. Ghosh	J. N. Banerjee
Bharat	Hindi	S. Daval Srivatsava	B. R. Mehta
Leader	English	N. Zutshi	B. R. Mehta
BENARES			
Aj	Hindi	R. K. Kadilkar	Shyam Das
Sansar	Hindi	V. Mishra	S. N. Prasad
KANPUR			
Advance	English	S. Jha	N. K. Agarawalla
Jagran	Hindi	P. C. Gupta	P. K. Gupta
Pratap	Hindi	S. C. Bhattacharya	K. D. Dalakoti
Vertman	Hindi	Pt. B. D. Tripathy	S. S. Awasthy
LUCKNOW			
National Herald	English	M. Chalapathi Rao	J. N. Srinatsava
Pioneer	English	S. N. Ghosh	A. T. Bose
WEST BENGAL			
CALCUTTA			
Amrita Bazar Patrika	English	T. K. Ghosh	S. Mukherjee
Ananda Bazar Patrika	Bengali	C. K. Bhattacharjee	J. C. Gupta
Asre-Jadid	Urdu	M. Sabai	J. R. Ghose
Basumati	Bengali	V. K. Ghosh	B. C. Ghose
Hindustan Standard	English	S. K. Basu	J. C. Gupta
Janasevak	Bengali	A. Gaosh	G. Das
Jugantar	Bengali	V. Mukherji	J. Dasgupta
Lokmanya	Hindi	M. Chaturbedi	K. S. Dwivedi
Lokasevak	Bengali	P. Bhattarjee	
Rozana Hind	Urdu	G. S. Figar	S. Abbas Bai
The Statesman	English	G. A. Johnson	A. H. Marsh
Vishwamitra	Hindi	M. Pathak	N. K. Agarwala

INDONESIA

City	Name of Paper	Language
Ampenan	Lombok Baru	Indonesian
Banjarmasin	Indonesia Merdeka	Indonesian
	Indonesia Berdjuang	Indonesian
	Pengharapan	Indonesian
Bandung	Indonesia	Indonesian
	Pikiran Rakjat	Indonesian
	Sipatahunan	Indonesian
	Algemeen Indisch Dagblad	Dutch
Den Pasar	Suara Indonesia	Indonesian
Djakarta	Abadi	Indonesian
	Berita Indonesia	Indonesian
	Bintang Timur	Indonesian
	Duta Masjarakat	Indonesian
	Harian Rakjat	Indonesian
	Indonesia Raya	Indonesian
	Keng Po	Indonesian
	Merdeka	Indonesian
	Mimbar Indonesia	Indonesian
	Pedoman	Indonesian
	Pemandangan	Indonesian
	Proklamasi	Indonesian
	Sin Po	Indonesian
	Suluh Indonesia	Indonesian
	Sumber	Indonesian
	Utusan Nasional	Indonesian
	Daily Bulletin	English
	Indonesian Observer	English
	Times of Indonesia	English
	Sin Po	Chinese
	Sheng Hwo Pao	Chinese

INDONESIA—Continued

City	Name of Newspaper	Language
	Thien Sung Yit Po	Chinese
	Java Bode	Dutch
	Nieuwsgier	Dutch
Jogjakarta	Nasional	Indonesian
	Kedaulatan Rakjat	Indonesian
Kutaradja	Tegas	Indonesian
Makassar	Rakjat Berdjoang	Indonesian
	Marhaen	Indonesian
	Pedoman Rakjat	Indonesian
	Chiao Seng Po	Chinese
	Makkassaarse Courant	Dutch
Medan	Mimbar Umum	Indonesian
	Waspada	Indonesian
	Mestika	Indonesian
	Pendorong	Indonesian
	Sumatra Bin Tah	Chinese
	New China Times	Chinese
	Democratic Daily News	Chinese
	The Sumatra Times	Chinese
	Nieuwsblad voor Sumatra	Dutch
Semarang	Suara Merdeka	Indonesian
	Utusan Nasional	Indonesian
	Tanah Air	Indonesian
	Sin Min	Indonesian
	Kuang Po	Indonesian
	De Locomotief	Dutch
Solo	Dwi Warna	Indonesian
Surabaja	Suara Rakjat	Indonesian
	Harian Umum	Indonesian
	Suara Masjarakat	Indonesian
	Trompet Masjarakat	Indonesian
	Perdamaian	Indonesian
	Penerangan	Indonesian
	Tsing Kwang Daily Press	Chinese
	Thay Kong Sian Po	Chinese
	China Daily News	Chinese
	Nieuw Surabaiaasch Handelsblad	Dutch
	De Vrije Pers	Dutch
Padang	Haluan	Indonesian
	Penerangan	Indonesian
Palembang	Suara Rakjat	Indonesian
	Fikiran Rakjat	Indonesian
	Kian Pao	Indonesian
	Dagblad voor Zuid Sumatra	Dutch
Pangkal Pinang	Suluh Bangka	Indonesian
Pontianak	Pembangunan	Indonesian

JAPAN

City or District	Name of Newspaper	Circulation	Publisher Editor	Business Manager Advertising Manager
Shimbun (also Shinbun)—Press; Keizai—Economics; Sekai—World; Shashin—Photograph; Nikkan—Daily; Seiji—Politics; Nippo—Daily; Nichinichi—Daily; Nippon—Japan; Shimpo—Press; Yukan—Evening Paper; Miyako—City; Kogyo—Industry; Shin—New; Mainichi—Daily; Tsushin—News Service; Ku-Ward. Circulation figures in most cases are as of June, 1955, or later where reported. Executive personnel is generally indicated as of May 1956.				
CHUBU AREA				
Atami	Izu Mainichi Shimbun	(m) 5,000	Masujiro Miura	
Gifu	Gifu Times	(m) 127,000	Takeo Yamada	C. Hasegawa
	Evening paper being issued as "Tokai Yukan"	(e) 74,000	Masumi Hayashi	
	Gifu Yukan	(e) 25,000	Tadao Inaba	
Hamamatsu	Enshu Shinbun	(e) 30,000	Kenichi Imatsu	
Handa	Tokai Mimpo	(m) 8,955	Katsunosuke Noshita	
Ichinomiya	Ichinomiya Times	(m) 5,000	Takeshi Takahashi	
Iida	Minami Shinshu	(m) 5,000	Kanji Nishizawa	
Ina	Ina Times	(e) 5,000	Taro Nakamura	
Ito	Shimin Shimbun	(m) 5,200	Jun Sato	
Kofu	Yamanashi Jiji Shimbun	(m) 44,800	Nagao Ono	Hideo Norose
			Taira Fuji	Tetsuji Ogawa
	Yamanashi Nichinichi	(m) 47,000	Jiro Noguchi, Shizuka Kobayashi	Hisao Fukazawa, Yukio Yoishi
Matsumoto	Shinyo Shimbun	(e) 31,786	Takaaki Miyasaka	Kikue Miyasaka
Nagano	Shinano Mainichi Shimbun	(m) 201,980	Takeo Kosaka	Eiichi Shizume
		(e) 102,480	Suketaro Honda	
Nagoya	Asahi Shimbun	(m) 200,000	Nagataka Murayama	Katsuo Konishi
		(e) 200,000	Ichiro Oka (Dir.), Hisao Masuda	Hideo Kawazoe
	Chubu Keizai Shimbun	(m) 78,000	Kanematsu Miyake, Yoshio Kato	Kenji Suzuki, Kanematsu Miyake
	Chubu Nippon Shimbun	(m) 960,090	Aichi Yora	Masaichi Kato
		(e) 801,327	Mitsuri Suzuki (Ed. Mgr.)	Koyoshi Suwabe
	Mainichi Shimbun	(m) 258,000	Chikao Honda	Sukeo Tomonaga
		(e) 184,025	Yoshio Yamane (Ed. Mgr.)	Rinnosuke Nakane
	Nagoya Times	(e) 117,650	Takeo Sue	Haruo Kato
	Nagoya Times	(e) 117,650	Takeo Sue, Hiroyoshi Ito (Ed. Mgr.)	Haruo Kato
	Seiji Kooron	(m) 10,000	Toshio Miyaji	
Nishio	Mikawa Shimpo	(m) 7,000	Ryoji Tomita	
Numazu	Nikkan Numazu Shimbun	(e) 10,000	Shigeru Tamura	
Ogaki	Tokai Nichinichi Shimbun	(e) 5,000	Yojiro Takada	
Okaya	Okaya Shimin Shimbun	(m) 4,500	Koozo Satsuma	
	Shinshu Jiho	(m) 10,000	Yataro Katakura	
Okazaki	Aichi Shimbun	(m) 12,000	Yoshihisa Uchida	
	Tokai Shimbun	(m) 15,000	Kinnosuke Sakakibara	
Seto	Shin Aichi Times	(e) 15,000	Miyaichi Asano	
	Tokai Minsei Shimbun	(e) 10,000	Yoshitaka Yamanouchi	
Shimosuwa-machi	Minsei Shimbun	(m) 5,000	Kooji Kawanishi	
	Shimosuwa Shimbun	(m) 2,500	Koozo Satsuma	
Shizuoka	Shizuoka Nichinichi	(m) 52,010	Sukeyasu Yoshida, Hiroshi Morishita (Ed. Mgr.)	Kumanosuke Taki
	Shizuoka Shimbun	(m) 104,000	Mitsunosuke Ooishi	
		(e) 105,352	Mitsuharu Shigeta	Yataro Hamada
Suwa	Minsei Shimbun	(m) 5,000	Kooji Kasai	
	Nanshin Nichinichi Shimbun	(e) 30,000	Takusaburo Misawa, Takashi Mikoshiba (Ed. Mgr.)	Jugoro Kurokocchi, Tomio Masuda
	Shimosuwa Chomin Shimbun	(m) 2,500	Koozo Satsuma	
Toyohashi	Toyohashi Nichinichi Shimbun	(m) 16,000	Shigeo Niwa	
	Toyohashi Shimbun	(m) 10,000	Eiichiro Sugita	
Ueda	Shinshu Mimpo	(e) 3,500	Hidetaro Fujinaka	
Yoshiwara	Fuji News	(m) 12,000	Kanji Ogushi	
CHUGOKU AREA				
Hamada	Nikkan Shimane Maiyu	(e) 4,950	Mikio Sasaki	
Himeji	Chugoku Nichinichi	(e) 5,850	Kanetaro Yamamoto	
Hiroshima	Chugoku Shimbun	(m) 372,800	Jitsuichi Yamamoto	Akira Yamamoto
		(e) 164,345	Shigetoshi Itokawa (Ed. Mgr.)	Minoru Hamasaki
	Nikkan Hiroshima	(m) 10,000	Kasu Kato	
Izumo	San 'in Minshu Nippo	3,000	Zennosuke Kodama	
Kurashiki	Kurashiki Shimbun	(e) 8,000	Yukio Yamamoto	
Kure	Chugoku Nippo	(e) 3,500	Ryuzo Hironaka	
Matsue	San 'in Shimpo	(m) 50,000	Suigetsu Kohata	
	(Yukan San 'in)	(e) 20,000	Taizo Yoshioka	Denichi Hirata

DAILY NEWSPAPERS OF ASIA AND FAR EAST—Continued

JAPAN—Continued

City or District	Name of Newspaper	Circulation	President Publisher Editor	Business Manager Advertising Manager
Okayama	Okayama Shinbun (e)	8,500	M. Komatsu	Fumio Yoshikawa
	Sanyo Shimbun (m)	251,020	Iwaji Kooso	Taro Kanehira
	(e)	219,500	Zenzo Uno (Ed. Mgr.)	Taro Fujii
	Yukan Okayama (e)	58,700	Sueshiro Hoshijima	Kisai Okazaki
Shimonoseki	Kanmon Hochi (e)	18,200	Yasuya Yoshinaga	
	Minato Shinbun (m)	5,000	Masakatsu Kawamura	
	Yukan Minato (e)	9,000	Masakatsu Kawamura	
Tokuyama	Nikkan Tokuyama (m)	8,000	Tatsuo Fujwara	
Tottori	Nihonkai Shimbun (m)	68,000	Seiichi Kimura	Jiro Ogiwara
Tsuyama	Tsuyama Nichinichi Shinbun (m)	5,500	Sumio Shinoda Koozo Maruo	
Ube	Ubenichi (e)	9,000	Takaaki Fujii	
Yamaguchi	Bocho Shimbun (m)	53,000	Kenji Sasaki	Yoshiro Fuura
	(e)	37,500	Kazue Katayama	Kasho Naito
Yonago	San'in Nichinichi Shimbun (m)	12,000	Haruto Yamamoto Shigetomi Matsumoto	Gentaro Kadowaki Yoshio Kanamori

HOKKAIDO AREA

City or District	Name of Newspaper	Circulation	President Publisher Editor	Business Manager Advertising Manager
Abashiri	Abashiri Shimbun (m)	8,500	Hisashi Sato	
	Abashiri Shimpo (m)	7,000	Yuukichi Sasaki	
Asahikawa	Hokkai Nichinichi Shimbun (m)	130,925	Kiyoto Kanawa	Shuji Kato
	(e)	130,925	Hideshi Yokoyama	Tomiyasu Tanaka
Haboro	Haboro Times (e)	2,400	Keiyo Yamamoto	
Kitami	Kitami Nichinichi Shimbun (e)	6,800	Setsuji Tago	
	Kitami Shimbun (m)	8,500	Hisashi Oota	
Muroran	Muroran Mimpo (e)	47,800	Kinjiro Tanimura Tukutaro Oono	Keisuke Tsutsui Katsuo Iwakura
Obihiro	Hokumon Shimpo (e)	6,800	Toshio Sayanagi	Koichi Wakamatsu
Rumoe	Rumoe Times (m)	9,400	Michitada Saito	
Sapporo	Hokkaido Shimbun (m)	706,240	Shizuo Abe	Isao Nakano
	(e)	704,175	Semmatsu Ishizawa	Shozo Ogura
	Hokkai Times (m)	278,000	Kichijiro Kikuchi	Toshitaka Ito
	(e)	265,000	Shigemi Nagasawa	Shoji Shibagaki
Tomakomai	Tomakomai Mimpo (e)	6,500	Yoshikatsu Miyamoto	
Wakkanai	Nikkan Sooya (m)	5,000	Toichi Fukuda	

HOKURIKU AREA

City or District	Name of Newspaper	Circulation	President Publisher Editor	Business Manager Advertising Manager
Fukui	Fukui Shimbun (m)	87,460	Ensuke Yoshida	Kazu Kuroda
	(e)	17,050	Tatsumi Toyama	Kumeo Yoshimoto
Kanazawa	Hokkoku Shimbun (m)	203,531	Hoji Saga	Yokichi Miyashita
	(e)	193,360	Yoichiro Ishiji	Narimori Aisaka
	Hokuriku Shimbun (m)	36,000	Katsuji Mura	Saichiro Takeshita
	(e)	26,000	Jiro Asada (Ed. Mgr.)	Tamio Takemura
Kashiwazaki	Kashiwazaki Nippo (m)	3,500	Hisaji Kotake	
Niigata	Niigata Nippo (m)	207,450	Jiro Nishimura	Torasaburo Ito
	(e)	85,800	Utaka Koyanagi (Ed. Mgr.)	Taichiro Kitamura
Sado	Sado Shimpo (m)	4,500	Tomonosuke Homma	
Takada	Yukan Takada Shimbun (e)	5,000	Genzo Ishibashi	
Toyama	Hokuriku Yukan (e)	52,490	Yooson Kitagawa Kazuo Takiguchi (Ed. Mgr.)	Kiyoshi Mori
	Kitanihon Shimbun (m)	135,000	Shuzo Mura	Masaaki Takada
		94,500	Teru Nakayama	Shigiji Sato
	Toyama Shimbun (m)	67,620	Hoji Saga	Ichiro Ishida
	(e)	67,620	Koozo Nabeshima	Kametaro Ichijima

KANTO AREA

City or District	Name of Newspaper	Circulation	President Publisher Editor	Business Manager Advertising Manager
Ashikaga	Ryomo Minyu Shimpo (e)	3,800	Yu Hirota	
Chiba	Chiba Shimbun (m)	74,325	Keizen Kobayashi Koojiro Takasugi (Ed. Mgr.)	Hedeo Isoda Shizuya Saito
Choshi	Shoko Times	10,000	Teiji Miyauchi	
Kisarazu	Shin Chiba Shinbun (m)	4,500	Hisashi Ishii	
Maebashi	Joomo Shimbun (m)	72,580	Hidekichi Shinohara	Shigeru Shinohara
	(e)	55,328	Jumpei Oseki (Ed. Mgr.)	Kanzo Aoki
Misaki	Misaki Koho (e)	2,300	Hisashi Koosaka	
Mito City	Ibaragi (m)	58,840	Takeo Goto Suteji Oouchi (Ed. Mgr.)	Kura Otake Konosuke Takeuchi
Odawara	Shinsei Mimpo (m)	4,000	Yoonosuke Tanaka	
Kawagoe	Nikkan Saitama (m)	25,000	Torima Sunaga	
Tateyama	Boshu Nichinichi Shinbun (m)	3,000	Akira Akiyama	
	Joyo Shimbun (m)	4,500	Yuji Takahashi	
Tsuchiura	Joyo Shimbun (m)	7,000	Ken'ichi Iwanami	
Urawa	Saitama Shimbun (m)	36,000	Akizo Kawanabe Gisaburo Saruyama	Kyusaburo Sato
Utsunomiya	Shimotsuke Shimbun (m)	83,220	Takeshiro Fukushima Kikuma Kamakura	Katsunori Tezuka
	Tochigi Shimbun (m)	66,100	Yusaburo Ohira Jurro Kubo (Ed. Mgr.)	Kaheiji Sakomato
Yokohama	Kanagawa Shimbun (m)	110,500	Hideo Sasaki Harukicki Masuda	Gisuke Hasegawa Hisashi Senga

KINKI AREA

City or District	Name of Newspaper	Circulation	President Publisher Editor	Business Manager Advertising Manager
Gobo	Kishu Shimbun (m)	6,250	Takeo Genji	
Hikone	Oomi Domei Shinbun (m)	3,000	Tatsujiro Taniguchi	
Himeji	Chugoku Nichinichi Shimbun (e)	5,850	Kentaro Yamamoto	
Kainan	Kainan Shimbun (m)	3,500	Giichi Fujii	
Kobe	Kobe Shimbun (m)	283,030	Kanji Tanaka	Kanji Doi
	(e)	192,011	Juichi Sekiguchi	Kiyohide Dobashi
	Shinko Shimbun (m)	115,750	Juichi Takehuchi	Shohei Arimoto
	(e)	131,150	Kaso Nakamura	
Komono	Nikkan Ise Mainichi Shinbun (m)	3,500	Kameo Kanizawa	
Kumano	Nankai Shinbun (m)	2,000	Chiyonojo Takegami	
Kyoto City	Chugai Nippo (m)	50,000	Kazumichi Araki	
	Kyoto Shimbun (m)	283,870	Kokyo Shiraishi	
	(e)	290,660	Tamemasa Hidaka	Ren Ishimaru Tetsuzo Yazuoka
	Miyako Shimbun (e)	67,357	Banmon Tabata Hisao Kurasige (Ed. Mgr.)	Chuji Nishimura
	Yamashiro Nichinichi Shinbun (m)	5,000	Shigeru Morimoto	
	Yukan Kyoto (e)	61,135	Kotaro Yamaguchi Jinichiro Gohei	Yasoji Yoshimura
Nagahama	Kohoku Times (e)	4,800	Shinjiro Dokuni	
	Oomi Maiyu Shinbun (e)	5,000	Yahei Tsutsumi	
Nara	Naranichi Shinbun (m)	7,000	Narazo Hattori	
	Yamato Times (m)	25,000	Jiro Tanaka Ryuzo Fukushima	Hirosuke Fujita
Ootsu	Shiga Nichinichi Shimbun (m)	13,900	Seiroku Igaya Shinjiro Isoya	Tetsujiro Yasuoka
Shiga	Kinan Shimbun (m)	5,000	Masumi Maekawa	
	Kumano Shimbun (e)	5,000	Kaname Nakamura	
Tanabe	Kii Mimpo (m)	6,700	Shujiro Koyama	
Tsu	Ise Shimbun (m)	62,085 34,440	Michio Takahashi Kazuto Dodo	Keiji Ito
Uji	Yamashiro Nichinichi Shimbun (m)	2,000	Shigeru Morimoto	
Wakayama	Wakayama Shimbun (m)	26,535	Asajiro Yura Junichi Nakano	Hiroyuki Naka

KYUSHU AREA

City or District	Name of Newspaper	Circulation	President Publisher Editor	Business Manager Advertising Manager
Amagi-machi	Kensei Nichinichi Shimbun (e)	12,000	Tadatoshi Mizuno	
Fukuoka	Nishi Nippon Shimbun (m)	673,460 289,765	Nariyuki Tanaka Toshimitsu Fukuda	Shinsuke Shiramizu Tatsuo Kanegae
	Yukan Fukunichi (e)	215,630	Tadatomo Ura Toosuke Yamauchi	Zenjiro Akimoto Gendaiyu Ootsuba
Hitoyoshi	Yukan Kyushu Mainichi Shimbun (e)	2,500	Koko Okumura	
Kagoshima	Minami Nippon Shimbun (m)	180,305	Suetaka Hatanaka	Moritaka Minesaki
	(e)	66,745	Takao Koba	
Karatsu	Karatsu Shimbun (e)	8,500	Yoshiro Miyazaki	
Kokura	Asahi Shimbun (m)	560,000	Nagataka Murayama	Mototsugu Gun
	(e)	490,000	Toshio Masuda	Toyozo Watanabe
Kumamoto	Kumamoto Nichinichi Shimbun (m)	144,210	Tomito Izu	Kuniya Ozaki
	(e)	64,950	Shiro Shimada	
Kurume	Chikugo Nichinichi Shinbun (m)	7,500	Zensuke Yamashita	
Miyakonojo	Nikkan Minami Kyushu Shimbun	5,000	Kosan Tashiro	
Miyazaki	Hyuga Nichinichi Shimbun (m)	58,640	Kiyomasa Hidaka Hideto Nakamura	Urakichi Akimoto Masanori Yamashita
	Miyazaki Shimbun (e)	20,000	Kokkan Hamada	
Moji	Mainichi Shimbun (m)	733,000	Chikao Honda	Kikuo Kimoto
	(e)	345,000	Katsuo Sakata (Dir.) Goroku Uragami (Ed.)	Takayuki Miyazaki
	Shin Kyushu (m)	85,140	Yubun Nakajima Hisao Okubo	Seij Terano Tomohisa Nakano
Nagasaki	Nagasaki Minyu (m)	46,428	Haru Nishioka	Yoshitaka Ogushi
	(e)	14,440	Isamu Hara	Haruyuki Nakagawa
	Nagasaki Nichinichi Shimbun (m)	81,000	Ryoji Watanuki Shigeaki Sugimoto	Ichiemon Hirayama Toranosuke Jinnai
Nase	Amani Shinpo (m)	12,600	Milsuyoshi Fujii	
Nobeoka	Yukan Pocket Shimbun (e)	8,000	Goot. Nishimoto	
Naogata	Chikuho Times (e)	8,900	Saburo Nishioka	
Nichinan	Nichinan Shimbun (m)	5,000	Yasuyoshi Nishimura	
Ooita	Ooita Goodo Shimbun (m)	107,000	Tadashi Nagano	Karoku Koono
	(m)	.....	Iori Eito	Shinichi Nachi
	Ooita Shinbun (e)	107,000	Ryohei Himeno (Ed. Mgr.)	
Oomuta	Oomuta Mainichi Shimbun (e)	3,850	Shigeru Kanazawa	
Saga	Saga Shimbun (m)	67,455	Kuniaki Nakao Tsuguo Koga	Hiroji Nakao Yukio Kamimura
Saseho	Kyushu Jiji Shimbun (m)	25,000	Kiyoshi Saiki Susumu Moroishi (Ed. Mgr.)	Tadasi Inoue
Sendai	Kagoshima Times (m)	6,000	Naohiko Tanaka	
Shimabara	Shimabara Shimbun (m)	9,720	Haruyo Shimizu	
Yatsushiro	Minami Kyushu Shinbun (m)	32,000	Masayuki Nakagawa	

OOSAKA AREA

City or District	Name of Newspaper	Circulation	President Publisher Editor	Business Manager Advertising Manager
Oosaka	Asahi Shimbun (m)	1,400,000	Nagataka Murayama	Yuichiro Fukuda
	(e)	1,200,000	Ryohei Matsuo (Ed. Mgr.)	Kinji Inoue
	Izumi Shinbun (e)	8,000	Shozo Kusamoto	
	Kokusai Shimbun (e)	150,000	Rin Pin Shan	
	Mainichi Shimbun (m)	1,507,000	Chikao Honda	Notaro Habi
	(e)	823,000	Toshio Sumimoto	Gennosuke Shimomura
	Nihon Keizai Shimbun (m)	206,040	Naoji Yorozu Takeshi Sakai	Kaouru Fukuda Akimasa Muto
	Oosaka Nichinichi Shimbun (e)	221,856	Juichi Ishii Yasuhiko Tomita	Yoshiro Terahata Hisao Ishii
	Oosaka Shimbun (e)	657,131	Yoshio Sawamura Hisasaburo Yamaji	Tetsuo Nakamura Yukio Morinaga
	Sangyo Keizai Shimbun (m)	1,510,550	Yoshio Sawamura	Tetsuro Nakamura
	(e)	424,930	Hisasaburo Yamaji	Yukio Morinaga
	Shin Kansai (e)	83,400	Shojiro Ueda	Sanjiro Umeda Takehiro Tayama
	Shin Oosaka (e)	93,400	Yozan Enomoto Takeshi Katagiri	Takao Fujikura Toshio Fukai
	Sports Nippon (m)	246,000	Ryotaro Nikuma Haruo Kiriyama	Katsumi Katayama
	The Mainichi	48,150	Chikao Honda Peter I. Matsumoto	Jiro Ogiwara
	Yamato Shimbun (e)	70,000	Rin Pin Shan	
	Yomiuri Shimbun (m)	702,300	Mitsuo Mudai	Kakuichiro Hattandi
	(e)	310,960	Toshio Kuriyama	Yoshimatsu Hirano
Sakai	Minami Oosaka Shimbun (e)	8,700	Kaneaki Tanaka	

SHIKOKU AREA

City or District	Name of Newspaper	Circulation	President Publisher Editor	Business Manager Advertising Manager
Ehime	Iyo Godo Shimbun (m)	12,000	Fumitake Matsumoto	
Koochi	Koochi Shimbun (m)	124,680	Yoshiro Fukuda	Tsuruki Komatsu
	(e)	64,850	Nubuo Nakano	Morishige Yamazaki
Marukame	Nikkan Shin Nippo (e)	5,600	Ichiro Yajima	
Matsuyama	Ehime Shimbun (m)	152,263	Yooichiro Hirata	Tadashi Fujita
	(e)	32,400	Kiyosi Takahashi (Ed. Mgr.)	Ryoichi Sasaki
Niihama	Ehime Mainichi Shimbun (m)	12,500	Morizo Murakami	
Takamatsu	Shikoku Shimbun (m)	75,000	Taro Hirai	Keizo Takao
	(e)	24,000	Senkichi Kondo	Shigeru Okajima
Tokushima	Tokushima Maiyu Shinbun (e)	10,000	Akira Miyake	
	Tokushima Shimbun (m)	117,000	Shizuo Maekawa Ekiji Matsumura	Jinichiro Takeichi Katsumi Maruoka
	Iyo Mainichi Shinbun (e)	1,500	Ichikazu Shibata	
Yawatahama	Yawatahama Mimpo (e)	5,000	Haruma Usami	

TOKYO AREA

City or District	Name of Newspaper	Circulation	President Publisher Editor	Business Manager Advertising Manager
Chiyoda-ku	Asahi Evening News (e)	40,000	Kanichiro Shinobu	
	Asahi Shimbun (m)	2,300,000	Nagataka Murayama	Daizo Nagai
	(e)	1,800,000	Tomoo Hirooka	Katsu Fujibayashi
	Japan Times (6) (m)	84,490	Shintaro Fukushima	Rokuro Masuda
	Kokkai Shimbun (m)	10,000	Saburo Kudo	

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500 Fifth Avenue New York 36, N. Y

JAPAN—Continued

City or District	Name of Newspaper	Circulation	President Publisher Editor	Business Manager Advertising Manager
	Mainichi Shimbun	(m)2,076,000	Chikao Honda	Benkichi Goto
		(e)1,492,650	Mitsuharu Yamamoto	Kiyohide Koizumi
	Nikkan Kogyo Shimbun	(m) 97,200	Kenpo Masuda	Takeo Nakano
			Toshio Shirai	
	Nippon Fujin Shimbun	(m) 96,675	Yoshikuni Masuda	
	Nippon Kyoiku Shimbun	(m) 67,000	Keisa Ooyama	
	Sankei Jiji Shimbun	(m) 1,015,000	Jiutaro Katsuta	Eikichi Araki
		(e) 1,015,000	Kiichiro Sato	
	Sangyo Keizai Shimbun	(m) 992,580	Jutaro Katsuta	Eikichi Araki
		(e) 546,400	Kiichiro Sato	Risaburo Endo
	Sun Shashin Shimbun	(e) 149,780	Kihei Matsumura	Masao Iida
			Naobumi Isshiki	
	Sports Nippon	(m) 163,000	Eitaro Hirose	Shigeyuki Yanagi
			Tado Miyamoto	
	The Mainichi	(m) 53,063	Chikao Honda	Jiro Kurumura
			Shinichiro Kudo	Akio Watanabe
	Tokyo Shinbun	(m) 807,000	Kyosuke Fukuda	Toraki Komatsu
		(e) 800,000	Sokichi Kojima	Kenji Kojima
Chuo-ku	Hochi Shimbun	(m) 285,000	Shiro Takeuchi	Takashi Ooebara
			Shoohei Morimura	Motoo Konishi
	Kokkai Shinbun	(m) 10,000	Saburo Kudo	
	Naigai Times	(e) 350,000	Tsian Chang Keng	
	Nihon Keizai Shimbun	(m) 715,900	Naoji Yorozu	Hatsuji Ogiso
		(e) 340,350	Jiro Enjooji	Katsuo Nakamura
	Nihon Seni Shimbun	(m) 50,000	Jiutaro Suzuki	
	Nikkan Sports	(m) 235,000	Genichi Kawada	Hyooe Ito
			Yasuo Haruyama	Kiyoshi Ookawa
	Noda Keizai	(m) 9,052	Yutaka Noda	Tatsuo Akashi
			Isao Noda	
	Yomiuri Japan News	(m) 30,000	Yusai Takahashi	Yukitoshi Tanaka
			Yukitoshi Tanaka	
	Yomiuri Shimbun	(m) 2,110,680	Yusai Takahashi	Mitsuo Mutai
		(e) 1,595,690	Fumio Kojima	Kazuo Fukami
Minato-ku	Shin Yukan	(e) 150,460	Kazuyoshi Yamazaki	Kazuo Yamazaki
			Kazuo Kurihara	Tadashi Ishiura
	Tokyo Times	(m) 294,260	Niichi Okamura	Tatsuma Takao
			Enzo Inoue	Shukei Oomura

TOOHOKU AREA

City or District	Name of Newspaper	Circulation	President Publisher Editor	Business Manager Advertising Manager
Akita	Akita Sakigake Shimpo	(m) 108,650	Seiji Hitomi	Kanji Yamada
		(e) 107,000	Suichi Asomura	Masae Nakayasu
Aomori	Tu-O Nippo	(m) 129,430	Tetsuro Kudo	Tosio Nisizawa
		(e) 129,000	Takanoshin Kusumi	Takeshiro Matsuo
Fukushima	Fukushima Mimpo	(m) 139,000	Teijo Fukushima	Ko Kaneko
		(e) 51,000	Minpo Sato	Kinichiro Kiyono
	Fukushima Minyu	(m) 45,000	Yukio Waku	
		(e) 15,000		
Hachinohe	Daily Toohoku	15,000	Ishizo Nakajima	Kinichi Shimotome
			Jiro Ooi	
Hirosaki	Mutsu Shimpo	(m) 12,500	Yakata Kasai	
	Nikkan Hirosaki Shinbun	(m) 100,000	Teiichi Kimura	
Ichinoseki	Iwate Hoochi Shinbun	(e) 2,600	Sumio Kurosawa	
Ishinomaki	Ishinomaki Nichinichi	4,200	Chosei Watanabe	
Iwate	Shimbun	(e) 5,000	Tetsuo Wada	
	Ishinomaki Shinbun	(e)	Tsuneji Ootomo	
Kamaishi	Iwate Tokai Shinbun	(e) 3,000	Kooro Kaneda	
Kisenuma	Sanriku Shinpo	(m) 9,500	Kitsuo Asakura	
Kooriyama	Fukushima Nichinichi Shimbun	(m) 2,300	Shuichiro Suzuki	
Minusawa	Tanko Nichinichi Shinbun	(m) 2,300	Masatoshi Oouchi	
Morioka	Iwate Nippo	(m) 97,780	Seizo Iwakame	Fukamatsu Honda (Adv.)
		(e) 97,780		
Nihommatsu	Fukushima Chuo Shimpo	(m) 5,000	Seiichi Kaine	
Noshiro	Oou Times	8,000	Michiya Shimada	
Oodate	Hokuroku Shimbun	(m) 5,500	Tamijiro Noguchi	
Sakata	Ryoba Asahi Shimbun	(m) 37,000	Gyokusui Abe	
Sendai	Kahoku Shimpo	(m) 268,570	Jiro Ichiriki	Katujiro Hino
		(e) 106,240	Junj Ogata	
			Naosada Takabatake	
	Toohoku Nippo	(m) 38,500	Kiichi Oota	
Shiraishi	Nikkan Miyagi	(m) 3,000	Kesakichi Hirama	
Sukagawa	Abukuma Jiho	(e) 2,000	Iku Suzuki	
	Mame Times	(e) 3,600	Masamoto Sagawa	
Taira	Iwaki Minpo	(e) 8,000	Takazu Nozawa	
Tsuruoka	Nikkan Shonai Shinbun	(m) 10,000	Sentaro Mitsui	
	Shoonai Nippo	(m) 15,000	Toranosuke Sato	
Yamagata	Yamagata Shimbun	(m) 128,461	Yoshio Hattori	Keisuke Imaito
		(e) 65,670	Teisuke Oohira	Naotomo Matsuzuka
	Yamagata Nippo	(m) 50,000	Jusaburo Goto	
Yonezawa	Yonezawa Shimbun	(m) 6,550	Takezo Tsuji	

KOREA

City	Name of Daily Newspaper	Estab.	President	Managing Director	Editor
Seoul	Seoul News	1938	Ki Bong Chang	Won Hi Yu	Hongchin Chyun
	Pyungwha Press	1949	Chan Hong	Bo Suk	Youngchin Kim
	Kuk Do Press	1948	Soon Ju Chey	Min Suh Kwak	Keun Hyuk Lee
	Korean Daily News	1920	Eung Mo Pang	In Ki Sung	Chong In Hong
	Tong-A Daily News	1920	Doo Sun Choi		Chai Chang Koh
	Yonhap Press	1949	Sung Kun Kim	Kung Soo Won	Sang Duk Choi
	Han Kuk Daily News	1954	Ki Young Chang	Chang Soo Lim	Chung Sik Oh
	Kyung Hyang Press	1946	Chang Woo Han	Chai Chung Min	Kwan Koo Lee
	Chayu Press	1953	Nam Il Paik	Han Yong Lee	Kwangyul Yu
	The Central Press	1952	Hisup Choi		Wha Sik Hong
	Industrial Economic Press	1952	Seung Chin Paik	Yong Kyu Lee	Nam Choo Kim
	The Korean Republic	1953	Yung Ro Pyun	C. E. Surh	Hong Sim Chai

MAURITIUS

Place of Publication	Newspaper	Language	Circulation	Base Rate
Port Louis (74,950)	Advance	French	7,000	5/9
	Le Cerneen	French	4,000	6/4
	Le Mauricien	French	5,000	6/4

OCEANIA

FIJI

Place of Publication	Newspaper	Language	Circulation	Base Rate
Suva (30,000)	Times and Herald	English	2,500	6/

GUAM

Place of Publication	Newspaper	Language	Circulation	Base Rate
Agana (Pop. 60,000 incl. govt. personnel)	News (4)	English	12,500D 12,500S	$2.00

NEW CALEDONIA

Place of Publication	Newspaper	Language	Circulation	Base Rate
Noumea (11,000)	La France Australe	French	5,000	10/

PAKISTAN

City and Newspaper	Language	Editor	Advt. Manager
EAST PAKISTAN (East Bengal)			
CHITTAGONG			
Eastern Examiner	English	Mrs. Ali Khan	
Mazdoor	Bengali	Abdul Quddus	
Punchajanya	Bengali	A. C. Das	W. C. Bhattacharjee
Purba Pakistan	Bengali		
DACCA			
Amar Desh	Bengali	Mohiuddin Ahmad	
Angara	Urdu	Yusuf R. Banarsi	
Azad	Bengali	A. K. Shamsuddin	M. H. Khan
Chashi	Bengali	Mujibur Rehman Khan	
Inqilab	Urdu	Ghulam Ahmad	
Ittefaq	Bengali	Tafazzul Husain	
Ittehad	Bengali	K. M. Idris	
Millat	Bengali	Sikandar Abu Jafar	Akhtar Hussain
Morning News	English	S. M. Ali and S. H.	
Pakistan Observer	English	Abdus Salam	
Pasban	Urdu	Mustafa Hasan	
Sangbad	Bengali	Z. H. Choudhury	K. Ahmed
WEST PAKISTAN (Sind, W. Punjab, N.W. Frontier Province)			
BAHAWALPUR			
Parwaz	Urdu	Mohiuddin Shan	
Hahbar	Urdu	Malik Muhammed Hayat	
HYDERABAD			
Aftab	Urdu	Rehman Ali Ajmeri	
Basharat	Urdu	S. M. Razi Jafri	
Fateh Islam	Urdu	Shafi Kamal	
Hilal-e-Pakistan	Sindhi	A. S. Munshi and M. B.	
Ibrat	Sindhi	M. K. Gani	
Karwan	Sindhi	S. Ali Shah	
KARACHI			
Anjam	Urdu	M. U. Farooqi and	
Azad	Urdu	Syed Sajid Ali	
Dawn	English	Altaf Husain	Hyder Ali
Dawn	Gujarati	G. N. Mansoori	Z. Kisat
Evening Star	English	M. A. Zuberi	Hyder Ali
Imroze	Urdu	A. N. Qasmi	A. Rahman
Inqilab	Urdu	I. A. Beg Chughtai	
Jang	Urdu	Mir Khalilur Rehman	A. Taimuri
Mehran	Sindhi	K. M. Nizamani	
Millat	Gujarati	Fakhr Matri	Jafer Mansoori
Morning News	English	Syed Mohsin Ali	M. G. A. Khatib
Musalman	Urdu	Syed Usman Ali	
Naeen Sind	Sindhi	G. R. Abbasi	
Nai Roshni	Urdu	G. A. Chowdhri	R. A. Lateef
Nauroze	Urdu	G. I. N. Pardesi	
Nawa-e-Sind	Sindhi	A. G. Setai	
Sheeraz	Urdu	R. Amrohvi	
Times of Karachi	English	Z. A. Suleri	Aziz Hashmi
Vatan	Gujarati	M. Sadiq	Z. Kisat
Wahdat-e-Pakistan	Urdu	S. M. Ali	
LAHORE			
Afaq	Urdu	Noor Ahmad	F. M. Khami
Civil & Military Gazette	English	S. A. Aziez (Acting Ed.)	N. U. Makhzan
Ehsan	Urdu	Malik N. Elahi	
Hilal-e-Pakistan	Urdu	M. Saleem	
Imroze	Urdu	A. N. Qasmi	A. Rahman
Inqilab	Urdu	F. R. Ullah	
Kohistan	Urdu	Naseem Hijaji	
Maghrabi Pakistan	Urdu	M. Shafa'at and Tahir Qadri	
Mujahid	Urdu	Asi Nizami	
Nawa-i-Kashmir	Urdu	M. A. Butt	
Nawa-i-Pakistan	Urdu	M. A. Khan Maikash and M. Rafique	
Nawa-i-Waqt	Urdu	H. Nizami	M. Sadig
Pakistan Times	English	S. A. Suleri	Aziz Hashmi
Parwaz	Urdu	Asim Sehbai	
Safeena	Urdu	W. Ambalvi	
Tasneem	Urdu	Saeed Malik	
Waqt	Urdu	M. Y. Butt	
Zamindar	Urdu	Akhtar Ali Khan	Mansur Ali Khan
LYALLPUR			
Afaq	Urdu	M. Hanif	
Awan	Urdu	K. Qureishi	
Daily Business Report	Urdu	Ch. Shah Muhammed	
Elan	Urdu	A. H. Khan	
Ghareeb	Urdu	Riasat Ali Azad	
Nawa-i-Waqt	Urdu	H. Nizami and Hidayat Akhtar	
Saadat	Urdu	Nasikh Saifi	
Tajir	Urdu	G. M. Kharal	
MIRPURKAS			
Khadim-e-Watan	Sindhi	Lutf Ali Dal	
MONTGOMERY			
Khidmat	Urdu	Iarar Zaidi	
Manzil	Urdu	Bashir Asghar and Aziz Jamal	
MULTAN			
Karzar	Urdu	M. Z. Mahzoon	
Mohkum	Urdu	H. Farooq Ahmad	
Zamindar Sudhar	Urdu	Ala-ud-Din Sheikh	
PESHAWAR			
Al-Falah	Urdu	S. A. Shah	
Al-Jamiat-e-Sarhad	Urdu	S. M. H. Gilaini	
Anjam	Urdu	M. A. Khattak	
Hamara Pakistan	Urdu	G. G. Sehrai	
Khyber Mail	English	S. Sanaullah	Zakaullah Khan
Shahbaz	Urdu	M. Noor Elahi, M. Maqbul Elahi, and S. Farooq	Mehboob Ilahi
Tarjuman-e-Afghan	Urdu	A. Sarhadi	
QUETTA			
Ittehad	Urdu	Khalil-ur-Rahman Siddiqi	
Zamana	Urdu	S. F. Iqbal	
RAHWAH			
Al-Fazal	Urdu	R. D. Tanveer	
RAWALPINDI			
Hilal	Urdu	Major M. Ahmad	
Kohistan	Urdu	Abu S. Islahi	
Nawai Waqt	Urdu	H. Nizami and Hidayat Akhtar	
Tamir	Urdu	M. Safdar and Bashir-ul-Islam Usmani	
Zamindar	Urdu	M. Ali Khan	

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ALASKA—Anchorage News.
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BAHAMAS—Nassau Guardian; Weekly Guardian.
BELGIUM—Brussels de Linie.
BERMUDA—Hamilton The Royal Gazette; Royal Gazette Weekly.
BRITISH GUIANA—Georgetown Argosy; Sunday Argosy; Georgetown Chronicle; Georgetown Sunday Chronicle.
BRITISH HONDURAS—Belize Billboard.
CEYLON—Colombo Ceylon Daily News; Colombo Ceylon Observer; Colombo Dinamina; Colombo Silumina; Colombo Thinakaran.
CHILE—Antofagasta El Mercurio, Santiago El Mercurio; Santiago La Segunda, Santiago Las Ultimas Noticias, Tocopilla La Prensa; Valparaiso El Mercurio; Valparaiso La Estrella.
COLOMBIA—Barranquilla El Heraldo; Bogota Diario De La Costa, Ibeque Tribuna; Manizales La Patria; Medellin El Correo.
COSTA RICA—San Jose La Nacion; San Jose La Prensa Libre.
CUBA—Havana Avance; Havana El Mundo; Havana The Havana Post (English); Santiago Oriente.
DENMARK—Copenhagen Nationaltidende.
ECUADOR—Guayaquil El Universo; Quito El Comercio; Quito Ultimas Noticias.
GUAM—Agana Daily News, Agana Territorial Sun.
GERMANY—Rhein Neue Rhein Zeitung; Ruhr Neue Ruhr Zeitung.
GUATEMALA—Guatemala City El Imparcial.
GOLD COAST—Accra Graphic; Gold Coast Accra Sunday Mirror.
HAWAII—Honolulu Hawaii Hochi, Kauai Garden Island News.
HOLLAND—Amsterdam DeLimie, Amsterdam Het Financieele Dagblad; Amsterdam De Volkskrant.
HONDURAS—Tegucigalpa El Pueblo; Honduras Tequcigalpa Eldia.
HONG KONG—Hong Kong South China Morning Post, Hong Kong China Mail; Hong Kong Sunday Post-Herald; Hong Kong Wah Kiu Yat Po; Hong Kong Wah Kiu Man Po.
IRAN—Teheran "Kayran"
JAMAICA—Kingston Gleaner; Kingston Star; Childrens Own; Kingston Farmers Weekly.
MALAYA—Penang Straits Echo; Ipoh Kin Kwok Daily News; Kuala Lompur Malay Mail.
NETHERLANDS WEST INDIES—La Prensa (Spanish) Curacao.
NICARAGUA—Managua La Prensa; Managua La Hora.
NIGERIA—Lagos Nigerian Daily Times; Lagos Sunday Times.
PAKISTAN—Lahore Daily Zamendar, Machine & Industrial Review; Pakistan Textile Journal.
PANAMA—Panama City Star & Herald; La Estrella De Panama; Panama City Panama Tribune.
PERU—Lima La Cronica.
PUERTO RICO—Ponce El Dia.
SARAWAK—Kuching "Sarawak Tribune"
SIERRA LEONE—Freetown Daily Mail.
SINGAPORE—Indian Daily Mail; Nanyang Siang Pau.
SURINAM—Paramaribo De Tijd.
SOUTHERN & NORTHERN RHODESIA—Bulawayo Chronicle; Rhodesia Annual Sunday News.
TRINIDAD—Port of Spain Trinidad Guardian; Port of Spain Sunday Guardian; Port of Spain Evening News.
UNION OF SOUTH AFRICA—Barberton Lowveld Leader; Bloemfontein Farmer's Weekly; Bloemfontein The Friend; Bloemfontein Outspan; Cape Town Cape Argus; Cape Town Cape Week-end Argus; Durban Natal Daily News; Durban Sunday Tribune & Sunday Post; East London Daily Dispatch; Johannesburg S. A. Mining & Engineering Journal; Johannesburg S. A. Mining Year Book; Johannesburg The Star; Kimberly Diamond Fields Advertiser; Klerksdorp New Klerksdorp Record; Ndola Northern News; Pietermaritzburg Natal Witness; Potchefstroom Herald; Pretoria, Pretoria News; Queenstown Daily Representative; Salisbury Rhodesian Herald; Sunday Mail; 21 Native Newspapers published in South Africa.
URUGUAY—Montevideo El Plata.
VENEZUELA—Caracas, Ultimas Noticias, Il Corriere, Di Caracas, Mi Film; Maracaibo Panorama; Valencia El Carabobeño.
VIRGIN ISLANDS—Charlotte Amalie St. Thomas Daily News.

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BAHAMAS—Nassau, Nassau Daily Tribune.
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BRAZIL—Porto Alegre A Hora, Rio de Janeiro Diario de Noticias; Rio de Janeiro O Globo.
CHILE—Santiago Diario Ilustrado; Valparaiso La Union.
COLOMBIA—Barranquilla La Prensa; Bogota El Independiente; Bucaramanga Vanguardia Liberal; Cali Diario del Pacifico.
CUBA—Camaguey El Camagueyano, Havana Diario de la Marina; Santiago de Cuba Prensa Universal.
DENMARK—Copenhagen B. T.; Copenhagen Berlingske-Aftenavis; Copenhagen Berlingske-Tidende; Copenhagen Landet; Copenhagen Sondags B. T.
DOMINICAN REPUBLIC—Ciudad Trujillo La Nacion; San Pedro de Macoris El Este; Santiago La Informacion.
ECUADOR—Guayaquil El Telegrafo.
EL SALVADOR—San Salvador Diario de Hoy.
FINLAND—Helsinki Uusi Suomi.
IRAN—Teheran Ettela'at; Teheran Journal.
JAPAN—Tokyo, Japan Times.
MEXICO—Mexico City Novedades Mexico City The News.
NETHERLANDS—Amsterdam Trouw.
NICARAGUA—Leon El Centroamericano.
NIGERIA: Lagos Daily Service; Lagos Irohin Yoruba; Ibadan Nigerian Tribune.
NORWAY—Trondheim Adresseavisen Bergen Bergens Tidende; Oslo Aftenposten, Oslo Ukens Nytt; Stavanger, Stavanger Aftenblad; Kristiansand S. Faedrelandsvennen.
PANAMA—Panama City Panama American; El Panama America.
PARAGUAY—Asuncion La Tribuna.
PERU—Lima La Prensa; Lima Ultima Hora.
SAINT LUCIA—Castries The Voice of St. Lucia.
SOUTH AFRICA—Cape Town Cape Times; Durban Natal Mercury; Johannesburg Rand Daily Mail; Johannesburg Sunday Times; Johannesburg Sunday Express; Johannesburg Die Vaderland; Bloemfontein Die Volksblad; Cape Town Die Burger, Port Elizabeth Die Oosterlig; Johannesburg Die Transvaler; Kroonstad Northern Times and Goldfields Express; Cape Town Die Landstem.
SWEDEN—Malmo Kvallsposten, Stockholm, Malmo Sydsvenska Dagbladet; Stockholm Svenska Dagbladet.
TRINIDAD—Port-of-Spain, Trinidad Chronicle and Port-of-Spain Gazette.
URUGUAY—Montevideo El Dia, Montevideo El Pais.
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COLOMBIA—Bogota, Sabado.
COSTA RICA—San Jose, Diario de Costa Rica.
CUBA—Havana, Prensa Libre.
ECUADOR—Guayaquil, La Nacion; Guayaquil, La Hora.
EL SALVADOR—San Salvador Diario Latino.
MEXICO—Chihuahua, Tribuna; Monterrey, El Norte; Monterrey, El Sol; Mexico City Tiempo (Hispano Americano); Torreon, La Opinion; La Palabra, Culiacan; El Imparcial, Hermosillo; El Regional, Hermosillo; El Manana, Nuero Laredo; El Imparcial, Oaxaca; El Sol de Socomasco, Tapachula; Ea, Tuxtla Gutierrez.
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PANAMA—Panama City, La Nacion and The Nation (English).
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COSTA RICA—San Jose La Republica.
PANAMA—David Ecos del Valle; Panama City La Hora.
VENEZUELA—Caracas, El Nacional.

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PUERTO RICO—El Mundo, San Juan.

20 DEFILIPPES COMPANY, THE N.
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DOMINICAN REPUBLIC—Ciudad Trujillo El Caribe.
EL SALVADOR—San Salvador, La Prensa Grafica.
BERMUDA—Hamilton Mid-Ocean News.

DAILY NEWSPAPERS OF ASIA AND FAR EAST—Continued

PHILIPPINE ISLANDS

Paper	Circulation (Including Foreign Subscriptions)	Publishing Co. or Publisher	Editor / Managing Editor / City Editor	Sunday Editor / Sports Editor / Society Editor	General Manager / Business Manager / Circulation Manager	Advertising Director / Manager General Adv. / Retail Adv. Mgr.	Promotion Manager / Adv. Promotion Mgr. / Mechanical Supt.
Bagong Buhay (Tagalog) (22)	17,000 (PBAC)	PSP Publications Dec. 1954 audit figures	Dionisio San Agustin (e-me) Eduardo Gregorio (ce-ne)	Conrado Baluyot (sp) P. S. Aspillera (so)	Constancia Manahan (gm) Carlos Foronda (bm) Hiram Ramos (cm)	Virgilio Maceda (ad) Leon Manabat (mga) Manuel Nabor (cam)	Saul Miranda (ms)
Bulletin (English) (22)	14,599 (PBAC)	Carson Taylor Pub.	Ford Wilkins (me) Hernando Abaya (ne)	Jimmie Lacsamana (sp) Bessie Hackett (so)	H. A. Linn (bm) Emilio Abundo (sec. treas.) Allan Earnhart (cm)	H. A. Linn (ad) Mrs. D. Roseburge (cam)	Pedro Mostachio (ms)
Chinese Commercial News (Chinese) (22)	7,671	Yuyitung Pub., Inc.	Quintin Yuyitung (e) Rizal C. K. Yuyitung (me-ce)	Rizal C. K. Yuyitung (su) George W. K. Wong (sp) Consuelo S. Siajvat (so)	Quintin Yuyitung (gm) Hsiang Min Yeh (bm) Yu Chang Lay (cm)	Vicente K. Lay (ad) Honorato C. Adriano (mga) Cesar L. Casten (ram)	Timoteo S. Hernandez (ms)
Chronicle (English)	MD 43,488 S52,782	Chronicle Pub. Eugenio Lopez	Ernesto del Rosario (e) Celso Cabrera (me) Luis R. Mauricio (ne)	Juan Gatbunton (Su) Virgilio Pantaleon (sp) Virtudes M. Guinto (so)	Eugenio Lopez Jr. (gm) Cesar Limjoco (cm)	Bienvenido Calleja (ad) Bien Calleja (ad cam) Bonifacio Limbo (am)	Ramon Gonzaez (pm) Gabriel Villanueva (ms)
Daily Mirror (English) (22)	(e) 15,708 (PBAC)	Manila Times Pub. Company, Inc.	Manuel V. Villa-Real E. Aguilar Cruz (Ass. Ed.) Consorcio Borje (ne)	Jose Escarilla (sp) Josefina Quiambao (so)	Joaquin P Roces (gm-bm) Pedro Magiaque (cm)	Francisco Capistrano, Jr. (am)	Aquilino Niguidula (ms)
El Debate (Spanish)	5,167	Philippine Publishers, Inc.	Rafael S. Ripoll Antonio L. Serrano		Jose Perez de Tagle (bm) Federico Davantes (cm)	Carlos F. Nivera (ad)	Carlos F. Nivera (pm)
Evening News (English) (22)	28,525	Evening News Pub. Company Arsenio N. Luz, Pub.	Amadeo R. Dacanay (e) Artemio C. Patacsil, Vicente Martinez (Assoc. Editors)	Zacarias Tabaniag (sp) Mrs. Rosario M. Querol (so)	Marvin Gray (gm) Hal Bowie (bm) Gallardo Alvaran (cm)	Pio L. Jusay (am) Emilio Salazar (mga-cam)	Zorcastro Atienza (ms)
Fookien Times (Chinese) (22)	14,000 (PBAC)	Fookien Times Pub. Company Go Puan Seng, Pub.	Go Puan Seng (e) Henry Tui (Asst. me)	Lao Chen Si-Young (su-exec-e) Ang Bing Seng (sp)	Go Puan Seng (gm) So Lin Bin (bm) Tan Hen Chuan (cm)	William Tan (ad) Dominador Lorenzo (am)	Segundo Diaz (ms)
Herald (English)	(MD 43,388)	Philippine Publishers, Inc.	Carlos F. Nivera Osmundo Abad Santos (me) Gelacio Tecechian, Manuel Abad Gaerlan (asso. editors) Felix Gonzalez	Vicente Villafranca (sp) Lourdes P. Henson (so) Manuel A. Gaerlan (su)	Jose P. de Tagle (gm-bm) J. Perez de Tagle (bm) Federico Davantes (cm)	Carlos F. Nivera (ad)	Carlos F. Nivera (pm) Jose Prollamante (prod. m)
Kong Li Po (Chinese)	9,335 July, 1955	Kong Li Po Pub. Company	Chang Ha Tzi (e) Cse Yu Cze (ce)	Chua Sian Sian (sp) Miss Owyong (so)	Cheng Kim Piao (gm) Rodolfo Orutio (bm) K. H. Yang (cm)	Manuel Uy (ad)	
La Voz De Manila (Spanish)	8,312	B. de la Paz Pub.	Bienvenido de la Paz (e-me) Felix Karag (ce)	Felix Karag (sp) Esperanza Poblete (so)	B. de la Paz (gm-bm) Jose de la Paz (cm)	B. de la Paz (ad)	B. de la Paz (ms)
Mabuhay (Tagalog)	14,870	Philippine Publishers, Inc.	Buenaventure G. Medina Catalina V. Flores	Antonio Ocampo (sp) Zenaida Flores (so)	Jose Perez de Tagle (bm) Federico Davantes (cm)	Carlos F. Nivera (ad)	Carlos F. Nivera (pm)
Times (English) (22)	84,242 (PBAC) (m) daily 122,746 (PBAC) Sunday	Manila Times Pub. Co., Inc.	Dave Boguslav (e) Jose P. Bautista (Asso. e)	Enrique Llanos (sp) Consuelo Abaya (so) Primitivo Mauricio (su)	Joaquin P. Roces (gm-bm) Ramon Gatchalian (cm)	Albert C. Capotosto (ad-mga) Ruben Porciuncula (cam) Francisco Capistrano, Jr. (ram)	Bernardino Niguidula (ms)

These daily newspapers are all published in Manila.

PORTUGUESE INDIA

Place of Publication	Name of Newspaper	Language	Circulation	Name of Director(s)	Base Rate
Goa	A Vida	Portuguese			2/
	Diario da Noite	Portuguese	2,000	Francisco de Menezes	2/
	Heraldo & O Heraldo	Portuguese	3,500		2/

RYUKYU ISLANDS

City	Name of Newspaper		Circulation	President Editor	Managing Director
Naha	Okinawa Times	(m)	58,780	Choko Takamine	Seitoku Zayasu
		(e)	58,780	Kazufumi Uechi	
	Ryukyu Shimpo	(m)	48,000	Seihaku Oyadomari	Kisa Kinjo
		(e)	48,000	Shui Ikemiyagusuiku	
	Okinawa Shimbun	(m)	20,000	Tokusuke Gushichan Katsunobu Tamaki	
	*Morning Star	(m)	6,500	R. Vermillion R. Prosser	R. Vermillion

*English language.

THAILAND—(SIAM)

Name of Paper	Language	Proprietor	Editor
Kiattisak	Thai	Anan Khanthachawana	Prida Than-Trakun
Lak Muang	Thai	T. Bunthiam Angkinan	Phinit Angkinan
Phim Thai	Thai	Thai Commercial Co., Ltd.	But Sima-sathian
Prachathipatai	Thai	Saha-upakon Kanphim Co., Ltd	Sawai Phrommi
Sayam Nikon	Thai	Thai Commercial Co., Ltd.	Sawaeng Tungkha-banlan
Chao Thai	Thai		Chaloem Wuthikosit
Chao	Thai		
Sayam Rat	Thai	M. R. Kukrit Pramot	Sala Likhitkun
Si Krung	Thai	Si Krung Co., Ltd	Chaloem Wisetrat
Thai Mai	Thai	Thai Mai Co., Ltd.	M. C. Phongrucha Ruchawichi
The Bangkok Post	English	Post Pub. Co., Ltd.	Harry Frederick
Liberty	English	Si Krung Co., Ltd.	G. C. Earde
Chinese Daily News	Chinese	Tan Heng Kui	Koh Kiek Meng
Chung Yang Evening News	Chinese	Phua Siew Yin	Tang Yok Thye

PAY OF MECHANICAL FORCES AS OF JAN. 1, 1956 PRINCIPAL U. S. CITIES

Data prepared by ANPA Special Standing Committee

Typographical Scales

City	HOURS Day	HOURS Night	HOURLY RATES Day	HOURLY RATES Night	Effective Date
New York, N. Y.	36½	36½	$3.283	$3.421	12-8-55
Chicago, Ill.	36½	36½	3.331	3.463	1-15-56
Philadelphia, Pa.	37½	37½	2.987	3.120	6-1-56
Detroit, Mich.	37½	36½	3.334	3.573	12-1-56
Los Angeles, Calif.	36½	36½	3.206	3.343	9-1-56
Cleveland, Ohio	37½	36½	3.233	3.515	10-1-57
Baltimore, Md.	36½	36½	3.130	3.266	1-1-57
St. Louis, Mo.	36½	36½	3.283	3.441	1-1-57
Boston, Mass.	37½	37½	3.064	3.190	1-1-56
Pittsburgh, Pa.	36½	36½	3.255	3.366	4-1-57
Washington, D. C.	35	35	3.328	3.471	10-1-56
San Francisco, Calif.	37½	37½	3.123	3.256	10-29-56
Milwaukee, Wisc.	37½	37½	3.173	3.307	3-4-57
Buffalo, N. Y.	37½	37½	3.067	3.200	8-20-55
New Orleans, La.	37½	37½	2.840	2.973	6-1-57
Minneapolis, Minn.	35	35	3.345	3.505	1-1-57
Cincinnati, Ohio	37½	37½	2.933	3.067	1-1-56
Newark, N. J.	37½	36½	3.120	3.337	4-27-56
Kansas City, Mo.	37½	37½	3.053	3.200	10-1-55
Indianapolis, Ind.	37½	37½	3.073	3.207	1-1-57
Houston, Tex.	37½	37½	2.960	3.093	6-1-55
Seattle, Wash.	35	35	3.414	3.557	7-15-56
Rochester, N. Y.	37½	37½	3.027	3.160	11-1-56
Denver, Colo.	36½	36½	3.096	3.232	4-15-56
Louisville, Ky.	37½	37½	3.010	3.160	10-30-55
Columbus, Ohio	37½	36½	3.087	3.331	10-3-56
Portland, Ore.	36½	36½	3.297	3.434	9-15-56
Atlanta, Ga.	37½	37½	3.053	3.187	10-1-57
Oakland, Calif.	37½	37½	3.123	3.256	10-29-56
Jersey City, N. J.	35	35	3.257	3.400	10-1-55
Dallas, Tex.	35	35	3.214	3.357	10-14-56
Memphis, Tenn.	37½	37½	2.927	3.060	1-29-56
St. Paul, Minn.	35	35	3.297	3.511	10-1-56
Toledo, Ohio	37½	37½	3.147	3.307	10-1-56
Birmingham, Ala.	37½	37½	2.940	3.040	4-1-57
San Antonio, Tex.	37½	37½	2.893	3.040	6-30-57
Providence, R. I.	37½	37½	2.987	3.107	1-1-57
Akron, Ohio	37½	37½	3.107	3.267	10-1-56
Omaha, Neb.	37½	37½	2.990	3.165	1-1-57
Dayton, Ohio	37½	37½	2.933	3.066	10-1-55
Average	36.89	36.77	$3.123	$3.277	.....

Pressmen's Scales

New York, N. Y.	36½	33½	$3.153	$3.516	12-8-55
Chicago, Ill.	37½	35	3.140	3.521	4-3-56
Philadelphia, Pa.	37½	33¾	2.920	3.304	8-1-56
Detroit, Mich.	37½	35	3.075	3.327	1-16-56
Los Angeles, Calif.	37½	35	3.040	3.300	8-1-56
Cleveland, Ohio	37½	35	3.049	3.324	12-1-56
Baltimore, Md.	37½	35	3.000	3.214	1-1-57
St. Louis, Mo.	37½	35	2.853	3.077	10-1-54
Boston, Mass.	42	38	2.874	3.353	1-1-56
Pittsburgh, Pa.	37½	37½	2.893	3.000	1-25-56
Washington, D. C.	35	35	3.189	3.296	2-11-57
San Francisco, Calif.	37½	35½	2.983	3.221	8-19-56
Milwaukee, Wisc.	37½	35	2.973	3.221	5-19-56
Buffalo, N. Y.	37½	37½	3.081	3.215	8-23-56
New Orleans, La.	37½	37½	2.827	2.933	1-1-57
Minneapolis, Minn.	37½	37½	3.180	3.330	3-1-57
Cincinnati, Ohio	37½	37½	2.927	3.060	6-10-56
Newark, N. J.	37½	33½	3.121	3.579	5-1-56
Kansas City, Mo.	37½	37½	3.027	3.173	1-1-56
Indianapolis, Ind.	37½	37½	3.033	3.167	3-1-57
Houston, Tex.	37½	35	2.884	3.097	7-16-55
Seattle, Wash.	35	35	3.307	3.414	10-1-56
Rochester, N. Y.	37½	37½	3.027	3.160	2-1-57
Denver, Colo.	37½	35	2.927	3.164	9-1-55
Louisville, Ky.	37½	37½	2.980	3.110	11-6-55
Columbus, Ohio	37½	35	2.980	3.334	1-1-56
Portland, Ore.	37½	35	3.187	3.450	1-1-57
Atlanta, Ga.	37½	37½	2.953	3.061	3-1-57
Oakland, Calif.	37½	37½	2.956	3.089	10-16-55
Jersey City, N. J.	37½	36	3.325	3.464	12-10-55
Dallas, Tex.	35	35	3.114	3.257	8-15-56
Memphis, Tenn.	37½	37½	2.833	2.967	2-1-56
St. Paul, Minn.	37½	37½	2.900	3.090	8-21-55
Toledo, Ohio	37½	37½	3.047	3.193	11-1-56
Birmingham, Ala.	40	35	2.733	3.122	8-22-54
San Antonio, Tex.	37½	37½	2.960	3.107	8-6-57
Providence, R. I.	37½	37½	2.943	3.065	4-1-57
Akron, Ohio	37½	35	3.027	3.243	10-1-56
Omaha, Neb.	37½	37½	2.860	2.970	2-5-56
Dayton, Ohio	37½	37½	2.933	3.067	4-1-56
Average	37.45	36.08	$3.005	$3.213	.....

Stereotypers' Scales

New York, N. Y.	37½	31½	$3.032	$3.770	12-8-55
Chicago, Ill.	37½	36½	3.207	3.463	3-15-57
Philadelphia, Pa.	37½	37½	2.907	3.013	9-1-56
Detroit, Mich.	37½	35	3.253	3.517	12-1-56
Los Angeles, Calif.	37½	37½	3.145	3.214	6-1-57
Cleveland, Ohio	37½	35	3.076	3.353	1-1-57
Baltimore, Md.	37½	35	2.993	3.207	4-1-57
St. Louis, Mo.	37½	35	2.880	3.106	10-1-55
Boston, Mass.	35	31½	3.125	3.454	1-1-56
Pittsburgh, Pa.	37½	37½	3.014	3.121	4-2-57
Washington, D. C.	36½	32½	3.079	3.477	1-24-57
San Francisco, Calif.	37½	37½	3.012	3.145	10-16-56
Milwaukee, Wisc.	37½	37½	3.093	3.227	7-1-57
Buffalo, N. Y.	37½	37½	3.081	3.215	10-1-56
New Orleans, La.	37½	37½	2.773	2.907	12-31-55
Minneapolis, Minn.	37½	37½	3.180	3.330	3-1-57
Cincinnati, Ohio	37½	37½	2.880	3.012	3-10-56
Newark, N. J.	37½	30	3.041	3.801	4-13-56
Kansas City, Mo.	37½	37½	3.040	3.187	11-1-55
Indianapolis, Ind.	37½	37½	2.983	3.117	1-8-56
Houston, Tex.	37½	37½	2.987	3.120	6-1-56
Rochester, N. Y.	37½	37½	3.026	3.160	2-1-57
Denver, Colo.	37½	37½	2.927	3.060	9-1-55
Louisville, Ky.	37½	37½	2.980	3.110	11-6-55
Columbus, Ohio	37½	35	3.030	3.390	1-1-57
Portland, Ore.	37½	35	3.187	3.414	9-15-56
Atlanta, Ga.	37½	37½	2.953	3.061	1-2-57
Oakland, Calif.	37½	37½	3.012	3.145	10-16-56
Jersey City, N. J.	37½	....	3.032	.....	12-8-55
Dallas, Tex.	35	35	3.136	3.279	11-1-56
Memphis, Tenn.	37½	37½	2.813	2.947	2-28-56
Seattle, Wash.	35	35	3.414	3.557	9-1-56
St. Paul, Minn.	37½	37½	3.010	3.200	10-1-56
Toledo, Ohio	37½	37½	3.080	3.227	10-1-56
Birmingham, Ala.	37½	37½	2.846	2.946	2-1-57
San Antonio, Tex.	37½	37½	2.813	2.960	10-3-56
Providence, R. I.	37½	37½	2.933	3.054	1-1-57
Akron, Ohio	37½	37½	3.053	3.213	11-1-56
Omaha, Neb.	37½	37½	2.990	3.165	1-1-57
Dayton, Ohio	37½	37½	2.933	3.073	5-8-56
Average	37.02	36.33	$3.023	$3.223	.....

Photo Engravers' Scale

New York, N. Y.	36½	36½	$3.663	$3.967	12-8-56
Chicago, Ill.	36½	36½	3.745	3.993	7-17-57
Philadelphia, Pa.	37½	37½	3.293	3.426	9-15-56
Detroit, Mich.	37½	37½	3.504	3.713	12-1-56
Los Angeles, Calif.	36½	36½	3.393	3.531	6-1-57
Cleveland, Ohio	37½	35	3.396	3.781	12-1-56
Baltimore, Md.	37½	37½	3.353	3.513	4-20-57
St. Louis, Mo.	37½	37½	3.387	3.547	2-1-57
Boston, Mass.	37½	37½	3.236	3.420	1-1-56
Pittsburgh, Pa.	37½	37½	3.400	3.533	5-1-57
Washington, D. C.	35	35	3.550	3.707	2-1-57
San Francisco, Calif.	37½	37½	3.269	3.403	10-29-56
Milwaukee, Wisc.	37½	37½	3.307	3.440	2-1-56
Buffalo, N. Y.	37½	37½	3.440	3.573	8-22-56
New Orleans, La.	37½	37½	2.907	3.040	1-1-57
Minneapolis, Minn.	37½	37½	3.350	3.540	9-1-56
Cincinnati, Ohio	37½	37½	3.147	3.280	1-1-56
Newark, N. J.	....	36½	.....	3.559	1-22-56
Kansas City, Mo.	37½	37½	3.413	3.573	11-1-56
Indianapolis, Ind.	37½	37½	3.213	3.347	3-1-57
Houston, Tex.	37½	37½	3.200	3.353	1-1-57
Rochester, N. Y.	37½	37½	3.413	3.547	1-1-57
Denver, Colo.	37½	37½	3.413	3.547	4-1-57
Louisville, Ky.	37½	37½	3.220	3.360	7-31-55
Columbus, Ohio	37½	36½	3.313	3.593	7-1-56
Portland, Ore.	36½	36½	3.331	3.469	11-16-56
Atlanta, Ga.	37½	37½	3.160	3.320	1-1-57
Oakland, Calif.	37½	37½	3.269	3.403	10-29-56
Memphis, Tenn.	37½	37½	3.127	3.353	1-1-56
Seattle, Wash.	37½	37½	3.443	3.577	11-15-56
St. Paul, Minn.	37½	37½	3.190	3.390	8-21-55
Toledo, Ohio	37½	37½	3.387	3.547	2-1-57
Birmingham, Ala.	37½	37½	3.050	3.190	3-1-57
San Antonio, Tex.	37½	37½	2.987	3.160	12-2-56
Providence, R. I.	37½	37½	3.161	3.281	1-27-57
Akron, Ohio	37½	....	3.267	.....	12-1-56
Omaha, Neb.	37½	37½	3.133	3.333	7-1-57
Dayton, Ohio	37½	37½	3.120	3.253	3-1-56
Average	37.27	36.72	$3.296	$3.465	.....

Mailers' Scales

New York, N. Y.	40	37	$2.511	$2.778	12-8-55
Chicago, Ill.	37½	36½	2.867	3.131	4-15-57
Philadelphia, Pa.	40	37½	2.463	2.667	10-17-56
Detroit, Mich.	37½	37½	2.971	3.150	12-1-56
Los Angeles, Calif.	36½	36½	2.937	3.075	6-1-57
Cleveland, Ohio	37½	35	2.730	2.982	1-1-55
Baltimore, Md.	40	35	2.363	2.700	1-1-57
St. Louis, Mo.	37½	35	2.887	3.114	7-30-57
Boston, Mass.	37½	35	2.510	2.689	1-1-56
Pittsburgh, Pa.	37½	37½	2.732	2.838	1-8-57
Washington, D. C.	37½	37½	2.653	2.707	10-1-56
San Francisco, Calif.	37½	37½	2.847	2.980	10-16-56
Milwaukee, Wisc.	37½	37½	2.707	2.813	4-29-57
Buffalo, N. Y.	37½	37½	2.693	2.827	3-11-56
New Orleans, La.	40	40	1.900	1.975	1-1-56
Minneapolis, Minn.	37½	37½	2.880	3.030	1-1-57
Cincinnati, Ohio	37½	37½	2.600	2.733	3-1-56
Newark, N. J.	40	35	2.531	2.950	5-1-56
Kansas City, Mo.	37½	37½	2.707	2.840	10-1-56
Indianapolis, Ind.	37½	37½	2.923	3.057	3-15-57
Houston, Tex.	37½	37½	2.607	2.713	1-15-57
Seattle, Wash.	35	35	3.179	3.250	10-31-57
Rochester, N. Y.	37½	37½	2.560	2.693	11-1-56
Denver, Colo.	37½	37½	2.573	2.707	9-1-55
Louisville, Ky.	37½	37½	2.613	2.713	10-28-56
Columbus, Ohio	37½	36½	2.747	2.979	6-15-56
Portland, Ore.	37½	35	3.033	3.250	11-15-56
Atlanta, Ga.	37½	37½	2.400	2.453	2-1-55
Oakland, Calif.	37½	37½	2.847	2.980	10-16-56
Dallas, Tex.	35	35	2.543	2.686	12-1-55
Memphis, Tenn.	37½	37½	2.567	2.700	1-1-56
St. Paul, Minn.	37½	37½	2.850	2.985	8-1-56
Toledo, Ohio	37½	37½	2.840	2.947	9-1-56
Birmingham, Ala.	37½	37½	2.466	2.573	10-1-56
Akron, Ohio	37½	35	2.763	2.961	10-1-54
Omaha, Neb.	37½	37½	2.613	2.747	4-20-57
Dayton, Ohio					
Journal-Herald	....	37½	.....	2.609	8-20-56
News	37½	37½	2.476	2.609	2-19-56
Average	37.67	36.87	$2.597	$2.832	.....

REPRESENTATIVES OF FOREIGN NEWSPAPERS (Continued from Page 420)

NICARAGUA—Managua Flecha.
PHILIPPINE ISLANDS—Manila Times, Manila Daily Mirror, Manila Chinese Commercial News, Manila Bulletin, Manila Fookien Times.

22 MEDIA REPRESENTATIVES, INC.
New York 22, N. Y.
130 E. 56th St.
Tel.: Mu 8-4777
PHILIPPINE ISLANDS—Manila Times; Manila Bulletin; Daily Mirror; Evening News; Bagong Buhay; Fookien Times.

30 ITALIAN PUBLISHERS REPRESENTATIVES, INC.
New York 36, N. Y.
Times Bldg. 1475 Broadway
Tel.: Br 9-1021
Peter G. Treves, Pres.
Bari, Gazzetta del Mezzogiorno; Bergamo, Eco di Bergamo, Giornale del Popolo; Bologna, Il Resto del Carlino; Bolzano, Alto Adige; Catania, Sicilia, Giornale dell'Isola; Como, Provincia di Como; Cremona, Provincia; Florence, Nuovo Corriere, Nazione Italiana; Trieste, Piccolo, Piccolo-Sera Genoa, Secolo XIX, Corriere Mercantile, Avvisatore Marittimo; Leghorn, Tirreno Milan, Carriere della Sera, Corriere d'Informazione, Corriere Lombardo, Gazzetta dello Sport, Popolo, Sole, Italia, Milano-Sera, 24 Ore; Naples, Roma, Giornale del Mattino; Palermo, L'Ora, Giornale di Sicilia; Parma, Gazzetta di Parma; Piacenza, Liberta; Rome, Giornale d'Italia, Globo, Momento, Tempo, Messaggero, Momento-Sera; Trento, Popolo Tridentino; Turin, Gazzetta del Popolo, Gazzetta-Sera, Stampa, Stampa Sera; Udine, Messaggero Veneto; Vatican City, Osservatore Romano; Venice, Gazzettino; Vicenza, Giornale di Vicenza.

30 INTERNATIONAL NEWSPAPERS REPRESENTATIVES, INC.
New York 19, N. Y.
4 W. 58th St.
Tel.: Pl 3-3672
Oscar Camarena, Pres.
HAITI—Port-au-Prince Le Nouvelliste.
MEXICO—Mexico City La Prensa.
PANAMA—El Dia
PUERTO RICO—San Juan El Imparcial.

32 UNIVERSAL PUBLISHERS REPRESENTATIVES, INC.
New York 36, N. Y.
500 Fifth Ave.
Tel.: Pe 6-0466
Theresa Ettinger, Secy.
BOLIVIA—La Paz El Diario.
COLOMBIA—Barranquilla Diario Del Caribe, Cali Relator, Cartagena El Pueblo.
JAPAN—Tokyo (Chiyoda-ku) Asahi Evening News; Oosaka Asahi Evening News.
MEXICO—Nosotros Decimos (Supplement).
URUGUAY—Montevideo El Diario; La Manana.
VENEZUELA—Caracas El Heraldo.

33 THE ROBERT T. KENYON COMPANY
New York 22, N. Y.
515 Madison Ave.
Tel.: Pl 5-8038
ENGLAND—London Economist.
FRANCE—Le Figaro, Paris.
GERMANY—Deutsche Zeitung und Wirtschafts Zeitung, Stuttgart; Der Spiegel, Hamburg.
NETHERLANDS—Algemeen Handelsblad, Amsterdam; Nieuwe Rotterdamse Courant, Rotterdam.

34 SHANNON & ASSOCIATES
New York 36, N. Y.
28 W. 44 St.
Lo 3-1750
PHILIPPINE ISLANDS—Manila Chronicle.

1956 NEWSPRINT CONSUMPTION STATISTICS

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CONSUMPTION BY U. S. NEWSPAPERS REPORTING TO ANPA AND ESTIMATED TOTALS

	1956 Tons	1955 Tons	1954 Tons	1953 Tons
January	402,259	383,520	363,057	351,775
February	397,757	365,221	345,642	346,035
March	446,125	438,895	400,311	420,956
April	461,778	431,788	414,877	408,875
May	464,072	455,404	422,157	429,562
June	422,361	422,246	384,444	381,186
July	388,803	378,434	338,471	340,044
August	402,493	384,679	360,825	359,133
September	434,930	424,807	388,321	385,386
October	476,854	478,934	437,191	429,509
November	467,706	461,847	420,422	427,904
December	443,623	419,218	407,980	388,237
*Reporting to ANPA	5,208,761	5,044,993	4,683,698	4,668,602
Estimated Other Consumption 24.5% (d)	1,690,260(d)	1,593,156(c)	1,479,063(b)	1,474,295(a)
Estimated Consumption Totals	6,899,021(d)	6,638,149(c)	6,162,761(b)	6,142,897(a)

December 1956 Consumption . . . . . { 5.8% increase over December 1955; 8.7% increase over December 1954

Year 1956 Consumption . . . . . { 3.2% increase over 1955; 11.2% increase over 1954

*Percentages of increase or decrease are based on consumption of reporting newspapers only.

*525 U. S. newspapers reporting to the ANPA consumed approximately 76% in 1953; approximately 76% in 1954; approximately 76% in 1955 and approximately 75.5% in 1956 as revised Dec. 31, 1956.

(a) Estimated 24% of all consumption comprising daily newspapers not reporting to ANPA, country weeklies; commercial printers; shopping news; comic magazines; government, etc., added to reports to ANPA to arrive at these totals for the year 1953.

(b) Estimated 24% of all consumption added to reports to ANPA to arrive at these totals for the year 1954 [see (a) above].

(c) Estimated 24% of all consumption added to reports to ANPA to arrive at these totals for the year 1955 [see (a) above].

(d) Estimated 24.5% (as revised Dec. 31, 1956) of all consumption added to reports to ANPA to arrive at these totals for the year 1956 [see (a) above]. Estimate for newsprint consumption in Canada for 1956 is 450,000 tons.

U. S. PUBLISHERS STOCKS

	Tons	†Days Supply On Hand	†Days Supply In Transit	NO. AMER. MILL STOCKS Tons
December 31, 1956	635,756	36	8	110,263
December 31, 1955	458,352	27	7	88,397
December 31, 1954	516,363	33	6	131,194

†"Days Supply" represents overall "average" stocks on hand and in transit calculated on consumption of 525 reporting newspapers during current month.

U. S. PUBLISHERS' STOCKS (ON HAND AND IN TRANSIT)—DECEMBER 1956.

(Compiled by the ANPA) 525 Newspapers	Tons
On hand first of month	510,003
Received during month	458,172
Used during month	443,623
Sold during month	1,014
On hand end of month	523,538
In transit end of month	112,218

	Tons	†Days Supply On Hand	†Days Supply In Transit
Publishers Stocks on hand and in transit December 31, 1956	635,756	36	8

December Consumption . . . . . { 5.8% increase over December 1955; 8.7% increase over December 1954

There were 5 Sundays in December 1956, and 4 Sundays each in December 1955 and 1954.

†"Days Supply" represents overall "average" stocks on hand and in transit calculated on consumption of 525 reporting newspapers during current month.

PRODUCTION—NORTH AMERICA

December 1956 Production . . . . . { 0.2% increase over December 1955; 6.7% increase over December 1954

December 1956 compared with December 1955 shows production by countries as follows:

	Canada Tons	U. S. Tons	Total Tons
December 1956	514,228	139,154	653,382
December 1955	520,024	131,887	651,911
Increase or decrease	−5,796 / −1.1%	7,267 / 5.5%	1,471 / 0.2%

PRODUCTION—CANADA, UNITED STATES AND NORTH AMERICA.

CANADA.

	1956	1955	1954	1953
January Tons	523,319	490,822	476,151	473,640
February "	514,673	479,286	457,927	439,167
March "	552,896	539,129	515,482	484,276
April "	518,389	518,627	500,199	480,316
May "	550,525	521,322	497,221	480,239
June "	536,357	507,774	490,726	463,193
July "	532,458	490,405	503,979	491,254
August "	570,377	539,539	503,145	484,507
September "	513,983	503,214	491,153	467,431
October "	582,085	538,788	525,996	510,772
November "	559,525	541,717	522,109	473,176
December "	514,228	520,024	500,119	473,325
Total Tons	6,468,815	6,190,647	5,984,207	5,721,296

UNITED STATES.

	1956	1955	1954	1953
January Tons	139,469	117,266	97,378	93,789
February "	130,455	111,545	89,850	82,892
March "	148,970	127,280	99,917	91,911
April "	138,322	122,673	91,651	88,194
May "	149,033	135,243	98,281	92,405
June "	141,917	132,968	99,305	90,727
July "	138,512	126,190	99,078	88,121
August "	154,297	136,726	103,145	90,824
September "	140,577	126,655	99,306	85,966
October "	154,030	141,825	113,436	97,112
November "	142,507	142,036	107,573	92,385
December "	139,154	131,887	112,236	89,656
Total Tons	1,717,243	1,552,294	1,211,156	1,083,982

NORTH AMERICA.

	1956	1955	1954	1953
January Tons	662,788	608,088*	573,529	567,429
February "	645,128	590,831*	547,777	522,059
March "	701,666	666,409*	615,399	576,187
April "	656,711	641,300*	591,850	568,510
May "	699,558	656,565*	595,502	572,644
June "	678,274	640,742*	590,031	553,920
July "	670,970	616,595*	603,057	579,375
August "	724,674	676,265*	606,290	575,331
September "	654,560	629,869*	590,459	553,397
October "	736,115	680,613*	639,432	607,884
November "	702,032	683,753*	629,682	565,561
December "	653,382	651,911	612,355	562,981
Total Tons	8,186,058	7,742,941	7,195,363	6,805,278

PRODUCTION, SHIPMENTS AND MILL STOCKS.

Report on newsprint production, shipments and mill stocks for the month of December, 1956, issued by the Newsprint Service Bureau follows:

Production and shipments of newsprint in North America during December, 1956 amounted to 653,382 tons—a volume surpassing that of any December in history—and to 690,072 tons respectively, compared with corresponding totals of 651,911 tons and 685,148 tons in the same month of 1955. Output in the U. S. was 139,154 tons—except for 1926, the largest December volume on record—and shipments were 137,721 tons while Canadian production amounted to 514,228 tons—greater than in any December except that in 1955—and shipments aggregated 552,351 tons.

Production of newsprint in North America in 1956 attained the all-time high of 8,186,058 tons which was 443,117 tons or 5.7% more than in 1955 and 13.8% above that in 1954. U. S. mills produced a record 1,717,243 tons of newsprint in 1956 which was 164,949 tons or 10.6% more than in 1955 and also surpassed the previous high of 1926 by 33,025 tons or 2.0%. Output in Canada reached the to-date peak volume of 6,468,815 tons and exceeded by 278,168 tons or 4.5% the hitherto record production in 1955.

North American manufacturers' stocks on Dec. 31, 1956 aggregated 110,263 tons compared with 146,953 tons on the last day of the preceding month and 88,397 tons at the end of December, 1955. The continental total was composed of 10,190 tons and 100,073 tons held by U. S. and Canadian mills respectively and inventories were higher than a year ago by 1,873 tons in the former instance and by 19,993 tons in the latter.

Canadian Mills.

	Production Tons	Shipments U.S.A. Tons	Canada Tons	Export Tons	Total Tons	Mill Stocks Tons
1956 December	514,228	445,545	40,350	66,456	552,351	100,073
1956 Twelve Months	6,468,815	5,220,748	477,130	741,944	6,446,822	.....
1955 " "	6,190,647	5,070,211	430,444	734,902	6,235,557	80,080
1954 " "	5,984,207	4,875,031	420,896	674,534	5,970,461	124,000
1953 " "	5,721,296	4,861,372	398,277	472,915	5,732,564	111,244

United States Mills.

	Production Tons	Shipments U.S.A. Tons	Canada Tons	Export Tons	Total Tons	Mill Stocks Tons
1956 December	139,154	124,387	.....	13,334	137,721	10,190
1956 Twelve Months	1,717,243	1,582,742	.....	132,628	1,715,370	.....
1955 " "	1,552,294	1,373,638	.....	176,543	1,550,181	8,317
1954 " "	1,211,156	1,120,590	.....	92,388	1,212,978	6,204
1953 " "	1,083,982	1,057,288	.....	30,394	1,087,682	8,026

North American Totals

	Production Tons	Shipments U.S.A. Tons	Canada Tons	Export Tons	Total Tons	Mill Stocks Tons
1956 December	653,382	569,932	40,350	79,790	690,072	110,263
1956 Twelve Months	8,186,058	6,812,490	477,130	874,572	8,164,192	.....
1955 " "	7,742,941	6,443,849	430,444	911,445	7,785,738	88,397
1954 " "	7,195,363	5,995,621	420,896	766,922	7,183,439	131,194
1953 " "	6,805,278	5,918,660	398,277	503,309	6,820,246	119,270

PUBLISHERS AND MILL STOCKS OF NEWSPRINT

U. S. publishers stocks of newsprint represent (in tons) stocks on hand in city of publication and in transit (that is tonnage already billed by the mill to the publisher) at end of month, as reported to the ANPA by the publisher. "Days Supply" represents the number of days the stocks on hand and in transit will last, based on average consumption during the month covered by the report. In other words, "Days Supply" at the end of December means the amount of newsprint in possession of the publisher and in transit calculated to run at the rate of consumption in December.

"Mill Stocks" represent total stocks at all United States and Canadian mills reporting to the Newsprint Service Bureau. Also include tonnage at destination warehouse not yet invoiced to customers.

U. S. Publishers Stocks
(525 newspapers)

	1956 Tons	1956 †Days Supply	1955 Tons	1955 †Days Supply	1954 Tons	1954 †Days Supply	1953 Tons	1953 †Days Supply
January	471,928	[illegible]	548,815	44	559,275	48	645,789	57
February	473,246	35	499,883	38	584,960	47	648,733	52
March	470,209	33	465,713	33	581,049	45	604,603	45
April	436,107	28	448,022	31	565,407	41	606,335	44
May	447,129	30	426,870	29	519,039	38	552,743	40
June	488,331	35	431,570	31	533,973	42	561,032	44
July	552,382	44	442,360	36	552,698	51	556,039	54
August	632,514	49	484,984	39	574,902	49	630,632	54
September	624,870	43	465,976	33	555,025	43	625,951	49
October	631,295	41	423,058	27	525,964	37	595,222	43
November	622,301	40	408,207	27	522,503	37	552,367	39
December	635,756	44	458,352	34	516,363	39	551,769	44

†"Days Supply" represents overall "average" stocks on hand and in transit calculated on consumption of 525 reporting newspapers during current month.

North American Mill Stocks

	1956 Tons	1955 Tons	1954 Tons	1953 Tons
January	108,371	157,458	144,103	140,132
February	119,881	172,011	166,228	170,373
March	139,680	199,498	197,753	210,543
April	151,652	177,428	195,531	191,160
May	149,882	176,144	193,145	204,980
June	139,292	138,336	160,321	182,871
July	129,863	129,161	182,341	177,275
August	141,762	131,944	167,631	161,809
September	126,568	134,312	174,615	146,784
October	130,838	126,391	161,697	151,636
November	146,953	121,634	139,371	135,100
December	110,263	88,397	131,194	119,270

ANNUAL ADVERTISING LINAGE TOTALS MEDIA RECORDS 52 CITIES

Year	Total Advertising	Retail	General	Automotive	Financial	Total Display	Classified	Department Store
1934	1,178,880,397	669,741,114	211,383,957	73,306,045	19,127,702	973,558,818	205,321,579	281,053,798
1935	1,246,941,513	706,755,254	216,975,573	72,929,105	21,309,351	1,017,969,283	228,972,230	290,585,918
1936	1,380,121,457	765,288,739	251,510,095	72,822,382	25,025,264	1,114,646,480	265,474,977	313,703,752
1937	1,409,666,418	788,812,599	247,155,491	67,801,789	22,480,224	1,126,250,103	283,416,315	323,619,761
1938	1,225,165,889	711,781,176	191,948,193	47,254,770	19,170,093	970,154,232	255,011,657	299,168,063
1939	1,243,549,515	725,980,236	191,858,930	52,677,942	20,307,871	990,824,979	252,724,536	305,548,913
1940	1,268,631,772	735,761,106	188,628,913	62,006,119	19,424,454	1,005,820,592	262,811,180	311,323,716
1941	1,313,233,254	769,690,187	194,052,658	56,444,567	20,478,315	1,040,665,727	272,567,527	324,211,332
1942	1,241,671,534	743,260,711	196,653,436	26,823,244	17,622,549	984,359,940	257,311,594	317,128,690
1943	1,396,418,169	763,836,821	247,423,697	32,357,707	17,758,332	1,061,376,557	335,041,612	327,745,323
1944	1,361,243,607	751,583,696	250,925,532	31,478,992	18,364,625	1,052,352,845	308,890,762	307,591,554
1945	1,391,629,430	768,676,309	246,051,515	34,656,439	22,089,577	1,071,473,840	320,155,590	306,774,101
1946	1,729,713,225	971,283,756	266,285,155	42,106,120	26,376,065	1,306,051,096	423,662,129	380,247,319
1947	2,008,535,854	1,127,242,002	314,605,173	68,671,744	24,416,698	1,534,935,617	473,600,237	427,512,968
1948	2,263,446,184	1,293,830,934	338,641,008	82,736,973	25,791,496	1,741,000,411	522,445,773	490,819,148
1949	2,301,968,389	1,332,333,138	354,781,475	105,484,794	25,344,745	1,817,944,152	484,024,237	506,745,394
1950	2,440,149,576	1,391,086,056	389,564,290	120,592,461	28,274,136	1,929,516,943	510,632,633	529,471,862
1951	2,478,463,039	1,389,629,004	366,660,584	109,996,228	30,163,507	1,896,449,323	582,013,716	538,050,399
1952	2,505,393,224	1,399,041,368	349,131,462	107,424,208	32,284,201	1,887,881,239	617,511,985	533,662,808
1953	2,610,669,761	1,420,211,650	368,049,369	140,144,672	33,423,570	1,961,829,261	648,840,500	537,860,906
1954	2,581,175,071	1,441,001,667	358,040,062	143,015,007	36,346,557	1,978,403,293	602,771,778	546,345,810
1955	2,843,394,974	1,531,106,731	376,200,504	191,033,688	40,593,286	2,138,934,209	704,460,765	574,509,989
1956	2,910,780,505	1,562,230,915	408,645,070	170,020,559	45,273,592	2,186,170,136	724,610,369	577,794,224

NEWSPRINT MANUFACTURERS OF NO. AMERICA

Company	Selling Organization
Bowaters Southern Paper Corp., Calhoun, Tenn.	Bowater Paper Co., 250 Park Ave., New York, N. Y.
Coosa River Newsprint Co., Coosa Pines, Alabama	
Crown Zellerbach Corp., 343 Sansome St., San Francisco, Calif.	343 Sansome St., San Francisco, Calif., and 122 E. 42nd St., New York, N. Y.
Great Northern Paper Co., 201 Devonshire St., Boston, Mass.	342 Madison Ave., New York City
Inland Empire Paper Co., Millwood, Wash.	
Manistique Pulp & Paper Co., Manistique, Mich.	
Publishers' Paper Co., Oregon City, Ore.	
St. Croix Paper Co., Woodland, Me.	H. G. Craig & Co., 230 Park Ave., New York and St. St. Croix Paper Co., 15 State St., Boston, Mass.
St. Lawrence Paper Corp., Norfolk, N. Y.	
Southland Paper Mills, Inc., Lufkin, Tex.	Perkins, Goodwin Co., 30 Rockefeller Plaza, New York
West Tacoma Newsprint Co., Tacoma, Wash.	
CANADA	
Abitibi Power & Paper Co., Ltd., 408 University Ave., Toronto 2, Ont.	Abitibi Sales Company Limited, 408 University Ave., Toronto 2, Ont.
Anglo-Canadian Pulp & Paper Mills, Ltd., Quebec City, Que.	Montmorency Paper Co., 400 Madison Ave., New York, N. Y.
Anglo-Newfoundland Development Co., Ltd., Grand Falls, Newfoundland	Montmorency Paper Co., 400 Madison Ave., New York, N. Y.
Beaver Wood Fibre Co., Ltd., Thorold, Ont.	
Bowater's Newfoundland Pulp & Paper Mills, Ltd., Corner Brook, Newfoundland	Bowater Paper Co., Inc., 250 Park Ave., New York, N. Y.
Canadian International Paper Co., Sun Life Bldg., Montreal 2, Que.	International Paper Sales Co., Sun Life Bldg., Montreal 2, Que.
Consolidated Paper Corporation, Sun Life Bldg., Montreal 2, Que.	Consolidated Paper Sales, Limited, Sun Life Bldg., Montreal 2, Que.
Crown Zellerback (Canada) Ltd., P. O. Box 879 Vancouver, B. C.	Crown Zellerbach Corp., 122 East 42nd St., New York, N. Y.
Donnacona Paper Co., Ltd., Quebec City, Que.	Donnacona Sales Corporation, Quebec City, Que.
Donohue Brothers, Limited, La Malbaie, Que.	Donohue Brothers Sales Corp., 51 Garden St., Quebec City, Que.
The E. B. Eddy Company, Hull, Que.	The E. B. Eddy Company, Hull, Que.
Elk Falls Company, Ltd., Duncan Bay, B. C. Mailing address: Campbell River, B. C.	Elk Falls Co., Ltd., Duncan Bay, B. C. Mailing address: Campbell River, B. C
Great Lakes Paper Co., Ltd., P. O. Box 430, Ft. William, Ont.	Great Lakes-Canadian, Inc., 332 S. Michigan Ave., Chicago 4, Ill.
Manitoba Paper Co., Ltd., Pine Falls, Man., Subsidiary of Abitibi Power & Paper Co.	Abitibi Sales Co., Ltd., 408 University Ave., Toronto 2, Ont.
The James Maclaren Company, Ltd., Buckingham, Que.	Maclaren Newsprint Sales, Ltd., Buckingham, Que.
Mersey Paper Company, Ltd., Liverpool, N. S.	Mersey Paper Company, Ltd., Liverpool, N. S.
New Brunswick International Paper Co., Dalhousie, N. B.	International Paper Sales Co., Sun Life Bldg., Montreal 2, P. Q.
Ontario Paper Co., Ltd., Thorold, Ontario	Ontario Paper Co., Ltd., Thorold, Ont.
Ontario-Minnesota Pulp and Paper Co., Kenora, Ont.	Minnesota & Ontario Paper Co., Baker Arcade Bldg., Minneapolis, Minn.
Powell River Co., Ltd., Standard Bldg., Vancouver, B. C.	Powell River Sales Co., Ltd., Standard Bldg., Vancouver, B. C.
Price Brothers Sales Corp., 65 St. Anne St., Quebec, P. Q., Can.	Price Brothers Sales Corporation, 420 Lexington Ave., New York 17, N. Y.
Quebec North Shore Paper Co., Ltd., Baie Comeau, Que.	Ontario Paper Co., Ltd., Thorold, Ont.
Richmond Pulp & Paper Co., Ltd., 3285 Bedford Rd., Montreal, Que.	Kruger Paper Co., Inc., 347 Madison Ave., New York 17, N. Y.
St. Lawrence Corp., Ltd., Sun Life Bldg., Montreal 2, Que.	St. Lawrence Sales Co., Ltd., Sun Life Bldg., Montreal 2, P. Q.
St. Raymond Paper, Ltd., 660 St. Catherine St. W., Montreal, Que.	St. Raymond Sales, Ltd., 660 St. Catherine St. W., Montreal, Que. Beaver Pulp & Paper Co., 205 E. 42nd St., New York, N. Y.
Ste. Anne Paper Co., Ltd., Montreal, Que., Subs of Abitibi Power & Paper Co.	Abitibi Sales Co., Ltd., 408 University Ave., Toronto 2, Ont.
Spruce Falls Power & Paper Co., Ltd., 330 University Ave., Toronto, Ont.	Spruce Falls Power & Paper Co., Ltd., 330 University Ave., Toronto, Ont.
Thunder Bay Paper Co., Ltd., Div. of Abitibi Power & Paper Co., Port Arthur, Ont.	Abitibi Sales Co. Ltd., 408 University Ave., Toronto, Ont.

NEWSPAPER CONTESTS AND AWARDS

AMERICAN SOCIETY OF JOURNALISM SCHOOL ADMINISTRATORS PUBLICATION AWARD — Given by ASJSA (Prof. Alfred A. Crowell, Sec.), Dept. of Journalism, Univ. of Maryland, College Park, Md. Scroll given for some factor in the advancement of journalism to the publication chosen by ASJA members. Deadline: March 1.

ASSOCIATED PRESS NATIONAL CONTEST FOR EXCELLENCE IN NEWS PHOTOGRAPHY—Given by the APME, 50 Rockefeller Plaza, New York 20, N. Y. First Prize ($100) and several Honorable Mentions given to the best picture taken by AP Newspaper photographers. Deadline: April 1. The Associated Press Managing Ass'n also gives citations for outstanding news and newsphoto coverage to AP member papers.

AMERICAN TRUCKING ASSOCIATION NEWSPAPER SAFETY STORY COMPETITION—Given by ATA, 1424—16th St., Washington 6, D. C. First Prize ($500), Second Prize ($300), Third Prize ($100), Plaques, Citations of Merit given for top stories promoting highway safety. Deadline: Sept. 5.

AYER CUP—Given by N.W. Ayer & Son, Inc., W. Washington Sq., Philadelphia, Pa. Given to the English language newspaper judged most outstanding in typography, make-up and printing.

HOWARD W. BLAKESLEE AWARD—Given by the American Heart Association, 44 E. 23rd St., New York 10, N. Y. Citation and $500 each given for outstanding reporting on heart and blood vessel diseases to media of press, magazine, film, radio, TV, books. Deadline: May 1.

MATTHEW BRADY AWARD—Given by the Univ. of Missouri School of Journalism, Columbia, Mo., for the best newspaper portfolio, and other categories, in an International Picture Competition & Exhibition.

HEYWOOD BROUN AWARD—Given by the American Newspaper Guild, 1126—16th St. N. W., Washington 6, D. C. Citation and $500 given for outstanding journalistic achievement in the spirit of Heywood Broun. Deadline: Feb. 1.

MARIA MOORS CABOT AWARD — Given by Columbia Univ., New York 27, N. Y. Gold Medals and plaques given for outstanding public service in nations of the Western Hemisphere.

RUSSELL L. CECIL AWARDS — Given by The Arthritis & Rheumatism Foundation, 23 W. 45th St., New York 36, N. Y. For excellence in science writing in the field of rheumatic diseases. Deadline: Oct. 15.

CIGAR INSTITUTE OF AMERICA'S ANNUAL PHOTO CONTEST FOR PROFESSIONAL PHOTOGRAPHERS. 1250—6th Ave., New York 20, N. Y. $500, $250, $100, and 10, $25 prizes for the best published photos in which a man is shown smoking a cigar with enjoyment and relaxation. Deadline: Oct. 31.

CITIZENS BUDGET COMMISSION PRESS AWARD—Given by the Citizens Budget Commission, Inc., 51 E. 42nd St., New York 17, N. Y. Medal and scrolls for outstanding coverage in New York City of matters affecting the finances and management of City government. Deadline: Dec. 15.

RAYMOND CLAPPER MEMORIAL AWARD—Given by the Raymond Clapper Memorial Ass'n., Inc., Washington, D. C. $500 and scroll for exceptionally meritorious work by a Washington newspaper writer.

DUTTON BEST SPORTS OF THE YEAR CONTEST—E. P. Dutton, Inc., 300—4th Ave., New York 10, N. Y. $250 each for best news coverage story, feature, column, and magazine story. $50 each for best action photo and feature photo. Deadline: December current year.

EDITOR & PUBLISHER NEWSPAPER PROMOTION CONTEST—Given by E&P, Times Tower, Times Square, New York 36, N. Y. First Prize, Honorable Mentions (2) in each circulation group classification for national advertising, retail adv., classified adv., circulation, public servce. Grand Award for "Best in Show".

EDUCATION WRITERS ASSOCIATION AWARD—525 W. 120th St., New York 27, N. Y. Bronze plaques and certificates given for outstanding education reporting (4 categories). Announced in March or April.

ENGLISH-SPEAKING UNION BETTER UNDERSTANDING AWARD—19 E. 54th St., New York 22, N. Y. Awards and citations given for efforts to promote better understanding between English-speaking peoples. Deadline: March 1.

JAMES T. GRADY AWARD—Given by the American Chemical Society, 1155—16th St., N.W., Washington 6, D. C. Gold medal and certificate for an important contribution to the American public's knowledge of chemical progress. Nominations by members of the society only, before June 1.

FREEDOMS FOUNDATION AWARD—Valley Forge, Pa. First Prize ($1,000), 20 Second Prizes ($50), George Washington Honor Medal, for editorials, cartoons, photos, promoting understanding of the American way of life. Deadline: Nov. 11.

GRAFLEX DIAMOND AWARD — (To winner of Pulitzer Photography Prize), given by Graflex, Inc., Rochester, N. Y.

GRAFLEX PHOTO CONTEST — Press category. Cash awards and bronze medallions. Graflex also awards plaques at various photographic short courses for the best newspaper exhibit of photography.

JIMMY HARE AWARD—Given by the University of Missouri School of Journalism for the best newspaper portfolio, and other categories, in an International Picture Competition and Exhibition.

SIDNEY HILLMAN FOUNDATION PRIZE AWARDS—15 Union Sq., New York 3, N. Y. $500 plus scroll for outstanding contributions in newspapers, magazines, books, and radio-TV dealing with current issues. Deadline: Feb. 1.

GEORGE R. HOLMES AWARD — Given by International News Service, 235 E. 45th St., New York, N. Y. Given for the best example of an INS reporter's work during the year, in memory of George R. Holmes, late INS Washington bureau manager.

ALBERT LASKER MEDICAL JOURNALISM AWARDS (3)—Given by the Albert and Mary Lasker Foundation in cooperation with Nieman Foundation, Chrysler Bldg., New York 17, N. Y. Award of $1,000 plus silver statuette of Winged Victory of Samothrace and scroll, for the best articles, series of articles, editorials, or columns dealing with the improvement of public health or medical research. Deadline: Jan. 15.

NATIONAL ASSOCIATION OF HOME BUILDERS AWARD—1625 L St., N.W., Washington 6, D. C. Three prizes of $1,000, $500, and $300, respectively, for the best series of five to seven articles on Community Facilities. Deadline: Nov. 15.

NATIONAL ASSOCIATION OF REAL ESTATE EDITORS AWARD—1420 E. 9th St., Cleveland, Ohio. $50 each for the best Realty page or section, Home page or section, and the best Realty news feature. Entries must be sent by Sept. 15 to Grady Clay, COURIER-JOURNAL, Louisville, Ky.

NATIONAL BIBLE WEEK EDITORIAL AWARD—Given by the Laymen's National Committee, Vanderbilt Hotel, New York 16, N. Y. Bronze plaque to the newspaper editorial writer submitting the best editorial on the Bible. Deadline: Nov. 5.

NATIONAL SAFETY COUNCIL INTEREST AWARD—425 No. Michigan Ave., Chicago 11, Ill. Given to newspapers and other public information media for exceptional service to safety. Deadline: March 10.

NSC CITATION AWARDS FOR TRAFFIC SAFETY ACTIVITIES—Given to individuals in the newspaper industry for outstanding services to traffic safety. Deadline: Feb. 28.

NSC CARTOON AWARD—$300 given to newspaper publishing cartoon most effective in curbing the Christmas holiday traffic accident toll. Given Dec. 20.

NATIONAL SUNDAY SCHOOL WEEK EDITORIAL CARTOON AWARD—Given by the Laymen's National Committee, Vanderbilt Hotel, New York 16, N. Y. Award for the best editorial cartoon on the importance of Sunday School attendance. Deadline: April 24.

NATIONAL WRITERS' PEACE CONTEST—Sponsored by the Lawrence S. Mayers Fund, Inc., P. O. Box 77, General Post Office, New York 1, N. Y. Prizes of $500, $200, and $100 U.S. Savings Bonds and inscribed medallions for the best article, news story, or editorial on subject matter of contest announced each August. Deadline: Dec. 31.

NEWS PICTURES OF THE YEAR PHOTO COMPETITION — Sponsored by the National Press Photographers Association and the Encyclopedia Britannica, 425 N. Michigan Ave., Chicago 11, Ill. $500 in each of three categories for "photographer of the year." Awards in 13 additional categories. Deadline: Jan. 14.

NEW YORK STATE BAR ASSOCIATION PRESS AWARD, 99 Washington Ave., Albany 10, N. Y. $250 and bronze plaque for constructive contributions to the administration of justice. Open to all media. Deadline: May 15.

OVERSEAS PRESS CLUB OF AMERICA AWARDS—35 E. 39th St., New York 16, N. Y. Plaques, gold medals, citations, for the best in news and photography from Abroad (10 categories).

GEORGE POLK MEMORIAL AWARDS —Given by the Dept. of Journalism, Long Island University, 385 Flatbush Ave. Extension, Brooklyn 1, N. Y. Bronze plaques in each of 10 categories. Deadline: Feb. 1.

PULITZER PRIZES—Given by Columbia University, 518 Journalism Bldg., New York 27, N. Y. Awards of $1,000 (to individuals) and gold medals (to newspapers) for outstanding work in all aspects of journalism. 8 categories including photography. Deadline: Feb. 1.

ERNIE PYLE MEMORIAL AWARD—Given by Scripps-Howard Newspapers, 230 Park Ave., New York 17, N. Y. $1,000 to the newspaperman whose work most closely exemplifies the style and craftsmanship for which Ernie Pyle was known. 4/ cash grants to university schools of journalism. Deadline: Dec. 1.

TED V. ROGERS ANNUAL AWARDS—Given by the American Trucking Association, 1424—16th St., N.W. Washington 6, D. C. $1,500, $700, $300 each for articles in magazines, daily and weekly newspapers that contribute to the improvement of our highways and their use. $500 given to the journalism school designated by the publisher. Deadline: July 30.

SIGMA DELTA CHI AWARDS — Room 868, 35 E. Wacker Drive, Chicago 1, Ill. Bronze medallions for distinguished service in American journalism. 15 categories, including photography and cartoon. Deadline: Feb. 1.

STRIKE IT RICH NEWSPAPERMAN'S AWARD—c/o Walt Framer Productions, 1150 Ave. of the Americas, New York 36, N. Y. $50 Savings Bond to reporter, and plaque to newspaper, given to a reporter for helping someone beyond his regular reportorial duties. Deadline: monthly.

JAMES O. SUPPLE AWARD—Given by Religious Newswriters Assn., c/o Mr. George Dugan, Religion Ed., NEW YORK TIMES, Times Square, N. Y. $100 and certificate for excellence in reporting the news of religion in the secular press. Deadline: Jan. 15.

TWA AVIATION WRITING AND PICTURE COMPETITION—Given by Trans World Airlines, Inc., 380 Madison Ave., New York 17, N. Y. $100 and plaque in each of 16 categories, plus "sweepstakes" awards of $100 and trophy for stories, travel features, photos dealing with commercial aviation or air travel. Deadline: Sept. 15. STREBIG-DOBBEN MEMORIAL AWARD, $250, plaque, and rotating trophy to person or publication whose story, or series of stories, has contributed most to public understanding of commercial aviation. Deadline: Sept. 15.

UNIVERSITY OF MISSOURI HONOR AWARDS—School of Journalism, Columbia, Mo. Given for distinguished service in journalism.

INDEX TO 1957 INTERNATIONAL YEAR BOOK CONTENTS

A

Accounting, Books on 338
Addresses, Newspaper 27-175
Advertising Agencies of Australasia 361-363
Adventures and Reminiscenes, Books on 332
Advertising Agencies of Great Britain 356-357
Advertising Agencies of New Zealand 363
Advertising Associations and Clubs—
Australasia 363
British 354-356
U. S. and Canada 345-346
Advertising, Books on 338
Advertising Clubs of U. S. and Canada 342-343
Advertising Federation of America Advertising Principles 363
Advertising in Newspaper Magazine Sections, Group Units 312-314
Advertising Linage, Annual 422
Advertising Managers and Directors—
Australasian Newspapers 358-361
Bermuda Newspapers 388
British Newspapers 349-354
Canadian Newspapers 168-175
Irish Newspapers 354
Latin American Newspapers ...364-388
U. S. Foreign-language Newspapers 304-305
U. S. Newspapers 27-167
West Indies Newspapers 388-394
Advertising Not Accepted 176-244
Advertising Principles by Advertising Federation of America 363
Advertising Promotion Managers—
Canadian Newspapers 168-175
United States Newspapers 27-167
Advertising Rates—
Australasian Newspapers 358-363
Bermuda Newspapers 388
British Newspapers 349-356
Canadian Newspapers 168-175
Irish Newspapers 354
Latin American Newspapers 364, 420-421
U. S. Foreign-language Newspapers 304-305
U. S. Newspapers 27-167
West Indies Newspapers 388-394
Advertising Rates (Milline).....24-25
Advertising Ready Reckoner 24-25
Advertising Representaitves—
Foreign Countries Newspapers 364, 420-421
Great Britain and Ireland Newspapers 349
Latin America, Bermuda and West Indies Newspapers 364-394
Special Service Dailies, U. S. & Canada 308
U. S. & Canadian Newspapers..245-251
Advertising, Run-of-Paper Color..176-244
Afghanistan, Newspapers of 415
Africa, Newspapers of 411-413
Agricultural Dailies, U. S. 305
Agricultural Journalism, Books on... 332
Alabama, Newspapers of 27-28
Alaska, Newspapers of 28
Albania, Newspapers of 394
Alberta, Newspapers of 168
Algeria, Newspapers of 411
American Correspondents in London (1956-1957), Association of 321
American Journalism, Books on 332, 336, 338-339
American Scene, The Books on..... 336
Analyzing Journalism, Books on 332
Angola, Newspapers of 411
Antigua, Newspapers of 388
Apparel-Clothing—Textile Dailies, U. S. 305
Appraisers and Brokers, Newspaper 303-304
Argentina, Newspapers of 364-370
Arizona, Newspapers of 28-29
Arkansas, Newspapers of 29-30
Art and Layout, Books on 338
Art of Writing, Books on..... 332
Asia and Far East, Newspapers of.415-420
Associate Editors—
Canadian Newspapers 168-175
U. S. Newspapers 27-167
Association of American Correspondents in London (1956-1957)..... 321
Association of Better Business Bureaus 341
Associations, Australasian 363
Associations and Clubs—
British 354-356
U. S. and Canada 343-346
United Nations Correspondents ... 322
Australasia—
Advertising Agencies 361-363
Advertising Associations and Clubs. 363
Newspaper and Advertising Associations 363
Newspapers 358-361
Australian Feature Syndicates 363
Australian Journalists' Code of Ethics 363
Austria, Newspapers of 394-396
Authorship, Books on 339
Automotive Editors, U. S. and Canadian Newspapers 176-244
Aviation Editors, U. S. and Canadian Newspapers 176-244
Awards—(See Contests)
Ayer Cup Awards 346
Maria Moors Cabot 347
Pulitzer Prizes 348
Sigma Delta Chi 347
Azores, Newspapers of 405

B

Background Books on American Journalism 336-337
Bahamas, Newspapers of 388
Barbados, Newspapers of 388
Basic Data on Newspaper Advertising Rates 24-25
Belgian Congo, Newspapers of..... 411
Belgium, Newspapers of 396
Bermuda, Newspapers of 388
Better Business Bureaus 341
Bibliography on Journalistic Subjects 332-339
Biography, Books on 339
Biography-Journalists, Books on ..332-333
Biography, Newsworthy Persons..... 336
Bolivia, Newspapers of 370
Book Editors, U. S. and Canadian Newspapers 176-244
Book and Magazine Publishing 339
Books Analyzing Journalism.....338-39
Brazil, Newspapers of 370-372
British Advertising Agencies 356-357
British Associations and Clubs....354-356
British Columbia, Newspapers....168-169
British Guiana, Newspapers of..... 373
British Honduras, Newspapers of.... 373
Britain and Ireland, U. S. Representatives of Newspapers of Great.... 349
British Journalism, Books on 339
British Malaya, Newspapers of..... 415
British Newspapers—Personnel ...349-354
British North Borneo, Newspapers of 415
British Section, Introduction to..... 349
British West Indies, Newspapers of 388-394
Building Construction and Engineering Dailies, U. S. and Canada..305-306
Bulgaria, Newspapers of 396
Burma, Newspapers of 416
Business and Mechanical Accounting, Books on 338
Business Editors, U. S. & Canadian Newspapers 176-244
Business Journalism, Books on..... 333
Business Managers—
Canadian Newspapers 168-175

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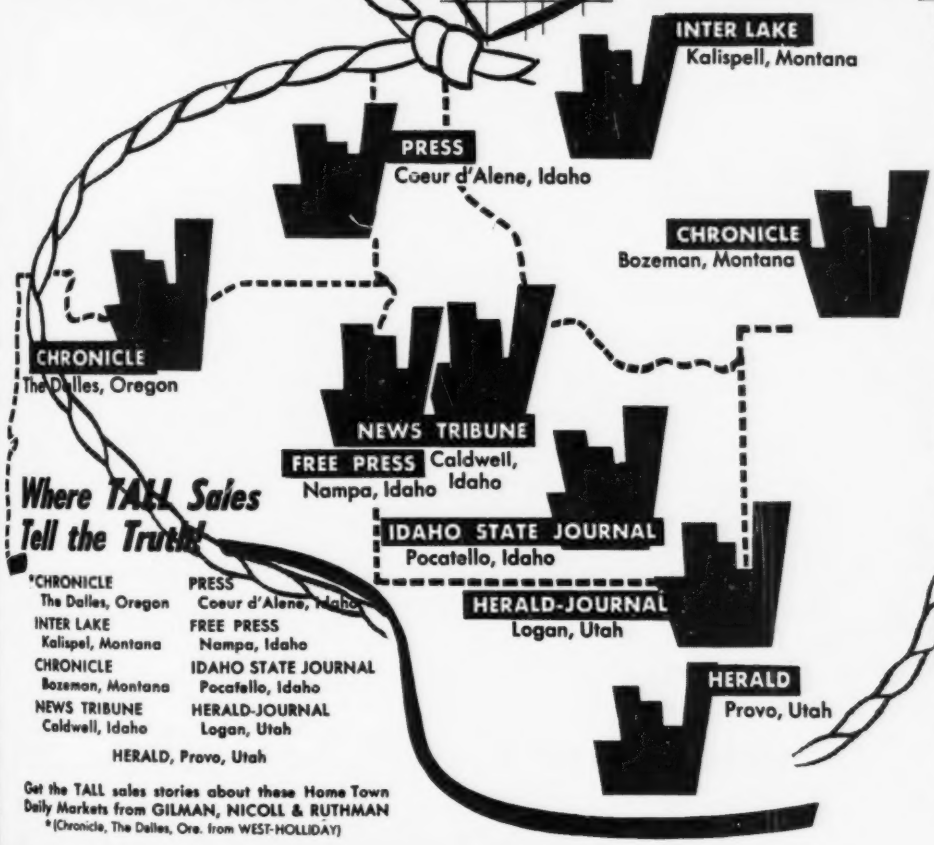

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INDEX TO 1957 INTERNATIONAL YEAR BOOK CONTENTS—*Continued*

U. S. Foreign-language Newspapers 304-305
U. S. Newspapers 27-167
Business, Professional, Special Service and College Dailies 305-308
Buyers of Newspapers' Advertising Space, Basic Data for.....24-25
Buyers of Newspaper Space, Special Data for 176-244

C

Cabot Awards, Maria Moors..... 347
California, Newspapers of 31-41
Cambodia, Newspapers of 416
Canada—
Advertising Associations and Clubs 342-345
Cities, Populations and Newspapers 168-175
Newspaper Groups 253
Newsprint Manufacturers 400-401
Special Service Dailies 305-308
Canadian Carrier Papers 314
Canadian Newspapers, Departmental Editors, of 241-244
Canadian Newspapers, Personnel, Circulations, Rates 168-175
Canadian Newspaper Ready Reckoner 25
Canadian Newspapers, Representatives of 251
Canadian Newsprint Manufacturers.. 423
Canadian Parliamentary Press Gallery 319
Canadian Schools and Departments of Journalism 341
Canadian College Dailies 306
Canadian Special Service Dailies.... 306
Canadian Tabloid Newspapers 392
Canons of Journalism 348
Cape Verde Islands 405
Carrier Publications in U. S. and Canada 314
Cartoonists, U. S. and Canadian Newspapers 176-244
Cartoons and Cartoonists, Books on.. 333
Cartoon Syndicates, Editorial.....329-30
Censorship and Press Freedom, Books on 333
Ceylon, Newspapers of 416
Chain Newspapers (see Group Newspapers) 252-253
Channel Islands, Newspapers of.... 354
Chile, Newspapers of 373-375
China, Newspapers of (Formosa)... 416
Church Editors, U. S. and Canadian Newspapers 176-244
Circulation—
Association, U. S. and Canada.... 346
Australian Newspapers 358-359
Bermuda Newspapers 388
British Newspapers 349-354
Canadian Newspapers 168-175
Consultants 304
Irish Newspapers 354
Latin American Newspapers...364-388
U. S. Foreign Language Newspapers 304-305
U. S. Newspapers 27-167
West Indies Newspapers 388-394
Circulation and Promotion, Books on 338
Circulation Managers—
Associations 346
Canadian Newspapers 168-175
U. S. Foreign Language Newspapers 304-305
U. S. Newspapers 27-167
Circulation Promotion Firms 330
Circulation Ready Reckoner 24-25
Cities, Newspaper—
Australasia 358-361
Bermuda 388
Great Britain 349-354
Ireland 354
Latin America 364-388
U. S. and Canada.....27-167
U. S. Foreign Language.....304-305
City Editors—
Canadian Newspapers 168-175
U. S. Newspapers 27-167
City, State and Regional Associations 344-345
Classified Advertising Managers—
Canadian Newspapers 168-175
U. S. Newspapers 27-167
Classified Advertising Managers Associations 346
Classified, Books on 338
Clothing—Textiles Dailies, U. S. ... 305
Clubs, Advertising, U. S. and Canada 342-345
Clubs, British Advertising.....355-356
Clubs, Newspapers and Press, U. S. and Canada 343-346
Code of Practice (NAEA)..... 253
Codes, Journalistic 253
Collections: News, Features, Columns, Books on 333
College Dailies, U. S. and Canada.306-307
Colombia, Newspapers of.....375-377
Colorado, Newspapers of.....41-42
Color Supplement Printing Plants... 407
Color (Run of Paper) Printed by Newspapers 176-244
Columnists, U. S. and Canadian Newspapers 176-244
Commercial Dailies, U. S. and Canada 305-308
Communications, Books on 333
Composing Room Equipment 300-301
Composition of Printers' Metals..... 407
Congress of the United States, Press Gallery 315-319
Connecticut, Newspapers of 42-45
Consultants, Circulation 304
Consumption, Newsprint 422
Contemporary Problems, Book on.... 336
Contests (See Awards) 423
Copy, Books on 338
Copy Editing, Headlines and Makeup, Books on 333
Copyright and Libel, Books on ...334-335
Corporation Economics, Books on.... 336
Correspondents, Foreign in U. S...320-321
Correspondents in London (1956-1957), Association of American... 321
Correspondents, Out-of-Town Newspapers in New York..... 321
Correspondents, U. N. 322
Correspondents, Washington 315-319
Costa Rica, Newspapers of..... 377
Country Journalism, Books on..... 333
Court and Commercial Dailies, U. S. 307-308
Creed, The Journalist's, by Walter Williams 253
Critical Writing Background, Books on 333
Cuba, Newspapers of 388-392
Curacao, Newspapers of 392
Cut Services 309-311
Cyprus, Newspapers of 413
Czechoslovakia, Newspapers of 396

D

Dailies Issued in Tabloid or Small Format 392
Dailies, Special Service, U. S. and Canada 305-308
Daily Newspapers, Representatives of—
Bermuda Newspapers 364, 420-421
Foreign Country Newspapers 364, 420-421
Great Britain and Ireland....349-354
Latin America 364, 420-421
U. S. and Canada 245-251
West Indies Newspapers..364, 420-421
Daily (Out-of-Town) Newspaper Correspondents in New York 321
Davis, Robert H.—I Am the Printing Press (poem) 346
Dealers, Equipment 304
Delaware, Newspapers of 46
Denmark, Newspapers of.....396-397
Departmental Editors, U. S. & Canadian Newspapers 241-244
Departments of Journalism, U. S..339-341
Directors, Latin American, Bermuda and West Indies Newspapers...364-394
Directory of Newspaper Mat Services 309-311
Directory of Syndicates 322-330
Distributors and Manufacturers of Newspaper Equipment and Supplies 297-304
District of Columbia, Newspapers of. 46
Domestic and International (Economics), Books on 337
Dominican Republic, Newspapers of.. 393
Dutch Guiana, Newspapers of..... 384

E

Economics: Domestic and International, Books on 336-337
Ecuador, Newspapers of 377-378
Editorial Cartoon Syndicates 329-330
Editorial Collections and Technique, Books on 333
Editorial-Text Features Syndicates... 329
Editorial Writers, U. S. and Canadian Newspapers 176-244
Editors, Editorial Page—
Canadian Newspapers 168-175
U. S. Newspapers 27-167
Editors—
Australasian Newspapers 358-361
British Newspapers 349-354
Canadian Newspapers 168-175
Departmental, U. S. and Canadian Newspapers 176-244
Irish Newspapers 354
Latin American Newspapers,...364-388
U. S. Foreign Language Newspapers 304-305
U. S. Newspapers 27-167
Education Editors, U. S. and Canadian Newspapers 176-244
Egypt, Newspapers of 411
El Salvador, Newspapers of..... 378
Engineering, Building Construction Dailies of U. S. 305-306
Engineers, Plant 304
Engineers, Press and Equipment..303-304
England, Newspapers of 349-354
Engraving, Books on 338-339
Engraving Equipment 301
Entertainment Dailies, U. S. 308
Equipment Dealers 304
Equipment and Press Engineers..... 304
Equipment Manufacturers 297-304
Eritrea 411
Ethics, Books on 333
Ethiopia 411
Europe, Daily Newspapers of.....394-411
Explanation of Key Numbers Used in Personnel Section 27

F

Far East, Asia and, Newspapers of 415-420
Farm Editors, U. S. and Canadian Newspapers 176-244
Fashion Editors, U. S. and Canadian Newspapers 176-244
Features, Articles, Columns, Books on 333
Feature Syndicates 322-330
Feature Syndicates, Australia 363
Fiction, Newspaper Books on.....333-334
Fiji, Newspapers of 419
Films and Filmstrip Relating to Newspaper Business 331
Financial Dailies, U. S. 307-308
Financial Editors, U. S. and Canadian Newspapers 176-244
Finland, Newspapers of 397
Florida, Newspapers of 46-51
Food and/or Household Departments 176-244
Food Editors, U. S. and Canadian Newspapers 176-244
Foreign Affairs, Books on..... 337
Foreign and Wartime Propaganda, Books on 335
Foreign Correspondents & Reminiscence, Books on 334
Foreign Correspondents in U. S...320-321
Foreign Correspondents, U.N. 322
Foreign Countries Newspapers, Representatives of.....364, 420-421
Foreign Journalism, Books on 339
Foreign Language Dailies in U. S. 304-305
Foreign Language Press, Books on.. 334
Formosa, Newspapers of 416
France, Newspapers of 398-399
Freedom of International News..... 311
French Equatorial Africa, Newspapers of 412
French Guiana, Newspapers of..... 378
French Journalism, Books on..... 339
French West Africa 412
French West Indies, Newspapers of.. 394

G

Garden Editors, U. S. and Canadian Newspapers 176-244
General Advertising, Books on..... 338
General Advertising Managers—
Canadian Newspapers 168-175
U. S. Newspapers 27-167
General Feature Syndicates 322-328
General Managers—
Canadian Newspapers 168-175
U. S. Foreign Language Newspapers 304-305
U. S. Newspapers 27-167
Georgia, Newspapers of 51-53
German Journalism, Books on..... 339
Germany, Newspapers of 399-402
Gibraltar, Newspapers of 402
Gold Coast, Newspapers of 412
Great Britain—
Advertising and Newspaper Associations 354-356
Advertising Agencies 356-357
Introduction to Newspapers of.... 349
Newspapers and Personnel.....349-354
U. S. Representatives of Newspapers of 349
Greece, Newspapers of 402
Grenada, Newspapers of 393
Group Membership 176-244
Group Newspapers, U. S. and Canada 252-253
Group Units and Magazine Sections 312-314
Guam, Newspapers of 419
Guatemala, Newspapers of..... 378

H

Haiti, Newspapers of 393
Handbooks for the Newsroom..... 334
Hawaii, Newspapers of..... 53
Head of Photographic Dept., U. S. and Canadian Newspapers 176-244
Histories: General and Specialized, Books on 334
Histories of Individual Newspapers, Books on 334
History and Biography, Books on.... 338
History, Books on 337
Home Furnishings Dailies, U. S.... 308
Honduras, Newspapers of 378
Hong Kong, Newspapers of..... 416
Household and/or Food Dept. ...176-244
Household Features 330
House Magazines, Books on..... 334
House Press Gallery 317-319
Hungary, Newspapers of 402

I

I Am the Printing Press (poem)... 346
Iceland, Newspapers of 402
Idaho, Newspapers of 53-54
Illinois, Newspapers of 54-63
Important American (Biographical), Books on 336
India, Newspapers of 416-417
Indiana, Newspapers of 63-68
Individual Newspapers, Histories of, Books on 334
Indonesia, Newspapers of 417
Internal Revenue, Books on..... 337
International Economics, Books on... 337
International News, Freedom of.... 311
Introduction 23
Iowa, Newspapers of 68-73
Iran, Newspapers of 413
Iraq, Newspapers of 414
Ireland, Newspapers of 354
Ireland, U. S. Representatives of Newspapers of 349
Isle of Man, Newspapers of..... 352
Israel, Newspapers of 414
Italy, Newspapers of 402-403

J

Jamaica, Newspapers of 394
Japan, Newspapers of 417-419
Jordan, Newspapers of 414
Journalism, Canons of 348
Journalism, Histories of: Books on.. 337
Journalism, Maria Moors Cabot Awards in 347
Journalism, Opportunities in: Books on 335
Journalism, Pulitzer Prize Awards.. 348
Journalism, Schools and Departments U. S. and Canada 339-341
Journalism, Sigma Delta Chi Awards in 347
Journalism, Standards of Education for 341
Journalistic Codes 253
Journalistic Subjects, Bibliography on 332-339
Journalists, Biographical Books on American 336
Journalists, British Associations of 354-356
Journalists, Code of Ethics, Australia 361
Journalist's Creed—Walter Williams. 253

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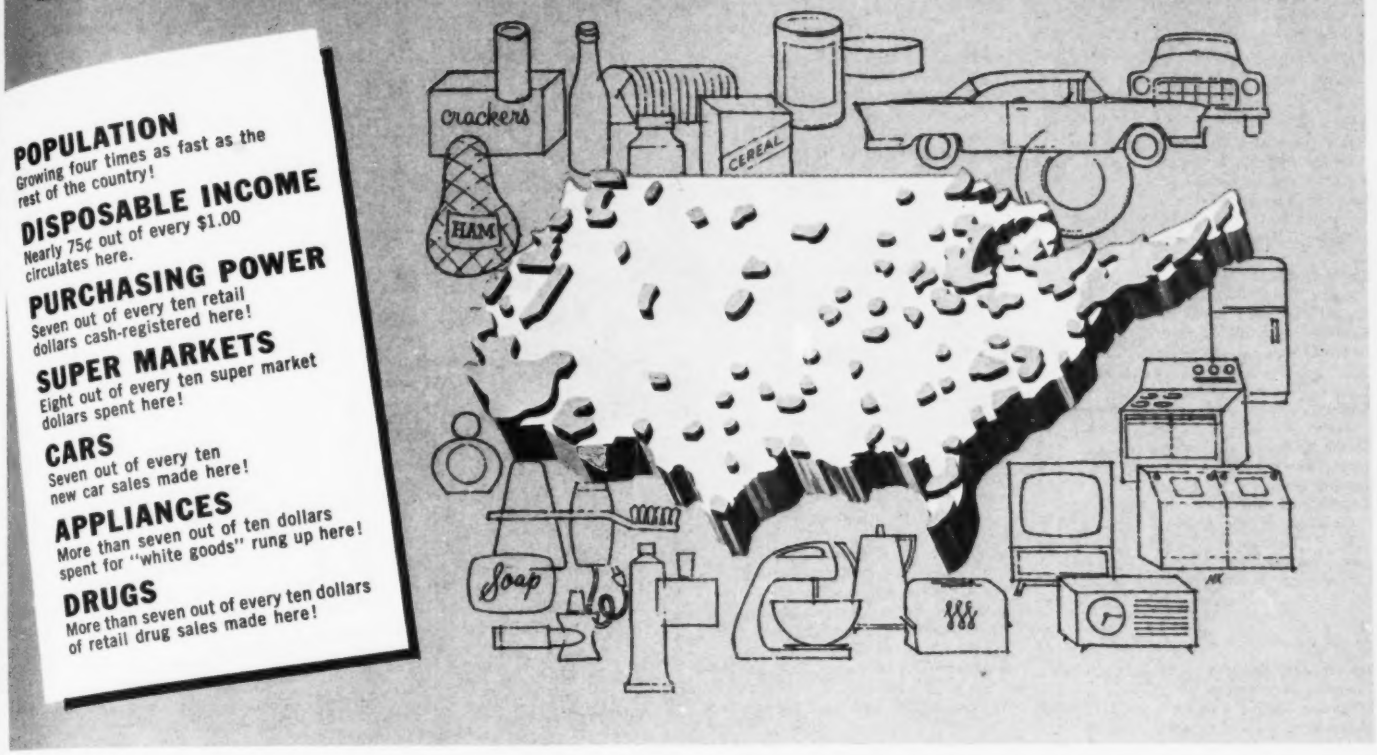

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INDEX TO 1957 INTERNATIONAL YEAR BOOK CONTENTS—*Continued*

K

Kansas, Newspapers of 71-74
Kentucky, Newspapers of 74-76
Kenya, Newspapers of 412
Key to Personnel Listing, U. S. and Canadian Newspapers 27
Korea, Newspapers of 419

L

Labor Dailies, U. S. 308
Labor Problems, Social Security and Wage Policies, Books on 337
Labor Wage Scales 421
Latakia, Newspapers of 414
Latin American, Bermuda, and West Indies Newspaper Representatives 364, 420-421
Latin American Newspapers and Personnel 364-388
Layout and Arts, Books on 338
Lebanon, Newspapers of 414
Legal Dailies, U. S. 307-308
Libel and Copyright, Books on ...334-335
Liberia, Newspapers of 412
Librarians, U. S. and Canadian Newspapers 176-244
Libraries, Books on Newspaper 335
Libya, Newspapers of 412
Linage, Annual Advertising 422
Local Retail Advertising Managers—
Canadian Newspapers 168-175
U. S. Newspapers 27-167
Louisiana, Newspapers of 76-78
Luxembourg, Newspapers of 403

M

Madagascar, Newspapers of 412
Madeira, Newspapers of 405
Magazine Section Carried 176-244
Magazine Sections, Group Units, etc. 312-314
Magazine Supplements (Sunday) Printed by Newspapers 176-244
Mail and Delivery Equipment..... 301
Mailers' Wage Scales 421
Maine, Newspapers of 78
Malayan States, Federation of 415
Malta, Newspapers of 403
Managers, General Advertising—
Canadian Newspapers 168-175
U. S. Newspapers 27-167
Managers Photographic Dept., U. S. and Canadian Newspapers 176-244
Managers, Retail Advertising—
Canadian Newspapers 168-175
U. S. Newspapers 27-167
Managing Directors—
Australasian Newspapers 358-361
British Newspapers 349-354
Irish Newspapers 354
Managing Editors—
Canadian Newspapers 168-175
U. S. Foreign Language Newspapers 304-305
U. S. Newspapers 27-167
Manitoba, Newspapers of 169
Manufacturers and Suppliers of Newspaper Equipment 297-303
Manufacturers of Newsprint in North America 423
Martinique, Newspapers of 394
Maryland, Newspapers of 78-80
Massachusetts, Newspapers of 80-84
Mat Services 309-311
Mauritius, Newspapers of 419
Mechanical Associations 346
Mechanical Equipment in Newspaper Plants 255-297
Mechanical Superintendents—
Canadian Newspapers 168-175
U. S. Newspapers 27-167
Mechanical Wage Scales 421
Metals Dailies of U. S. 308
Mexico, Newspapers of 378-381
Michigan, Newspapers of 84-89
Middle East, Near East and, Newspapers of 413-415
Milline Rates 25
Minnesota, Newspapers of 90-92
Miscellaneouus Associations 346
Mississippi, Newspapers of 92-94
Missouri, Newspapers of 94-98
Montana, Newspapers of 98-100
Morocco, Newspapers of 412-413
Motion Pictures About the Newspaper Business 331
Motion Picture Editors, U. S. and Canadian Newspapers 176-244
Mozambique, Newspapers of 412
Music Editors, U. S. and Canadian Newspapers 176-244

N

National Advertising Managers (See Managers General Advertising).27-167
National Advertising Rates—
Canadian Newspapers 168-175
U. S. Newspapers 27-167
National Associations, U. S. and Canada 343-344
Near East and Middle East, Newspapers of 413-415
Nebraska, Newspapers of 100-101
Negro Press, Books on 335
Netherlands, Newspapers of 403-404
Netherlands West Indies, Newspapers of 384-392
Networks, Magazine Sections, Group Units, etc. 312-314
Nevada, Newspapers of 101
New Brunswick, Newspapers of..... 169
New Caledonia, Newspapers of..... 419
Newfoundland, Newspapers of...169-170
New Hampshire, Newspapers of..101-102
New Jersey, Newspapers of.....102-105
New Mexico, Newspapers of.....105-106
New Editors—
Canadian Newspapers 168-175
U. S. Newspapers 27-167
New South Wales, Newspapers of.. 358
Newspaper Advertising Executives Assn., Code of Practice..... 253
Newspaper Advertising Linage..... 422
Newspaper Advertising Rates—
Basic Data on 24
Canadian Newspapers 168-175
U. S. Newspapers 27-167
Newspaper Advertising Representatives—
Bermuda 364, 420-421
Consultants 304
Foreign Countries Newspapers 364, 420-421
Great Britain and Ireland..... 349
Latin America 364, 420-421
Special Service Dailies, U. S. and Canada 308
U. S. and Canada 245-251
West Indies 364, 420-421
Newspaper and Advertising Associations, British 354-356
Newspaper Associations and Clubs 356-357
Newspaper Associations of Australasia 363
Newspaper Carrier Publications in U. S. and Canada 314
Newspaper Contests and Awards.... 423
Newspaper Correspondents, Foreign in U. S. 320-321
Newspaper Correspondents (Out-of-Town) N. Y. City.....320-321
Newspaper Correspondents, Washington, D. C. 315-319
Newspaper Equipment, Manufacturers and Suppliers 297-303
Newspaper Ethics, Books on 284
Newspaper Feature Syndicates....322-330
Newspaper Fiction, Books on 334
Newspaper Groups, U. S. and Canada 252-253
Newspaper Libraries, Books on 335
Newspaper Linage 422
Newspaper Magazine Sections, Group Units, etc. 312-314
Newspaper Making, Books on 338
Newspaper Mat Services 309-311
Newspaper Mechanical Superintendents—
Canada 168-175
U. S. Newspapers 27-167
Newspaper Networks 312-314
Newspaper Radio Affiliations, U. S. and Canada 176-244
Newspaper Ready Reckoner, Rates and Circulations 24-25
Newspaper Representatives—
Canada 251
Foreign Countries 420-421
Great Britain and Ireland 349
Latin America, Bermuda, and West Indies 364, 420-421
Special Service Dailies, U. S. and Canada 308
United States 245-251
Newspaper Services 303-304
Newspapers—
of foreign countries, Canada and U. S.: See individual alphabetical listings.
Newspapers Issued in Tabloid or Small Format 392
Newspapers Issuing Carrier Publications 314
Newspapers Represented in U. S. Press Gallery 315-319
Newspapers Special Service Dailies, U. S. and Canada 305-308
Newspapers Which Print Own Sunday Magazine Supplements 176-244
Newspapers Which Print Run-of-Paper Color Advertising 176-244
Newsprint, Books on 338
Newsprint Consumption 422
Newsprint Manufacturers of North America 423
New So. Wales, Newspapers of..... 358
News Services 328-329
News Stories, Collection of, Books on 333
News Writing, Books on 335
New York City, Out-of-Town Correspondents in 321
New York, Newspapers of 106-117
New Zealand—
Advertising Agencies 363
Newspapers of 360-361
Printing Associations 363
Nicaragua, Newspapers of 382
Nigeria, Newspapers of 412
No Editions 176-244
North Carolina, Newspapers of..117-120
North Dakota, Newspapers of 120
Norway, Newspapers of 404
Nova Scotia, Newspapers of 170

O

Ohio, Newspapers of 124-128
Oklahoma, Newspapers of 129-132
Ontario, Newspapers of 170-173
Opportunities in Journalism, Books on 335
Oregon, Newspapers of 133-134
Other Countries, Journalism Books on 339

P

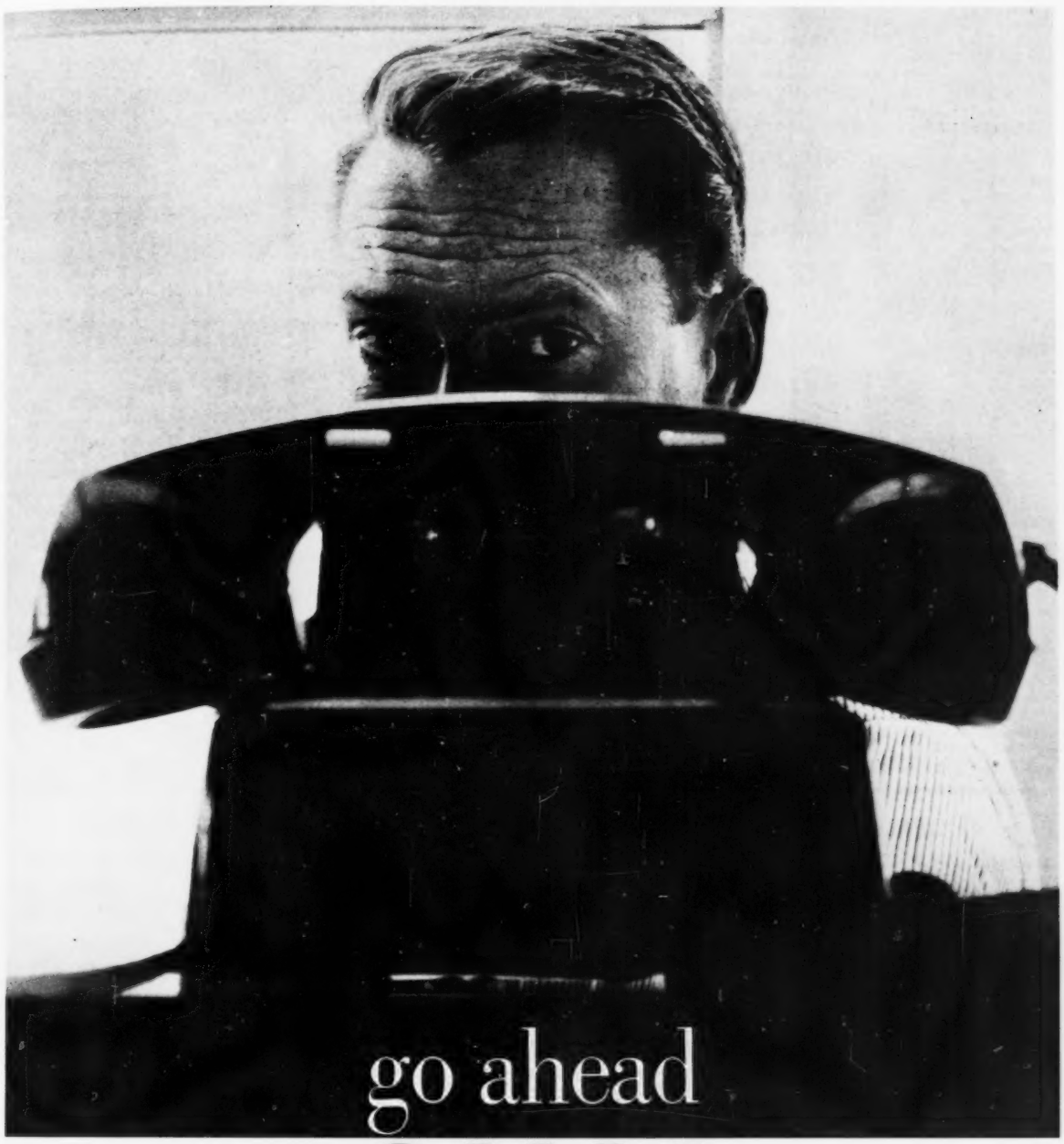
Pakistan, Newspapers of 419
Panama, Newspapers of 382
Papers Represented in U. S. Press Gallery 315-317
Paraguay, Newspapers of 382
Pay of Mechanical Forces 421
Pennsylvania, Newspapers of 134-144
Personnel Executives, Newspapers—
Australasia 358-361
Bermuda 388
Canada 168-175
Great Britain 349-354
Ireland 354
Latin America 364-388
United States 27-167
U. S. Foreign Language 304-305
West Indies 388-394
Peru, Newspapers of 382-384
Petroleum, Dailies, U. S. 308
Philippine Islands, Newspapers of.. 420
Photoengravers' Wage Scales 421
Photographic Dept. Managers of U. S. and Canadian Newspapers 176-244
Photography, Books on 335
Picture Editors, U. S. and Canadian Newspapers 176-244
Plant Engineers 304
Poem—I Am the Printing Press.... 346
Poland, Newspapers of 405
Political Thought, Books on 337-338
Portugal, Newspapers of 405
Portuguese West Africa, Newspapers of 411
Portuguese India, Newspapers of.... 420
Practice, Code of 253
Presidents—
Canadian Newspapers 168-175
United States Newspapers 27-167
Press Association, and Clubs, U. S. and Canada 343-346
Press and Equipment Engineers..... 304
Press Gallery, Canadian Parliamentary 319
Press Gallery of the U. S. Congress 315-319
Press Gallery of U. S. Congress, Papers Represented in 315-319
Press, Libel and Copyright, Books on 334-335
Pressmen's Wage Scales 421
Press Room Equipment 301-302
Press Services 326-327
Prince Edward Island, Newspapers of 173
Principal Departmental Editors, U. S. and Canadian Newspapers 176-244
Principal Foreign Language Dailies of U. S. 304-305
Print Own Magazine 176-244
Printers' Metals, Composition of... 407
Printing, Advertising and Newspaper Associations, Australasia 363
Printing and Engraving, Books on.338-339
Printing Press, I Am the (poem)... 346
Professional, College, Business and Special Service Dailies 305-308
Promotion and Circulation, Books on 338
Promotion Managers—
Canadian Newspapers 168-175
United States Newspapers 27-167
Propaganda and Public Relations Domestic, Books on 335
Propaganda: Foreign and Wartime, Books on 335
Proprietors, Newspapers—
Australasian 358-361
Bermuda 388
British 349-354
Irish 354
Latin American 364-388
West Indies 388-394
Psychology, Books on 338
Publications, Issued for Carrier Forces 314
Publicity and Propaganda, Books on. 335
Public Opinion, Books on 335
Public Relations, Books on 335
Publishers—
Canadian Newspapers 168-175
Foreign Language Dailies 304-305
United States Newspapers 27-167
Publishers Associations, U. S. and Canada 343-346
Publishing Associations, British...354-356
Publishing Company—
Canadian Newspapers 168-175
United States Newspapers 27-167
Puerto Rico, Newspapers of 394
Pulitzer Awards in Journalism 340

Q

Quebec, Newspapers of 173-175
Queensland, Newspapers of.....358-360

R

Radio Affiliations, U. S. and Canadian Newspapers 176-244
Radio and Television, Books on..... 335
Radio-Television Editors, U. S. and Canadian Newspapers 176-244
Railroad Economics Transportation, Books on 338
Rates, Advertising—
Australasian Newspapers 358-361
Bermuda Newspapers 388
British Newspapers 349-354
Canadian Newspapers 168-175
Irish Newspapers 354
Latin American Newspapers....364-388
U. S. Foreign Language Newspapers 304-305
U. S. Newspapers 27-167
West Indies Newspapers 388-394
Ready Reckoner, Rates and Circulation 24-25
Real Estate Dailies, U. S. and Canada 308
Real Estates Editors, U. S. and Canadian Newspapers 176-244
Regional Associations, U. S. and Canada 344-346
Religious Journalism, Books on..... 335
Religious News Syndicates and Services 330
Reminiscences, Books on 334
Reporting and Writing News, Books on 335-336
Representatives of Newspapers—
Canada 251
Foreign Countries 364, 420-421
Great Britain and Ireland..... 349
Latin America, Bermuda and West Indies 364, 420-421
Special Service Dailies, U. S. and Canada 308
United States and Canada.....245-251
Resort Dailies, U. S. 308
Retail Advertising Managers—
Canadian Newspapers 168-175
United States Newspapers 27-167



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INDEX TO 1957 INTERNATIONAL YEAR BOOK CONTENTS—*Continued*

Review of British Newspapers..... 349
Rhode Island, Newspapers of 144
Rhodesia, Newspapers of 413
Rumania, Newspapers of 405
Run-of-Paper Color Printed by Newspapers 176-244
Ruanda-Urundi, Newspapers of 411
Russia, Newspapers of 405-406
Ryukyu Islands, Newspapers of..... 420

S

St. Kitts, Newspapers of 394
St. Lucia, Newspapers of 394
St. Vincent, Newspapers of 394
Sarawak, Newspapers of 415
Saskatchewan, Newspapers of 179
Saudi Arabia, Newspapers of 414
Schools of Journalism, U. S. and Canada 339-341
Scotland, Newspapers of 354
Selangor, Newspapers of 415
Sellers of Newspaper Advertising Space, Basic Data for 24-25
Senate Press Gallery 267-271
Services, Newspaper 303-304
Shipping Dailies, U. S. 308
Siam, Newspapers of 420
Sierra Leone, Newspapers of 413
Sigma Delta Chi Awards in Journalism 347
Small Format or Tabloid Newspaper. 392
Social Security and Wage Hour Policies, Books on 337
Society Editors—
Canadian Newspapers 168-175
United States Newspapers 27-167
Somaliland, Newspapers of 413
South Africa, Newspapers of 413
South Australia, Newspapers of 360
South Carolina, Newspapers of...144-147
South Dakota, Newspapers of 147-148
Space, Basic Data on Newspaper Advertising 24-25
Spain, Newspapers of 406-407
Special Advertising Representatives—
Bermuda Newspapers 364, 420-421
Canadian Newspapers 251
Foreign Country Newspapers 364, 420-421
Great Britain and Ireland..... 349
Latin American, Bermuda and West Indies Newspapers 364, 420-421
Special Service Dailies, U. S. and Canada 305-308
U. S. Newspapers 245-251
West Indies Newspapers..364, 420-421
Special Data for Buyers of Newspapers Space 176-244
Special Editions 176-244
Special Fields, Books on 338
Special Service Dailies, U. S. and Canada 305-308
Split Run Advertising 176-244
Sports Dailies, U. S. and Canada.... 308
Sports Editors—
Canadian Newspapers 168-175
U. S. Newspapers 27-167
Standards of Education for Journalism 341
State Associations, U. S. and Canada 343-346
Stereotype Equipment 302-303
Stereotypers Wage Scales 421
Straits Settlements, Newspapers of... 415
Sudan, Newspapers of 413
Sunday Editors—
Canadian Newspapers 168-175
United States Newspapers 27-167
Sunday Magazine Supplements Printed by Newspapers 176-244
Superintendents, Mechanical—
Canadian Newspapers 168-175
United States Newspapers 27-167
Surinam, Newspapers of 384
Suppliers and Manufacturers of Newspaper Equipment 297-304
Sweden, Newspapers of 408-409
Switzerland, Newspapers of 409-411
Syndicates and Personnel, Australia.. 363
Syndicates and Personnel, U. S. and Canada 322-330
Syria, Newspapers of 414

T

Tabloid Newspapers 392
Taiwan (See Formosa)
Tanganyika, Newspapers of 413
Tangier—Morocco, Newspapers of... 413
Tasmania, Newspapers of 360
Techniques, Books on Editorial..... 333
Telephone Nos., Newspapers 27-167
Television-Radio Editors, U. S. and Canadian Newspapers 176-244
Tennessee, Newspapers of 148-150
Territory of Alaska, Newspapers of.. 28
Territory of Hawaii, Newspapers of. 53
Texas, Newspapers of 150-160
Text-Editorials, Syndicates 327-328
Textiles-Clothing Dailies, U. S. 305
Thailand (Siam) Newspapers of.... 420
The Netherlands, Newspapers of..403-404
Transportation, Books on 338
Travel Editors, U. S. and Canadian Newspapers 176-244
Trinidad, Newspapers of 394
Tunisia, Newspapers of 412
Turkey Newspapers of 414-415
Typographers' Wage Scales 421

U

Union of South Africa, Newspapers of 413
United Nations, Correspondents' Assn. 322
United States—
Advertising Clubs 342-343
Advertising Representatives 245-251
Associations and Clubs 343-346
Cities, Populations and Newspapers 27-167
Departmental Editors of Newspapers 176-244
Foreign-language Newspapers ..304-305
Foreign Newspaper Correspondents 320-321
Journalism, Schools and Departments of 339-341
Newspaper Carrier Publications... 314
Newspaper Groups (or Chains).252-253
Newspaper Ready Reckoner, Rates and Circulations 24-25
Newspaper Representatives 245-251
Newspapers, Personnel, Circulations, Rates 27-167
Newsprint, Manufacturers of 423
Special Service Dailies 305-308
Syndicates and Personnel.....274-281
Tabloids 392
Uranda Urundi, Newspapers of.... 411
Uruguay, Newspapers of 384-386
U.S.R.R., Newspapers of 405-406
Utah, Newspapers of 160

V

Venezuela, Newspapers of 386-388
Vermont, Newspapers of 160-161
Victoria, Newspapers of 360
Virginia, Newspapers of 161-162
Virgin Islands, Newspapers of 394

W

Wage Hour Policy, Books on 337
Wage Scales, Mechanical 421
Wales, Newspapers of 354
Wartime and Foreign Propaganda, Books on 335
Washington Correspondents 317-319
Washington, Newspapers of 162-164
West Australia, Newspapers of 360
West Indies, Newspapers of.....388-394
West Virginia, Newspapers of....164-165
Williams, Walter — The Journalist's Creed 253
Wire News Services Syndicates...326-327
Wisconsin, Newspapers of 165-167
Women's Page Editors, U. S. and Canadian Newspapers 176-244
Women in Journalism, Books on..335-336
Writing News, Books on 335
Wyoming, Newspapers of 167-168

Y

Yugoslavia, Newspapers of 411

INDEX TO 1957 INTERNATIONAL YEAR BOOK ADVERTISEMENTS

ADVERTISING AGENCIES

Publicitas, S. A., Lausanne, Switzerland 410

ARCHITECTS AND ENGINEERS

Chas. T. Main, Inc. 284

EQUIPMENT AND SUPPLIES

Alan Wood Steel Co. 302
Alico, Inc. 432
American Publishers Supply 283
American Smelting & Refining Co... 288
American Steel Chase Co. 295
Beveridge Paper Co.—New Products Div. 285
Burgess Cellulose Co. 296
Capital Tool & Mfg. Co. 301, 302
Certified Dry Mat Corp. 17
Charter Newspaper Line 286
Cline Electric Mfg. Co. 9
Cutler-Hammer Co., Inc. 260, 261
Electric Eye Equipment Co. 273
Fairchild Graphic Equipment, Inc.... 257
Federated Metals Division 288
Howard Flint Ink Co. 6
Foster Manufacturing Co. 225, 300
Gates Acoustinet Co. 300
Goss Printing Press Co. 20, 21
R. Hoe & Co. 11, 12, 13, 14
J. M. Huber Corp. 277
Ideal Roller & Mfg. Co. 287
Imperial Type Metal Co. 298
Intaglio Service Co. 295
Interchemical Corp. 265
Intertype Corp. 254
The Jampol Co. 7
Korthe Engineering Co. 294
Lake Erie Engineering Corp. 269
Link Paper Co. 290
Ludlow Typograph Co. 285
Matrix Contrast Co. 287
Mergenthaler Linotype Co. 259
Midwest Matrix Mart 295
Minnesota Mining & Mfg. Co. 275
Geo. H. Morrill Co. 16
The Morrison Co. 290
National Bundle Tyer Co. 292
New England Newspaper Supply Co. 282
Paper Manufacturers Co. 299
Rapid Roller Co. 289
Rolled Plate Metal Co. 286
Walter Scott & Co., Inc. 8
T. W. & C. B. Sheridan Co. 267
Signode Steel Strapping Co. 263
Simco Co. 302
Sinclair & Carroll Co., Inc. 10
Sta-Hi Corp. 281
Steel City Manufacturing Co. 286
Tingue, Brown Co. 292
Turner Printing Machinery, Inc. ... 293
Vulcan Rubber Products, Inc. 291
Wesel Manufacturing Co. 293
Wiretyer Corp. 279
Wood Flong Corp. 300
Wood Newspaper Machinery Corp. ...4, 5
Zomo Zinc 286

INSURANCE

(*Reader, Carrier Boy, Bond*)

Hickey-Mitchell Company 346

MAT MANUFACTURERS

Beveridge Paper Co.—New Products Div. 285
Burgess Cellulose Co. 296
Certified Dry Mat Corp. 17
Wood Flong Corp. 300

MAT SERVICES

Metro Associated Services 309
Stamps - Conhaim - Whitehead, Inc. 310

NATIONAL NEWSPAPER REPRESENTATIVES

The Branham Company 245
Cresmer-Woodward, Inc. 246
Kelly-Smith Company 247
Moloney, Regan & Schmitt, Inc. 177
Ralph R. Mulligan 248
Sawyer-Ferguson-Walker Co. 249
Scolaro, Meeker & Scott 250

NEWSPAPER BROKERS

Gabbert & Hancock 303
Allen Kander & Co. 424
Vincent J. Manno 303
May Brothers 303

NEWSPAPER FOREIGN REPRESENTATIVES

N. De Filippes Co. 407
Inter-American Publications, Inc. .. 395
Italian Publishers Representatives ... 403
Joshua B. Powers, Inc. 365

NEWSPAPER MAGAZINE SECTIONS

American Weekly 427
First 3 Markets Group 313

NEWSPAPERS OF AFRICA

Argus South African Newspapers 412

NEWSPAPERS OF ARGENTINA

La Nacion, Buenos Aires 366
La Prensa, Buenos Aires 367

NEWSPAPERS OF AUSTRALIA

Adelaide Advertiser 359
Brisbane Courier-Mail 359
Melbourne Herald 359
Melbourne Sun News-Pictorial 359

NEWSPAPERS OF BERMUDA

Royal Gazette, Hamilton 392

NEWSPAPERS OF BOLIVIA

El Diario, La Paz 371

NEWSPAPERS OF BRAZIL

O Globo, Rio de Janeiro 366

NEWSPAPERS OF B. W. I.

Gleaner, Kingston, Jamaica 393
Nassau Tribune, Bahamas 384
Trinidad Guardian, Port of Spain.. 393

NEWSPAPERS OF CANADA

London Free Press 242
Montreal Le Petit Journal 175
Montreal Photo Journal 174
Thomson Dailies 171
Toronto Daily Star 243

NEWSPAPERS OF CHILE

El Mercurio, Santiago 374

NEWSPAPERS OF COLOMBIA

El Colombiano, Medellin 375
La Prensa, Barranquilla 371

NEWSPAPERS OF COSTA RICA

La Nacion, San Jose 374

NEWSPAPERS OF CUBA

Avance, Havana 391
Diario de la Marina, Havana..... 390
El Mundo, Havana 391

NEWSPAPERS OF CURAÇAO

La Prensa, Willemstad 392

NEWSPAPERS OF DENMARK

Ekstrabladet, Copenhagen 407
Politiken, Copenhagen 407

NEWSPAPERS OF ECUADOR

El Comercio, Quito 376
El Telegrafo, Guayaquil 376
El Universo, Guayaquil 377

NEWSPAPERS OF FRANCE

Parisien Libre, Paris 398

NEWSPAPERS OF GREAT BRITAIN

Beaverbrook Newspapers Ltd. 351
London Daily Telegraph 353
London News of the World 355

NEWSPAPERS OF GUATEMALA

El Imparcial, Guatemala City 386

NEWSPAPERS OF HAWAIIAN ISLANDS

Honolulu Star-Bulletin 189

NEWSPAPERS OF JAPAN

Asahi Evening News 418

NEWSPAPERS OF MEXICO

Mexico City News 381
Novedades, Mexico City 381

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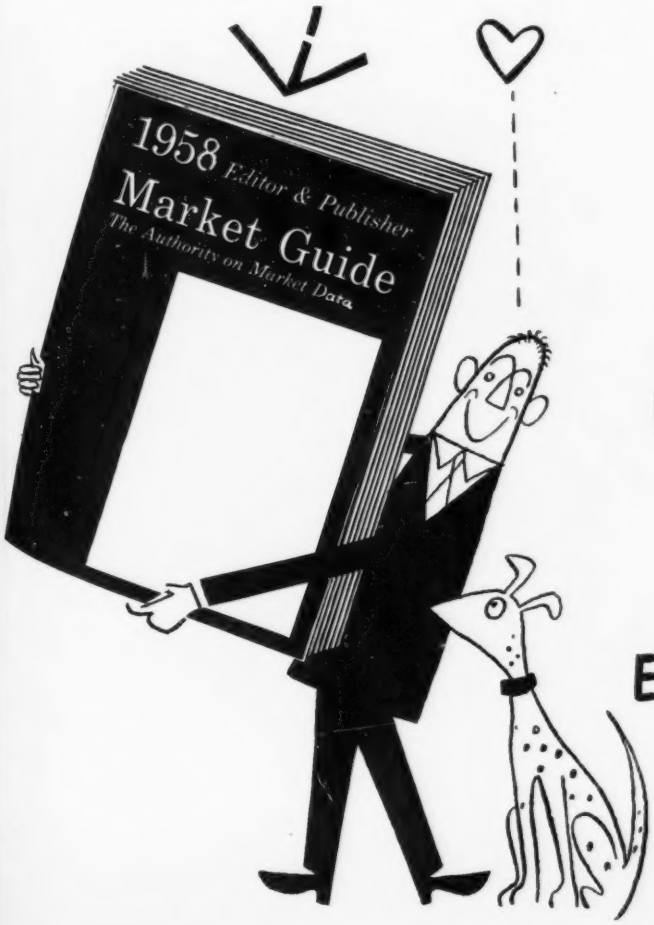

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INDEX TO 1957 INTERNATIONAL YEAR BOOK ADVERTISEMENTS—*Continued*

El Universal, Mexico, D. F. 379
El Universal Grafico, Mexico, D. F. 379

NEWSPAPERS OF NICARAGUA

La Prensa, Managua 371

NEWSPAPERS OF NORWAY

Morgenposten, Oslo 407

NEWSPAPERS OF PANAMA

El Estrella de Panama, Panama City 383
Panama City American 383
Panama City Star & Herald 383
Panama City Tribune 384

NEWSPAPERS OF PERU

La Cronica, Lima 382
La Prensa and Ultima Hora, Lima.. 385

NEWSPAPERS OF PUERTO RICO

El Mundo, San Juan 395

NEWSPAPERS OF SWEDEN

Dagens Nyheter, Stockholm 407
Expressen, Stockholm 407

NEWSPAPERS OF UNITED STATES

Akron Beacon Journal 121
Albany Knickerbocker News 107
Allentown Call Chronicle 226
Altoona Mirror 135
American Weekly 427
Augusta Chronicle and Herald 51
Baltimore Sun 1
Binghamton Press 109
Boston Globe 81
Boston Herald-Traveler 204
Brush-Moore Newspapers 122
Buffalo Courier-Express 214
Buffalo Evening News 106
Charleston Post News & Courier.... 146
Chicago Daily News 191
Chicago Defender 192
Chicago Sun-Times 55
Chicago Tribune 57
Columbia State & Record 147
Columbus Dispatch 123
Copley Newspapers of Calif. 33
Copley Newspapers of Illinois 59
Corpus Christi Caller-Times 233
Dallas Times-Herald 153
Detroit Free Press 85
Detroit News 87
Duluth Herald & New-Tribune 91
Elizabeth Journal 102
Erie Times 227
Fall River Herald-News 205
First 3 Markets Group 313
Ft. Worth Star-Telegram 155
Hagerstown Herald-Mail 203
Hammond Times 195
Hartford Courant 44
Hartford Times 43
Houston Chronicle 156
Houston Post 157
Indianapolis Star and News 65
Kansas City Star 97
Little Rock (Ark.) Gazette 179
Los Angeles Times 35
Louisville Courier-Journal & Times.. 201
McClatchy Newspapers 181
Miami Daily News 47
Miami Herald 49
Milwaukee Journal ROP Service. 310, 328
Minneapolis Star Tribune 93
Montgomery Advertiser-Journal 176
New Brunswick Home News 103
New Castle News 228
New Orleans Item 202
New Orleans Times-Picayune and States 79
Norwalk Hour 45
Oklahoma City Oklahoman & Times.. 131
Orlando Sentinel-Star 50
Paducah Sun-Democrat 200
Peoria Journal-Star 60
Philadelphia Bulletin 139
Pontiac Press 88
Providence Journal-Bulletin 145
Roanoke Time & World News 237
Rochester Democrat & Chronicle 115
Rochester Times-Union 115
Rockford Register, Republic-Star ... 194
St. Louis Post-Dispatch 99
Salisbury Post 119
San Diego Union-Tribune 39
San Francisco Examiner 37
Sarasota News 187
Savannah News & Press 188
Schenectady Gazette 216
Scranton Times 141
Scripps League 425
Shreveport Times and Journal 77
Sioux City Journal-Tribune 70
South Bend Tribune 67
Speidel Newspapers, Inc. 26
Springfield, Ill., State Journal 61
Springfield, Ill., State Register 61
Syracuse Newspapers 217
Troy Record Newspapers 116
Tulsa World-Tribune 132
Westchester County Publishers 111
Wichita Eagle 75
Worcester Telegram-Gazette 206

NEWSPAPERS OF URUGUAY

El Dia, Montevideo 386
La Manana & El Diario, Montevideo. 384

NEWSPAPERS OF VENEZUELA

Caracas Journal 388
El Heraldo, Caracas 384
Elite and Paginas, Caracas 387
El Nacional, Caracas 389
Panorama, Maracaibo 387

NEWS SERVICES

Agence France Presse 369
Associated Press .....2nd Cover
Chicago Tribune Press Service 323
France-Presse News Agency 369
United Press .....Back Cover

PRESS ENGINEERS

Central Newspaper Installations Co. 18, 19
Manhattan Industrial Contracting Co. 271

PRINTING INKS

Howard Flint Ink. Co. 6
J. M. Huber Corp. 277
Interchemical Corp. 265
Geo. H. Morrill Co. 16
Sinclair & Carroll Co., Inc. 10

PRINTING PRESSES

Goss Printing Press Co. 20, 21
R. Hoe & Co. 11, 12, 13, 14
Walter Scott & Co., Inc. 8
Wood Newspaper Machinery Corp.... 4, 5

PRINTING ROLLERS

Ideal Roller & Mfg. Co. 287
Rapid Roller Co. 289

SPECIAL EDITIONS

Hudson De Priest & Associates..... 346
C. L. Leach 330

SPECIAL SERVICES

H. T. Dickinson & Co. 225

SYNDICATES AND SPECIAL FEATURES

Alburn Bureau 329
R. O. Beckman 330
Chicago Tribune-New York News Syndicate 3
Craft Patterns Studio 324
General Features Corp. .....3rd Cover
Hardale Syndicate 324
Homograf 330
King Features Syndicate 22
Life Begins At Forty 326
Mc Naught Syndicate 327
National Council Religious Features.. 328
NEA Service, Inc. 2
Pan-Asia Newspaper Alliance 416
SC Syndicate 330
Science Service 15
Spear Financial Features 329
Superior Features Syndicate 326
United Feature Syndicate 325

TRADE PUBLICATIONS

Newspaper News, Australia 362

MISCELLANEOUS

American Cancer Society 429
Anaconda Co. 143

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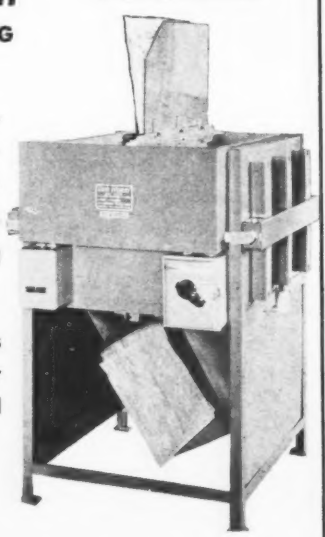

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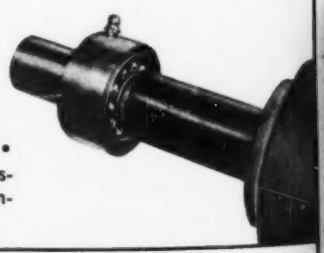

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57

... 265
... 16
... 10

20, 21
13, 14
... 8
4, 5

... 287
... 289

... 346
... 330

... 225

TURES
... 329
... 330
lews
... 3
... 324
rd Cover
... 324
... 330
... 22
... 326
... 327
res.. 328
... 2
... 416
... 330
... 15
... 329
... 326
... 325

... 362

... 429
... 143

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